

## U.S. Environmental Shows Clearly Mean Business

An excellent way for Canadian companies to promote their environmental technologies, products and services is through participation in trade fairs organized by the U.S. environmental industry.

External Affairs and International Trade Canada, through its U.S. Trade and Tourism Division (UTO) and in cooperation with Canadian Consulates in the United States, is promoting Canadian participation in such events in an effort to help Canadian firms explore environmental opportunities in the U.S. market.

Following is a list of "selected trade fairs" that Canadian companies might find worth pursuing:

- **NEW ENGLAND ENVIRONMENTAL EXPO** — Boston/Maine — April 13-15, 1993: National show with 400 exhibitors, featuring environmental products and services. This show is attended by 5,000 presidents, chief executive officers, environmental managers, federal, state and local officials and environmental engineers.

- **AMERICAN WATER WORKS ASSOCIATION** — San Antonio, Texas — June 6-10, 1993: A major show with more than 750 exhibitors displaying water meters, pipes, valves and other components for the water works industry. This event attracts more than 10,000 municipal and state officials, engineers, contractors and environmental specialists.

- **HAZARDOUS MATERIALS MANAGEMENT CONFERENCE** — Atlantic City, New Jersey — June 9-11, 1993: This international show, with approximately 550 exhibitors, features equipment

for the handling, treatment, storage and transportation of hazardous materials and waste. Regular attendance, of approximately 12,000 persons, includes plant engineers, environmental engineers, municipal waste management officials, chemists, technicians, and emergency response personnel.

- **AIR & WASTE MANAGEMENT ASSOCIATION** — Denver, Colorado — June 15-17, 1993: This international event, with more than 300 exhibitors, showcases products and services for air pollution control and waste management. Included are instrumentation, control equipment, engineering and consultant services. The show is attended by more than 6,000 engineers, waste management specialists and federal, state and municipal environmental control personnel.

- **WASTE EXPO'93** — Chicago, Illinois — June 23-25, 1993: With more than 500 exhibitors, this international show features solid and hazardous waste collection, transportation and disposal equipment; related support equipment, products and services. The show is attended by 10,000 private and public-sector officials and businesses involved in the collection, treatment and disposal of solid and hazardous wastes.

Companies interested in participating or seeking further information on these trade events should contact Donald Marsan, U.S. Trade and Tourism Development Division (UTO), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 990-9119.

## International Fair Slated for Panama

**Panama** — Companies in the agricultural field have an opportunity to participate — either on site or through the display of product literature and promotional material — in an event that will expose them to a Panamanian market that offers "real opportunities."

It's the **International Fair** in David, Chiriqui, Panama, which is being held March 12-21, 1993 and at which External Affairs and International Trade Canada will have an Information Booth.

"Canadian agricultural firms," says a memo from the Canadian Embassy in San José, Costa Rica, "have discovered real opportunities in this market."

They add that "trade in this market is facilitated by the use in Panama of US dollars. Cash sales are common." What's more, Panama is going through a period of substantial growth, presently averaging 9 per cent per year.

Participation in this fair, which has been in operation since 1954, also affords Canadian companies the opportunity to visit other possible clients or customers in this "extremely rich agricultural area."

Companies interested in participating in or displaying literature at this **International Fair** should contact the Canadian Embassy, San José, Costa Rica. Tel.: (506) 55-35-22. Fax: (506) 23-06-09.

Companies interested in mailing literature or materials from Canada should send their packages (for onward forwarding) to Tom Bearss, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.