

Cologne Hardware Fair Three-in-One Deal

Cologne — For the fifth time, Canada will have a National Exhibit at the **International Hardware Fair** being held here March 6-9, 1994.

Actually, there are several events — and all for the price of one!

The **Hardware Fair** is coupled with **World Tools Centre - Security Systems Locks and Fittings**, and **Do-It-Yourself (DIY-TEC) Builders' and DIY Supplies Trade Fair**.

This event is attended by decision-makers from the industry and trade and promotes serious business discussions at a high level. It's an ideal venue at which to make new contacts and to foster existing ones.

In 1993, there were 76,000 visitors from 95 countries. As well, more than 2,800 companies from 48 countries exhibited their products. Moreover, 600 journalists, of whom 200 were from abroad,

covered the fair.

The big news, however, is that the 17 Canadian companies participating in the 1993 Canadian exhibit reported estimated 12-month sales of \$4.5 million!

In 1994, Canada's National Stand will consist of two separate pavilions with 200 square metres in the DIY-TEC Centre and 200 square metres in the World Tools Centre.

For further information, contact Gayle McCallum, Trade Fairs and Missions-Europe, Department of Foreign Affairs and International Trade, Ottawa. Tel.: (613) 996-1530. Fax: (613) 944-1008.

"Building" Markets in Western U.S.

Spokane — An All Canadian Solo Building Products and Hardware Trade Show, under the sponsorship of the Canadian Consulate General in Seattle, will be held here March 1, 1994.

Recruitment is underway.

Participating in this event will give Canadian companies the opportunity to establish new contacts in the rapidly growing residential and commercial housing markets of Eastern Washington and Idaho.

The trade show, with approximately 40 exhibitors, will focus on new construction, remodelling, and the Do-It-Yourself industry. In attendance will be contractors, architects, developers, and distributors specializing in home and apartment construction.

For information, contact Freda Lacey or Fred Babis, Canadian Consulate General, Seattle. Tel.: (206) 443-1777. Fax: (206) 443-9735.

Suppliers to Tourism Industry

Showcase Products, Services in London

London — What is being billed as the first and most comprehensive event of its kind within the United Kingdom will give North American tourism suppliers the opportunity to present their complete range of products in a highly professional business environment.

The **Canada/US Business Exchange (CUBE'94)**, a major tourism trade event being held March 15-17, 1994, will cover travel-related areas such as tour packages, corporate hospitality, special events and product launches.

A Canadian group participa-

tion at **CUBE'94** is being coordinated by Rhéal Leroux and Associates Inc., in collaboration with the Canadian High Commission in London.

The Leroux organization is responsible for providing each delegate with full logistical support, facilitation of workstation reservations, payment, information, hospitality, and site management.

For cost and other information on how to join the Canadian group, contact Rachel Gauthier, Rhéal Leroux and Associates Inc., Ottawa. Tel.: (613) 741-9397. Fax: (613) 741-9906.

BARCELONA HOSTS MAJOR EUROPEAN FOOD FAIR

Barcelona — For the third time, the Department of Foreign Affairs and International Trade will participate at one of the most important food fairs in Europe. Recruitment is under way.

Alimentaria '94, being held March 1 to 6, will feature such sectors as: meat, dairy, dried, canned

and frozen foods, sweets, cakes, pastry, waters, soft drinks and beer as well as wines and spirits. **Alimentaria '94** marks the 10th anniversary of this international event.

In 1992, the show attracted over 350,000 visitors, 25,000 of whom were foreign buyers from 50 differ-

ent countries, representing mainly the European Community and Latin America.

Interested Canadian companies should contact Lorraine Reardon, Trade Fairs and Missions - Europe, Trade Development Division, DFAIT, Ottawa. Tel.: (613) 996-2147. Fax: (613) 944-1008.