

SEOUL FOOD Wetting Participants' Appetites

Trade Fairs and Missions

SEOUL, KOREA — April 15-18, 1999 — The 17th annual Seoul International Food Technology Exhibition (SEOUL FOOD '99) invites the participation of Canadian food companies.

This major event is a good opportunity for Canadian companies to make inroads into the large and growing Korean market for foods, food additives, raw materials, beverages, liquor, food-processing equipment, food-packaging material and machinery, equipment and machinery for restaurants, hotels and supermarkets.

SEOUL FOOD was launched in 1983 to introduce

Korea to advanced food technologies from abroad to help Korea's food industry compete in world markets — it is now prospering as never before.

Korea currently offers some of the highest growth rates for food-related industries in the region.

For more information on SEOUL FOOD '99, contact the Commercial Section of the Korean Consulate in Vancouver, tel.: (604) 683-1820; or Murray Pearson, Counsellor (Agriculture-Food), Canadian Embassy, Seoul, tel.: (011-82-2) 3455-6000, fax: (011-82-2) 755-0686, e-mail: murray.pearson@seoul01x400.gc.ca

HANNOVER FAIR Keys in on Industrial Automation

HANNOVER, GERMANY — April 19-24, 1999 — HANNOVER FAIR, the world's largest trade fair for industrial technology, will unveil a new exhibition program that has been streamlined to focus more closely on automation technology. Beginning with HANNOVER FAIR '99, the central theme of the show each year will be the presentation of all of the

technologies and modular elements that make up the modern automated factory environment.

The 1999 event — actually a series of sector-specific fairs under one umbrella — will focus on six product sectors: factory automation; power transmission and control; subcontracting and industrial materials; factory equipment, tools and

compressed air technology; rail transport technology; and research and technology.

For more information, contact Co-Mar Management Services, 8 King Street East, Suite 1110, Toronto, ON M5C 1B5, tel.: 1-800-727-4183 or (416) 364-5352, fax: (416) 364-6557, e-mail: comar@baldhead.com; Internet: www.hfcanada.com

Big Winners at COMDEX/Fall '98 — *Continued from page 5*

MVP awards for its *Concerto Switchboard*, which was also one of ten products to capture another breakthrough award for tools that will change the way people work. Corel was a finalist in four categories in PC Computing's awards for: best Business Application Suite; best Desktop and Personal Desktop Publishing Programs; and best Business Graphics Software.

ATI Technologies of Thornhill, Ontario, made its mark as a finalist for PC Week's Best New Technologies Award for its line of RAGE Mobility family chips.

There were 17 Canadian exhibitors in the Canada Pavilion this year. Seven companies took part in the Technology Café, an informal configuration within the Pavilion that showcased innovative technologies from

small and medium-sized enterprises.

Café participants benefited from value-added services provided by the Department of Foreign Affairs and International Trade in the form of marketing and trade show training, media relations and a press conference for new product announcements hosted by Canada's Consul General in Los Angeles, Kim Campbell.

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 400 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>