

## Invitation to Join Medical Products NEBS Mission to Boston

BOSTON, MASSACHUSETTS — March 30 - April 1, 1998 — Canadian medical products companies are invited to join a New Exporters to Border States (NEBS) Mission, being organized by the Canadian Consulate General in Boston.

Participants will learn about U.S. immigration and customs regulations, legal aspects of exporting, and Food and Drug Administration rules. An all-day session will concentrate on the medical market in

New England, with discussions on distribution channels, market trends, partnering, dealing with the insurance industry and other specialized aspects of the industry, presented by U.S. experts. The training program will also include a visit to the annual New England Health Care Assembly Exhibition on April 1.

The Government of Canada will cover two nights of accommodation in Boston. Mission participants are responsible for transportation,

meals and incidentals. Participation will be limited to 20 Canadian companies.

Applications should be made via the International Trade Centre nearest you (for a list, visit the DFAIT Web site at <http://www.dfait-maeci.gov.ca>).

For more information about the NEBS mission, contact Christine Sarkisian, Canadian Consulate General, Boston, Massachusetts, tel.: (617) 262-3760, fax: (617) 262-3415.

## A TRADE SHOW DESIGNED TO REACH THE NORTHWEST RUSSIAN MARKET

IMATRA, FINLAND — April 1-3, 1998 — Canada will be present at the first International Fair of Russian and European Union Trade, an opportunity to gain access to the northwestern Russian market from a Finnish border town. Organizers expect 100-200 companies to exhibit.

The show will be of particular interest to Canadian companies involved with raw materials, semi-

finished products, machinery and equipment, the food industry and the agricultural sector, including food stuffs, agricultural machinery and forestry. Finnish and Russian logistics firms and firms active in financing, insurance and consulting will also exhibit.

Imatra is 200 km from St. Petersburg, on the Finnish and Russian border. Many importers from North-

west Russia are expected to attend.

Finnish exports and re-exports to Russia reached \$3 billion in 1996 and grew 17 per cent in the first five months of 1997.

For more information, contact John Pearce, Canadian Embassy, P.O. Box 779, FIN-00110 Helsinki, Finland, tel.: 011-358-9-171-141, fax: 011-358-9-601-060, e-mail: [john.pearce@paris03.x400.gc.ca](mailto:john.pearce@paris03.x400.gc.ca)

## Intertech '98: the Show for Advanced Technology Industry

DAMASCUS, SYRIA — October 1-4, 1998 — Canadian high-technology companies are invited to join hundreds of other exhibitors and thousands of attendees at the International Exhibition for High Technology, Intertech '98.

The Middle East is set for unprecedented expansion in business, manufacturing, communications, and infrastructure. Intertech '98

will provide an important venue for selling computer hardware and software, telecommunications products, storage products, fax and audio-visual products, packaging technology, medical/pharmaceutical products, oil and gas services and equipment, environmental protection equipment, robotics, and electrical equipment — among other advanced technology products and services. The market

for these types of goods has so far been left largely untapped and is now exploding.

For more information, contact Glenn D. Waterman, Show Manager, International Trade Show Services Inc., 20 Butterick Rd., Toronto, ON, M8W 3Z8, tel.: (416) 252-7791, fax: (416) 252-9848, e-mail: [glennw@intltradeshows.com](mailto:glennw@intltradeshows.com)