

## Canadian Firms Invited to Ecomed-Pollutec '99



BARCELONA, SPAIN — March 19-23, 1999 — Canada will participate with a Canadian stand at Ecomed-Pollutec '99, an exhibition devoted to the environment and energy sectors.

Ecomed-Pollutec represents an excellent opportunity for Canadian firms to meet with important Spanish companies and end-users in the environment and renewable-energy sectors.

The event also allows Canadians to meet with key Spanish central and regional government officials who influence major environment and renewable-energy projects, as well as to develop sales opportunities in and gain entry to the Spanish market, especially in the industrialized Catalan Region.

Symposiums, technical seminars and forums are also

planned in conjunction with Ecomed-Pollutec '99. Canadian exhibitors are invited to speak at the concurrent Canada/Spain/Catalan Technology Transfer Environment Seminar, which is expected to attract some 100 key Spanish environment contacts.

Ecomed-Pollutec '98 was a complete success, attracting 464 exhibitors from the environment sector, as well 16,000 trade visitors from 15 countries.

For more information or to exhibit at the Canadian stand, contact Isidro Garcia, Commercial Officer, Canadian Embassy, Madrid, Spain, fax: (34-91) 577-9811, e-mail: isidro.garcia@mดริด01.x400.gc.ca; or Gayle McCallum, Europe - Trade Promotion, Department of Foreign Affairs and International Trade, tel.: (613) 996-1530, fax: (613) 944-1008.

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### Perseverance is key

According to O'Neill, Japan is a challenging market, but, with perseverance, it can be very rewarding.

"The Japanese have high demands and are very thorough in their investigation," he explains, "and they are interested in new method-

ologies that are tested and true.

"To be successful in Japan and develop opportunities," he adds, "you must be willing to spend time face to face, in order to develop a relationship of trust based on a quality product. If you are successful, you'll be there for the long haul."

Based on these early successes, ACBI is already pursuing other markets in Europe (Germany, Iceland, Lithuania).

For more information on ACBI or its group of companies, contact president Keith O'Neill, tel.: (709) 739-4049, fax: (709) 739-6544.

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to specialized databases. Credit checks are generally referred to specialized agencies.

**Troubleshooting** — You can call us for help with an urgent business or market access problem. Note that we cannot enter into private disputes or act as customs

brokers, sales agents, collection agents or lawyers.

### Need more help?

Some of our offices abroad provide services in addition to those mentioned here. To find out more, contact the office in the country in which

you wish to do business. Offices not offering the service you require can refer you to a qualified third party, who will typically charge a fee.

For more information about the Trade Commissioner Service, contact Team Canada Inc, tel.: 1-888-811-1119.