

TRADE FAIRS AROUND THE WORLD

Romania Trade Fairs Gateway To Europe

Canadian exporters interested in the Romanian market should consider participating at **Bucharest's International Trade Fairs and Exhibitions**, many of which are listed here.

Organized at ROMEXPO, the events are effective; the customers are in one place; market information and intelligence on potential partners and competitors are readily available.

That market intelligence will

include the information that Romania represents a market of tremendous opportunity for business development.

The country has a population of 22.7 million people, a market economy — and a unique geographic position at the cross-roads between East and West that provides access to Europe, the former Soviet Union, and the Middle East.

Indeed, many Canadian companies have found Romania to be

a very effective base from which to penetrate other markets.

Recently, for instance, **Bombardier Inc.** sold about \$425 million worth of planes to a Romanian private airline.

The Montreal-based transportation giant will provide 24 Dash 8 and C.R. jets during the next three years. Under terms of the deal, all planes made by Bombardier for companies in Central Europe will be serviced in Romania.

ROMANIA:

1996 International Trade Fairs and Exhibitions

TIBCO'96 (Bucharest International Fair for Consumer Goods)— May 27-June 2 — Textiles, clothes, knitwear, and fur goods; footwear; leather wear; equipment and technologies for food-stuff industry; cookery and food products; electronics and household goods; chemicals; school items; hobbies, toys and souvenirs; printing; interior decorations; motor vehicles and spare parts; and sport, tourism and leisure.

SPORT'96 — May 27-June 2 — Garments, footwear, cosmetics, medicines and foodstuffs for sports, hunting, fishing and leisure.

BIFE-TIMB'96 — September 2-7 — Furniture, wood products, paper and cardboard; machinery installations and tools for forest exploitation and wood processing; household glassware, ceramics and porcelain ware and interior decorations.

ROMHOTEL-TOURISM'96 — September 4-8 — Equipment, materials and furniture for hotels, restaurants, casinos and community tourism services.

AUTO-EXPO'96 — September 18-22 — Motor vehicles, spare parts and accessories.

FISH-DELAT'96 — September 19-23 — Fishery, fish culture and water ecology.

TIB'96 (Bucharest International (Technical) Fair Fair)— October 7-12 — The largest international trade fair in Southeastern Europe and Romania's most important annual international trade event, was attended by 1,400 exhibitors from 29 countries in 1995. The Department of Foreign Affairs and International Trade's Northern Europe Division, Trade, Fairs and Missions (RENF) organized a Canadian pavilion with 23 Canadian exhibitors and will organize another pavilion at **TIB'96**.

INFO BUSINESS BUCHAREST' 96 — October 29-30 — Equipment and products in the fields of agriculture, animal husbandry and foods.

COSMETICS-BEAUTY-HAIR'96 — November 14-17 — Cosmetics and hair care products, embellishment and ornaments.

*For further information on participating in the Canadian pavilion at **TIB'96**, please contact Ms. Gayle McCallum, RENF, Tel.: (613) 996-1530; Fax: (613) 944-1008.*

*For further information on any trade show at **ROMEXPO**, Bucharest, please contact the agent for Canada: Ms. Otilia Capraru, OVC International, Export Management and Marketing Services, 4918 Bathurst Street, Suite 302, Toronto, Ontario M2R-1X7, Phone/Fax: (416) 630-3529; E-mail: nec@terraport.net*