

Switzerland to Host Medical, Hospital Equipment Fair

Zurich — Canada will have an information booth-cum-catalogue display at the **International Medical and Hospital Equipment Fair (IFAS'92)** being held here November 3-6.

This will mark Canada's third participation in this event which is held every other year and which attracts as many as 400 exhibitors from more than 20 countries. About 30,000 visitors attend the show.

Products displayed at **IFAS** range from basic supplies for hospitals and medical practitioners to high technology equipment and sophisticated precision instruments and electronic devices.

Rehabilitation aids, implants, geriatric and orthopaedic appliances were very much in evidence — and very much in demand — at the 1990 show.

IFAS attracts chief buyers for hospitals and nursing homes, managers of insurance companies and Cantonal authorities, and members of government and government advisory committees. Medical practitioners, therapists, laboratory workers and pharmaceutical producers also attend.

Visitors to the Canadian Stand will complete forms indicating their interest. After the fair, inquiries will be forwarded to Canadian companies for action.

Canadian manufacturers and exporters of medical/hospital equipment, instruments and devices interested in having their descriptive and illustrated brochures displayed at the Canadian Stand should mail not more than three copies to:

Commercial/Economic Division, Canadian Embassy, P.O. Box, CH-3000 Berne 6, Switzerland. (Shipment should be marked "for display at IFAS").

Markham, Atlanta Shows Focus on Service Sectors

Markham — Companies and organizations that can help manufacturers expedite their international trading initiatives will be the focus of attention at **Global Connections '92** being held here October 14-15.

This **International Import/Export Trade Development Trade Fair and Conference** will also be held in Atlanta, Georgia, November 18-19, 1992.

Global Connections, say its sponsors, will give service sector companies, government agencies, international trading houses, international banks, freight forwarders, Customs brokers, inter-

national communications companies and consultants an opportunity to display the services that can help open doors to international markets.

The venue consists of a trade fair arena, a seminar arena and a networking arena capable of accommodating 400 exhibitors and as many as 5,000 anticipated visitors.

For further information (registration, cost, etc.) on **Global Connections'92**, contact Exsel Marketing Inc., 940 Lansdowne Avenue, Toronto M6H 4G9. Tel.: (416) 534-3677. Fax: (416) 534-2739.

Quebec Association of Trading Houses Offers International Trading Courses

Montreal — Courses that will introduce participants to import-export techniques that are used in world trade are being held this month and next in Montreal.

Among the topics covered in **The International Trader-Introduction** are: market identification; client selection; sourcing; technicalities and cost of international transport; financing and methods of payment in international trade; risks; export pricing; and negotiation.

Open to all individuals — though registration is limited — who are interested in improving their skills in this sector of growing importance, the courses feature speakers who are highly experienced

traders.

Particulars are as follow: Location, The Quebec Association of Trading Houses (AMCEQ), Montreal; Date, September 22-October 29, 1992 (English); September 9-October 19, 1992 (French); Duration, 30 hours, Tuesdays and Thursdays from 18:30 to 21:30; Cost, \$450. Information and registration is through AMCEQ. Tel.: (514) 286-1042. Fax: (514) 848-9003.

These courses in international trading have been offered by AMCEQ since 1988. They were developed with the assistance of the Quebec Ministry of International Affairs and External Affairs and International Trade Canada.

Cuba Fair

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Commercial Division of the Canadian Embassy in Havana. Telex: (Destination code 28) 511586 (CAN CU). Fax: (011-53-7) 33-2044.

For further information, contact Joseph Cogné, Latin America and Caribbean Trade Division (LGT), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 943-8806.