

NATIONAL STANDSCanada

Only two countries, Canada and India, sponsored national stands at Sea Fare Southeast. The Canadian exhibit of 1300 sq. feet held a prominent position on the trade show floor and incorporated companies from Newfoundland, Nova Scotia, New Brunswick, Prince Edward Island and Quebec. The traditional red company signs on grey background normally used in Canadian stands were replaced for blue on grey depicting the look of the sea and consistent with the overall colour scheme of the show.

External Affairs and International Trade Canada (EAITC), the Canadian Consulate General in Atlanta and the Canadian Government Expositions and Audio Visual Centre, coordinated the exhibit for 9 Canadian companies from the 5 Provinces. Each province also sent a government representative to assist their companies and monitor the effectiveness of the show. In addition, three Canadian companies participated outside the national stand.

This is the third year in a row that EAITC has been at Sea Fare southeast with a national stand. Canadian companies continue to participate, marketing their products in an attempt to test the market, sell direct to dealers or end users and possibly appoint an agent or distributor. Canada's national stand was