

## Saskatchewan Farm Equipment Show Anticipates \$50 million in Export Sales

**Regina** — More than 500 exhibitors from around the world participate each year in what has come to be recognized internationally as "the largest semi-arid farming technology show in the world."

It's the **Western Canada Farm Progress Show**, being held in this Saskatchewan city June 19 to 22, 1991.

And, as it's likely to follow the success of the 1989 event, the results of which have just recently been tabulated, Canadian exhibitors can expect to record at least \$50 million in export sales.

Providing a special environment that assists in export sales development and the 'agent appointment' process, the **Farm Progress Show**, since its inception in 1978, is a high-tech 'shopping centre' of dryland farming equipment and know-how.

On display is virtually everything relating to the industry, from rock pickers, rod weeders, chisel plows, and tractors, to combines, farmstead equipment, tools and services.

In 1990, the show recorded its largest participation ever (184 international delegates) in its International Business Centre — a centralized area providing full services to enhance export opportunities.

Among other services, the International Business Centre arranges 'dating sessions' for information exchanges between trade delegates and manufacturers, and provides computerized listings of manufacturers and their products. Last year, delegates came from such diverse countries as Argentina, Australia, Bulgaria, China and Spain.

The **Western Canada Farm Progress Show** is supported by the federal government and the provincial governments of Saskatchewan, Alberta and Manitoba.

For further information, contact Tom Rogers (tel.: 306-975-4365) or Laura Diakiu (tel.: 306-975-4346) at the International Trade Centre at Industry, Science and Technology Canada, Saskatoon. Fax: (306) 975-5334.

The show organizers also may be contacted directly: Western Canada Farm Progress Show, P.O. Box 167, Exhibition Park, Regina, Saskatchewan S4P 2Z6. Tel.: (306) 781-9200. Fax: (306) 565-3443.

## Canadians Could Build Sales at Paris Construction Show

**Paris** — Recruitment now is underway for Canadian companies to participate in *External Affairs and International Trade Canada (EAITC's) stand at Batimat'91* — one of the world's premier showcases for the construction industry.

Being held in France's capital from November 12 to 19, the 1991 event will mark Canada's twelfth participation in the show which features all types of building construction, structural housing components, and building accessories.

In 1989 — the show is held every two years — 11 Canadian companies exhibited at the Canada stand. Over a 12-month period, they recorded sales of \$10,350,000 and were among the more than 2,300 exhibitors from 42 countries.

For further information on **Batimat'91**, contact Wesley S. Rathwell, Trade Fairs and Missions (RWTF), Western Europe Trade and Investment Development Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 943-0893. Fax: (613) 995-6319.

## Trade Fairs, Exhibitions Slated for Algeria in 1991

Canadian companies may be interested in participating in the following 1991 Algeria-based trade fairs and exhibitions. The following is the list of events provided by the Commercial Division of the Canadian Embassy in Algiers:

- **27th International Fair of Algeria** — June 5-15;
- **International Electronic and Audio-Visual Exhibition** — September 1-7; and
- **International Informatics, Computerized Office and Communications Exhibition** — October 1-7.

Further information is available by contacting directly the Commercial Division, Canadian Embassy, Algiers, Algeria. Tel.: (011-213-2) 60.66.11. Fax: (011-213-2) 60.59.20. Telex: (Destination code 408) 66043. Answerback: (66043 CANAD DZ).

## One-Stop Business Info in B.C.

British Columbia's centrally located Business Information Centre can help take the mystery out of exporting.

Through a network of economic development commissions, information centres, Chambers of Commerce, government agents and regional development liaison officers, the Vancouver Centre can help businesses in every corner of the province.

Operated by the B.C. Trade Development Corporation and the Ministry of Regional and Economic Development, the Business Info Centre has been recognized as a one-stop shop for business information.

For details on the services offered, contact the B.C. Business Information Centre, The Station, 601 West Cordova St., Vancouver. Tel.: 660-3900 or 731-2239 (within Greater Vancouver); or 1-800-665-2239 (outside the Lower Mainland).