

TRADE FAIRS AROUND THE WORLD

Environmental Technology Theme of Turkey Trade Show

ISTANBUL, TURKEY — Canadian companies in the environment sector are invited to participate in the **Environmental Technology '95** trade show to be held here November 30 - December 3.

The Canadian Embassy in Ankara will have an information booth to display and distribute promotional material of Canadian companies active in the environment sector. The Embassy will also arrange meetings with potential agents and clients for interested Canadian firms.

Turkey is a developing country with rapid population growth and urbanization. In the past, emphasis was placed on industrialization, with environmental preservation not receiving the priority it deserved. The recent establishment of a Ministry of Environment is one sign that the country is becoming more environmentally conscious. This increasing awareness is helping to develop a

growing market for environmental products and services such as emission control equipment, waste water treatment, urban and medical waste handling and disposal systems, pollution monitoring instruments, as well as know-how and engineering expertise.

Water treatment projects, in some cases financed by international financing institutions and, in other cases, on a Build-Operate-Transfer (BOT) basis, are planned or under development by several municipal governments in Turkey. The Istanbul Water and Sewage Administration has projected the investment of over US\$1 billion in waste water collection and treatment before the year 2000.

Establishing local representation with an agent or a distributor is the most effective means to monitor and address business opportunities in Turkey. Turkish trade shows are also valuable pro-

motional events and useful in meeting potential clients. Success in the Turkish market depends, to a large extent, on the development of a good relationship with the local distributor and, through the agent/distributor, with the potential customer.

Companies wishing to have their product literature distributed should send 100 copies of their brochures — *for arrival by November 20, 1995* — to David Usher, Canadian Embassy, Nenehatun Caddesi 75, G.O.P., Ankara, Turkey. Tel: (90-312) 436 12 75; Fax: (90-312) 446 28 11.

Military Technology Viewed in Malaysia

MALAYSIA — The third **Langkawi International Maritime and Aerospace Exhibition (LIMA)** will be held December 5-10, 1995.

The 1993 LIMA event drew 400 exhibitors from 26 countries, displaying the latest in aircraft and simulators (military and civilian), radar, military hardware, naval technology, satellites, hovercrafts, avionics, engines, and similar equipment. Many of the 51,000 buyers that attended the show came from Singapore, Indonesia, Thailand, and other countries in Asia-Pacific.

The Canadian High Commission in Kuala Lumpur is sponsoring an information booth around which Canadian exhibitors display their technology. The High Commission is encouraging export-ready Canadian

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Australia Mining Exhibition

SYDNEY, AUSTRALIA — It is not too late to participate — by taking one of the last remaining booths or poster displays — at Australia's largest international mining exhibition, **AIMEX**, being held here October 16-20, 1995.

AIMEX, held every four years, is the prime marketplace for mining equipment manufacturers and service companies, representing every aspect of the mining and exploration industries. The 1995 show is expected to attract over 25,000 qualified visitors to its 400 exhibits.

This year, the event coincides with the **centenary of Canada-**

Australia business relations, and the Canadian Consulate General will commemorate this occasion with the largest pavilion ever staged at an Australian trade show. Thirty Canadian companies will be exhibiting. **AIMEX** will bring companies together to potentially establish joint-venture, distribution and manufacturing arrangements.

For details, contact Bob Gow, Canadian Consulate General, Level 5, Quay West, 111 Harrington Street, Sydney NSW 2000, Australia. Tel.: 61 2 364 3045; Fax: 61 2 364 3097.