

FAIRS AND MISSIONS

-- WITH AN ITALIAN FLAVOUR

ADVANCED TECHNOLOGY

Canada at Italy's Hitech Showcase (SMAU 95)'

SMAU is the second-largest hightech show in Europe and the forum for the industry in Italy and the Mediterranean rim. Canada's national stand at SMAU 95, held September 21-25 in Milan, featured the following exhibitors:

Andyne Computing
Connect Tech
Lansource Technologies
Microforum
Pika Technologies
Vive Synergies

Canarie
Farabi Technology
Memotec Communications
MKS Inc.
Spectracom Technology

Companies wanting market intelligence gleaned at this year's SMAU or any other information to help them decide if SMAU 96 might be a key venue for them, may contact John Picard at the Embassy in Rome or Pierangelo Ponzoni at the Canadian Consulate in Milan.

* **Spring 1996:** Italian buyers/systems integrators mission to Canada, focussing on Virtual Reality and Interactive Media.

* **CEBIT/COMDEX, Las Vegas:** Parties interested in meeting Italian companies that will be present may contact, in advance, Rome or Milan for suggested contacts and assistance in arranging appointments.

* **May 1996:** Telecoms Policy and Regulatory Framework introduces Italian PTT and Antitrust authorities to the Canadian regulatory system and players; and

* **May 1997:** Mission to Canada of top Italian distributors and suppliers of advanced network services to telecoms providers.

The Canadian Embassy in Rome's recent highly successful **Information Highway and Multimedia Mission to Canada** was a first large-scale effort to raise Canada's profile in Italy in this exciting sector.

In June, senior business development executives from 15 of Italy's top telecoms companies travelled to Montreal, Ottawa and Toronto for a week-long tour to some of the most advanced telecoms companies and projects in the country.

The enthusiastic interest of the mission participants showed clearly how Italian telecoms companies, faced with the end of their monopolies and with imminent global competition in the new technologies, are now much more open to influences and products from other markets.

AUTOMOTIVE

A mission to Canada of buyers from the FIAT

Group is proposed for June 1996.

For further information on this initiative or market information and leads, contact Luc Santerre at the Consulate in Milan.

BIOTECHNOLOGY

In October 1995, the Milan Consulate will be coordinating a visit by the **European Strategic Alliance Consultant for Biotechnology**, matching Italian companies with Canadian firms looking for partnerships in Europe.

In addition, the Consulate has proposed plans to coordinate a June 1996 **Mission of Italian Agri-industry Leaders to Canada** for alliances and technology transfers.

Biotech companies seeking further information should contact Pierangelo Ponzoni at the Canadian Consulate in Milan.

ENVIRONMENT

Companies wanting to assess their prospects for goods and services and to find the right partner, are invited to use the Information Booth at Italy's largest environmental show, **SEP Pollution** (Milan, March 31 - April 4 1996) which focuses on municipal services and solid waste. The Consulate will suggest contacts and arrange appointments for such companies. Firms can also send their product or brochures for display, along with desired characteristics for appropriate distributors/partners.

Please contact Umberto Corazzi at the Consulate in Milan for further information concerning SEP Pollution; for information about the envi-

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