

Offshore Technology Conference: 1,200 Participants

Houston — Canadian companies involved in the offshore resources sector will not want to miss the **1991 Offshore Technology Conference (OTC'91)**, being held May 6-9 at this city's Astrodomain complex.

But they will have to act now if they want to join the 15 to 20 Canadian firms that are expected to participate in External Affairs and International Trade Canada (EAITC's) pavilion.

Canadian participants in **OTC'91** — an ideal venue to let the world see Canada's capabilities and services — will be among more than 1,200 of the world's foremost offshore manufacturing and services companies that will be showcasing their state-of-the-art technologies.

OTC '91, now in its 23rd year, is more than just a trade show. It is a major forum for the exchange of technical information vital to the exploration and development of ocean resources and the protection of the offshore environment. More than 30,000 delegates from around the world are expected to

attend discussions on political and economic trends which impact the industry.

Also on the agenda and featuring industry executives and government officials, are two special Management Sessions, "Future Directions in Offshore Technology - Deep Water and Frontier Areas" and "Offshore Safety - The Regulatory Environment". Seven "OTC Topical Luncheons" will offer registrants the opportunity to

learn details of other current offshore developments. The Honourable Jake Epp, Minister for Energy, Mines and Resources, is slated to address one of the gatherings.

For further information on participation in **OTC '91**, contact Pierre-Andre Rolland of EAITC's United States Trade and Tourism Development Division (UTO), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 991-9475. Fax: (613) 990-9119.

Atlanta Apparel Market Door to \$24-Billion Business

Atlanta — Canadian fashion designers and manufacturers are being encouraged to participate on an individual basis in the **Atlanta Apparel Mart "Autumn" Show** being held in this Georgia city April 11 to 17, 1991.

The encouragement is understandable: as far as apparel is concerned, the area covered by the Mart is the fastest-growing region

in the United States, with more than 24,000 apparel stores and annual retail sales in excess of \$24 billion.

That region, the Southeast U.S., includes Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia.

The "**Autumn**" Show, the largest market of the year, generally attracts more than 60,000 buyers and expectations are that Canadian manufacturers should fare well in promoting apparel for the fall and winter seasons.

At the October 1990 show, at which there was a Canadian Pavilion, 15 Canadian companies exhibited goods ranging from women's formal wear to readywear, sportswear and accessories. From business contacts made at the event, they anticipate 12-month sales in excess of US\$1.6 million.

For further information on the **Atlanta Apparel Mart "Autumn" Show**, contact Burke E. Darling, Canadian Consulate General, Suite 400, South Tower, One CNN Center, Atlanta, Georgia 30303-2705, U.S.A. Tel.: (404) 577-6810. Fax: (404) 524-5046.

Information also is available from Milton Crane, Atlanta Apparel Mart. Tel.: (404) 220-2828.

International Trade Fairs

A number of trade fairs in which External Affairs and International Trade Canada (EAITC) does not participate — but in which Canadian companies might be interested — take place internationally. Some which have crossed this desk include:

• **BAUTECHNIK'91** — April 18-23 — Markkleeberg (near Leipzig), Germany. Building materials machinery, construction machines, equipment and vehicles. For information, contact Munchener Messe-und Ausstellungensgesellschaft GmbH, Messegelände, Postfach 12 10 09, W-8000 München 12. Telex: 5212086 ameg d. Fax: (89) 5107-172.

• **Fishtec'91** — April 25-28 —

Cuxhaven, Germany. The first fishery trade exhibition in the united Germany covers fisheries, the fish processing industry, aquaculture and sea environment protection. For information, contact Fachausstellungen Heckmann GmbH, Hannover/Bremen, Group Deutsche Messe AG, Hollerallee 23, 2800 Bremen 1. Fax: (0421) 349026.

• **EUROPHARMEX** — April 26-28, 1991 — Verona, Italy. International Pharmacy Exhibition, in a market valued in excess of \$18 million annually, is reserved for pharmacists, medical doctors and businessmen. For information, contact UTET Periodici Scientifici, Viale Tunisia 37-20124, Milan, Italy. Fax: 2-6598580.