

Participants Now Being Recruited for Geotechnology Show in Germany

Cologne — The starting point for success in geotechnology/geosciences markets is to exhibit at **Geotechnica'93**, being held here May 5 to 8.

Show in Spain Sure Source of Business for Building Suppliers

Barcelona — As the major trade fair in Spain, **Construmat'93** gives Canadian companies an excellent opportunity to display their products and their expertise in the building supplies field.

Construmat runs from March 29 to April 3, 1993 and will attract nearly 3,000 exhibitors and more than 200,000 visitors.

A number of Canadian companies already have taken advantage of the expansion in Spain's construction market and are selling their products throughout the country. Dozens of Canadian houses are being built there.

Canadian manufacturers of doors, locks, electrical equipment, heating systems (conventional and solar), air conditioning, plumbing fixtures, glazing, and interior woodwork will find **Construmat** an ideal locale for displaying their wares to Spanish and European companies eager for new products and technologies.

Those who would like to be among the 10 Canadian companies to participate in the Canadian pavilion at **Construmat'93** or wishing further information should contact Luc Santerre, Western Europe Trade, Investment and Technology Division, External Affairs and International Trade Canada, Ottawa. Fax: (613) 995-6319.

First held in 1991, the show/congress attracted 18,000 visitors to view the 440 exhibits from 13 countries — ample proof that the event was well worth repeating.

While on-site sales by Canadian participants were neither expected nor generated, anticipated or follow-up sales over a 12-month period were estimated at between \$18 million and \$20 million.

This and the unique nature of the show/conference (at which Canadians excelled in their presentations) convinced External Affairs and International Trade Canada to once again have a National Stand.

The first participation proved that, when Canadian companies exhibit as a group, the National Stand is ensured a "prime location" — one that will afford exhibitors the opportunity to broaden their existing networks or to establish themselves

in new niche markets.

Also, participation in this event, say Canadian-based trade officials in Germany, can "act as a crystal for future technology transfer and collaborative activities."

Leading edge technologies at the exhibition/congress cover such areas as remote sensing, environmental technologies, geo-information systems, and cartography — areas in which Canadians are more than expert.

Companies interested in participating in **Geotechnica'93** and wishing further information should contact Therese Gervais, Western Europe Trade, Investment and Technology Division, Trade Fairs and Missions (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 992-7001. Fax: (613) 995-6319.

Room For Making Contracts At Major Toronto Furniture Show

Toronto — One of the world's largest shows for contract/office furniture — **The International Interior Design Exhibition (IIDEX)** — will be held in Toronto November 19-21, 1992.

Canadian trade commissioners from posts around the world have recruited high-profile buyers for this venue, considered one of the best shows of its type.

More than 20,000 designers, architects and specifiers (persons who specify a particular make, model, design, or colour) will get acquainted with Canadian know-how in furniture manufacturing.

One hopes that participants at

this year's **IIDEX** will be as successful as the Knoll Group of Canada.

As a result of previous participation — and thanks to the recruitment of U.S. buyers to **IIDEX** by the Canadian Consulate General in Dallas — this Weston, Ontario company sold \$15.5 million worth of customized office furniture to the Dallas headquarters of the U.S. Federal Reserve Bank.

Further information on **IIDEX '92** is available from Michel Samson, U.S. Trade and Tourism Development Division, EAITC. Tel.: (613) 991-9479. Fax: (613) 990-9119.