

Istanbul the In Spot for Two Shows One Focuses on Construction

Istanbul — Companies producing construction equipment and systems, building materials, heating and plumbing systems, insulation and interior finishes are invited to participate in a trade show taking place here January 13-16, 1994.

Construction-Turkey'94, at which the Canadian Embassy will have an information booth, provides an excellent opportunity for introducing products to authorized Turkish purchasers, distributors and agents.

Specially featured will be security products for buildings, including access control systems, fire detection and fighting systems, and intruder detection and alarm systems.

Embassy staff are willing to display and distribute promotional material of Canadian companies

Food on Japan Menu

Japan — There are three great reasons to go to Japan in March. The Canadian Consulates in Osaka and Fukuoka are each planning **Solo Food Shows** in their specific markets to immediately follow **Foodex Japan '94**.

Featuring Canadian products only, these solo food events will allow exhibitors from the food and beverage industries to fully complement their efforts in Tokyo.

The **Solo Food Shows** are scheduled for March 14-15, 1994 in Osaka, and March 17, 1994 in Fukuoka.

Foodex, Japan's premier international food and beverage show, will be held in Tokyo, March 7-11, 1994.

For more information, contact: Ian Thompson, Japan Trade Development Division (PNJ), External Affairs and International Trade Canada. Tel.: (613) 992-6185.

that produce construction-related equipment and products. The Embassy also is organizing a technical seminar highlighting Canadian technology and products at the show. Canadian firms exhibiting or visiting the show will be able to make presentations at the seminar to an audience of invited Turkish businesspeople.

Companies wishing to have their product literature distributed

should send up to 100 copies of their brochures — for arrival by **December 15, 1993** — to D. MacDonald, Second Secretary (Commercial), Commercial Division, Canadian Embassy, Nenehatun CAD 75, GOP 06700, Ankara, Turkey.

For further information, contact the Canadian Embassy in Ankara. Tel.: 011-90-4-436-1275. Fax: 011-90-4-446-2811/4437.

... The Other on Communications

Istanbul — The **Softex International Fair**, an important event for the business communications industry, will be held here January 26 - 30, 1994.

The fair will be of interest to manufacturers of computers, peripherals and office furniture, and companies involved in telecommunications and data transmission. It will afford Canadian businesspersons an opportunity to find trade outlets and potential customers and partners.

Some Canadian companies, such as Northern Telecom and EDA Telecom, already have found trade outlets in this region.

Bordering on Europe, the Middle East and the Commonwealth

of Independent States, Turkey is an ideal takeoff point for exporting to these countries.

With the assistance of the Canadian Embassy in Ankara and of the Canadian International Development Agency (CIDA), the Canadian delegation will be coordinated by SIRTEC, a private company promoting Canada-Turkey cooperation.

From its liaison office in Istanbul, SIRTEC will assist Canadian companies in making appointments with Turkish companies.

Contact Nedi Sisa, Advisor, SIRTEC, 555 René Lévesque W., 9th floor, Montreal H2Z 1B1. Tel.: (514) 866-1633, local 265. Fax: (514) 875-5004.

Toronto to Host Housewares Event

Toronto — With more than 1,570 displays and more than 200,000 net square feet of space the **Canadian Hardware/Housewares/Home Improvement Show (CHS)** will be held here February 6 - 8, 1994.

Recently named the fifth-largest tradeshow in Canada by *Tradeshow Week*, CHS is the third-largest

combined hardware, housewares, home improvement show in the world.

This event is produced and managed by the Canadian Retail Hardware Association, 6800 Campobello Road, Mississauga, Ontario, L5N 2L8. For information, contact Joe Edwards, Show Manager. Tel.: (416) 821-3470. Fax: (416) 821-8946.