

TRADE FAIRS AND MISSIONS PROGRAMS FOR MEXICO — 1994

DFAIT fairs and missions are held directly in response to industry demand. The list below is therefore provisional and subject to confirmation. Should DFAIT not be participating with a national stand, companies are encouraged to participate individually. Specific details can be obtained by contacting Latin America and Caribbean Trade Division, fax: (613) 944-0479.

CANADA EXPO '94

More than 400 Canadian companies are expected to participate in CANADA EXPO '94, to be held in Mexico City, March 22-25. This will be the largest international solo trade show ever mounted by Canada. The exposition will be the perfect place for companies to display products and make contacts in this long-closed market of 85 million consumers: a market where imports increased by 22 percent in 1992 to almost \$50 billion. CANADA EXPO '94 will attract key Mexican business people who are avidly interested in what Canada has to offer. A large number of agents and potential business partners are expected to attend.

Canadian exports to our largest trading partner in Latin America increased by nearly 37 percent in 1992. This rate of growth is expected to continue in the coming decade because Mexican consumers are interested in a broad array of Canadian products from diverse sectors. Requests for more information about CANADA EXPO '94 may be forwarded to Latin America and Caribbean Trade Division, DFAIT, Ottawa, fax: (613) 944-1067.

CANADIAN SOLO FOOD SHOW/CANADA EXPO '94 (Mexico City)

Canadian agri-food companies will be featured in a special pavilion during Canada Expo '94.

March 22-25, 1994

CONSTRUCTION & FOREST INDUSTRY SECTOR

Incoming buyers' mission to Canada, organized by the Ontario, British Columbia and Québec forestry industries.

April/May 1994

EXPOPAK '94

Mexico's leading packaging/labelling machinery show.

May 1, 1994

PRO-ECO FORUM

Technical conference on environment protection arranged in co-operation with Industry Canada; seminars will feature prominent Canadian speakers.

May 1994

TECHNO MUEBLE '94 (Guadalajara)

First time at this event for Canada's residential furniture sector.

July 8-10, 1994