

Permanent Moscow Food Exhibition Free for Canada

Moscow — Canadian manufacturers in the food processing and preparation equipment industry have a unique opportunity to tap into this enormous market sector in Russia.

All they need do is exhibit — free of charge — in **Food Equipment 2000**, a “progressive promotional vehicle” for the trade that is scheduled to open in Moscow on July 15, 1992. The event is also to include a promotional small bakery.

The “first permanent exhibition” of its kind, the exhibition enables Canadian participants to establish international contacts with bakers, plant managers, government officials and leaders in the bakery industry.

More importantly, participation in the event will help exhibitors to realize better trading opportunities and to develop new markets.

Commerce International TJJ, coordinators of this ambitious project, will administer the entire event, leaving exhibitors with the sole responsibility of setting up equipment and educating TJJ technical staff on its proper operation and maintenance.

TJJ, which has operated in a process engineering and project management capacity in the Russian market for the past 10 years, states it can “speak the language” of the Russian food processing industry and is “fully qualified to strongly represent you” in this burgeoning marketplace.

For more information on how to take advantage of this opportunity to expand sales territory, contact Susan Leger, Exhibition Coordinator, Commerce International TJJ, 6955 Taschereau Blvd., Suite 202, Brossard, Quebec J4Z 1A7. Tel.: (514)443-1392. Fax:(514)443-9635. Telex: 05-25134 MTL/TJJ.

Hungary to Host Major Telecommunications Show

Budapest — One of the best ways to get in on the burgeoning telecommunications market in Central and Eastern Europe is to participate in what will be “the largest regional show that has ever been produced.”

With 16,000 square metres of exhibition space, **Europa Telecom 92**, being held October 12-17 in this Hungarian capital, is more than large enough to ensure the major international telecommunications equipment companies ample space to display their products and services to best advantage.

Hosted by the Government of Hungary, this international trade fair, which expects to attract more than 15,000 top-quality visitors, is organized by the International Telecommunication Union (ITU), a specialized telecommunications agency of the United Nations that is comprised of 164 member countries.

ITU officials note that, within the next 10 years, a total investment of US\$50-\$60 billion will have to be invested if Central and Eastern Europe is to obtain the telephone density equal to the rest of Europe.

(Even this estimate is conservative since it is based on the existing telephone density of Western Europe.)

But one thing is certain: The urgent need to catch up with the rest of the world with modern telecommunications networks and technology means that the new European market will be accelerating rapidly — and will provide “unparalleled opportunities” for communications equipment suppliers worldwide.

External Affairs and International Trade Canada (EAITC) will be participating, under a section of its Program for Export Market Development (PEMD) export trade promotion activity— in which companies cost-share expenses — with a National Stand at **Europa Telecom 92**.

Companies wanting more information on participation in **Europa Telecom 92** or on PEMD qualification criteria should contact Therese Gervais of EAITC's Trade Fairs and Missions Europe Trade Development Division (RWTF). Fax: (613) 995-6319.

AIMS

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market for achievement over a three- to five-year period; and

- a description of annual market development and production activities designed to achieve the strategic goals over the first three years of the plan.

Departments participating in AIMS are Agriculture Canada; External Affairs and International Trade Canada; Industry, Science and Technology Canada; and Western Economic Diversification Canada.

To learn more about AIMS, contact Elwood Hodgins, Inter-

national Programs Directorate, Agri-food Development Branch, Agriculture Canada, 1st Floor West, 240 Sparks Street, Ottawa K1A 0C5. Tel.: (613) 993-6671. Fax: (613) 995-0949.

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benefits which project images of quality, dignity and reliability.

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