

Korean Appetite for Canadian Food Products Heats Up

SEOUL, KOREA — March 14-15, 2000 — Rapid changes are occurring in the way food products are processed, distributed and marketed in Korea. Consumer tastes are becoming more Western due to Korea's development as a modern, industrialized nation. The Korean economy is fast recovering from the economic crisis that hit Asia in late 1997. All of these factors are generating an escalating demand for imported food products in Korea.

To help satisfy the Korean appetite for Canadian food products and to introduce Canadian suppliers to the burgeoning market, the Canadian Embassy in Seoul is organizing the New Millennium Canadian Food Show.

The New Millennium Show will be an excellent, low-cost opportunity for Canadian companies to investigate new opportunities. Tours of local food retail outlets, wholesaler

and discount outlets will also be arranged.

To register, or for more information, contact Murray Mitchell at Agriculture and Agri-Food Canada (AAFC), International Marketing Bureau in Ottawa, tel.: (613) 759-7719, fax: (613) 759-7506; or Murray Pearson at the Canadian Embassy in Seoul, Korea, tel.: (011-82-2) 3455-6056, fax: (011-82-2) 755-0686; or AAFC's Regional Office in your province.

Post-earthquake Construction Mission Headed to Turkey

TURKEY — January 31-February 4, 2000 — In the wake of the devastating earthquakes in Turkey a construction trade mission is being organized to capitalize on the opportuni-

ties emerging from this country's massive reconstruction efforts.

Opportunities for building and commercial products and equipment in the housing, construction,

contracting and engineering sectors are available for Canadian firms, especially those with technological expertise.

The mission program includes group activities combined with individual meetings with Turkish firms. Time will also be available for independent activities.

The construction mission to Turkey is organized by the Department of Foreign Affairs and International Trade (DFAIT) with its Team Canada Inc partners, Industry Canada and Canada Mortgage and Housing Corporation, and the Canadian Embassy in Ankara.

To participate in the mission, contact Jean-Louis Robitaille (DFAIT), tel.: (613) 996-4484, fax: (613) 995-8783, e-mail: jean-louis.robitaille@dfait-maeci.gc.ca

For more information, contact Loreta Giannetti (DFAIT), tel.: (613) 996-5263, fax: (613) 995-8783, e-mail: loreta.giannetti@dfait-maeci.gc.ca

First Southeastern Europe COMDEX Show Set for Athens

ATHENS, GREECE — March 16-19, 2000 — COMDEX Greece, the first COMDEX show in Southeastern Europe, is designed to present new products, technologies and applications to companies and visitors from around the world, in particular Europe, the Balkans and Cyprus. It is anticipated that more than 150 of the most important international and domestic information technology companies will be exhibiting their products and services at the show.

Organized by the American-Hellenic Chamber of Commerce

and Ziff-Davis Events, COMDEX Greece will also feature key speakers, a multitude of conferences, seminars, workshops and discussions.

For more information, contact the American-Hellenic Chamber of Commerce in Athens, tel.: (011-30-1) 362. 3231-3, fax: (011-30-1) 361. 0170 or 362.0995, e-mail: amcham@ath.forthnet.gr. Companies may also wish to copy George E. Dimitriou, Commercial Officer, Canadian Embassy in Athens, tel.: (011-30-1) 727.3355, fax: (011-30-1) 727.3460, e-mail: athns-td@dfait-maeci.gc.ca