

# Automotive shows slated for U.S.

Atlanta — Want to get in on the \$60 billion automotive aftermarket in the U.S.?

Then consider attending some of the top U.S. trade shows slated for that sector this year.

Coming up March 10-12 is the International Automotive Aftermarket 1987 Big "I" show to be held in Atlanta, Georgia.

Although participation is limited to members of the Automotive Service Association (ASA) and the Motor and Equipment Manufacturers' Association (MEMA) — co-sponsors of the show — members of the Automotive Industry Association of Canada (AIA) are allowed one-time only exhibit privileges.

The show provides prime exposure for shop, service and test equipment, accessories, supplies, chemicals and automotive aftermarket engine and chassis parts and electrical systems.

Canadian participants at last November's Specialty Equipment Manufacturers' Association Show (SEMA) in Las Vegas are already gearing up to attend the Big "I" show — using the same panel system of exhibits featuring their products as the one successfully displayed in Las Vegas.

One such successful Canadian exhibitor is Belgian-born Robert DeCloet, president of a small custom packaging and design firm, Uni-Pac Products Inc., of Saskatoon, Sask.

Former manufacturer representative turned manufacturer, DeCloet used to great advantage the panel concept to introduce his line of plastic repair compounds at last fall's SEMA show, with sales of over \$100,000 expected this year as a direct result of his display.

Uni-Pac is now planning to use a slightly improved panel presentation at the Big "I" show in Atlanta.

Another highly satisfied Canadian company at the Las Vegas show — and going to the Atlanta event — was T-Cal Ltd. of Churchill, Ont.

T-Cal president J. Terry Calvert's panel display of "Autocosmetics" roll form stripes not only attracted over 150 potential clients in Las Vegas, but the company is setting up a distributorship in Southern California to service the more than \$200,000 U.S. in business contracted in Las Vegas.

For more information on the Big "I" show or details on how to participate, contact François Laberge at External Affairs' United States

## City hosts copter show

Dallas — Want your helicopter sales to take off down south?

Then take a flying start at a show slated for next month in this Texas city.

The Canadian Consulate General in Dallas will participate with an information booth at the Helicopter Association International (HAI) Annual Meeting and Exposition taking place in the Dallas Convention Centre, Feb. 25-28.

Interested Canadian companies can send their brochures to Joe Mingori, Commercial Officer, St. Paul Place, Suite 1700, 750 N. St. Paul St., Dallas, Texas 75201-9990. Telex: 00732637 (DOMCAN DAL). Tel: (214) 922-9806. ★



Trade and Investment Development Division (UTE), tel: (613) 991-9474; Bert Barr at DRIE, tel: (613) 954-3719; Doug Jordan, AIA Canada, tel: (613) 728-5821; or call Info Export.

External Affairs also plans to participate in a number of other automotive aftermarket and service equipment shows in the U.S. this year, including the Automotive Parts and Accessories Association Show (APAA) — with panel displays — in Chicago, Aug. 25-27.

Another show on the list is SEMA/Auto International Show in Las Vegas, Nov. 18-20, where a Canadian information booth is planned displaying company brochures and small samples.

Other events include the National Automotive Radiator Service Association Show, Opryland, Nashville, Tenn., March 18-22; SEMA/AI East Show, Passenger Ship Terminal Exposition Centre, New York — contact Epic Enterprises, San Diego, tel: (619) 284-9268 — April 3-5; and the Automotive Parts Rebuilders' Association Show, Salt Lake City, Utah, Sept. 27-30.

There are a number of other national, regional or specialized automotive shows in the U.S. In addition, several automotive wholesalers' state associations hold annual meetings and shows. For a list — including heavy duty bus and truck shows — contact External Affairs at (613) 991-9474. ★

## HiTech Ottawa style explores world markets

Ottawa — Canadian manufacturers of defence and other high technology-related products can explore markets around the world — by staying right in Canada.

All they need do is attend HiTEC '87, the 25th Annual High Technology Export Conference, slated for Ottawa March 3-5.

Sponsored by the Department of External Affairs' Defence Programs Bureau, HiTEC '87 is designed to assist Canadian manufacturers in breaking into new export markets or to increase sales to established export markets for their defence and high technology products and services.

To achieve this, manufacturers will meet with Canadian trade commissioners from posts around the world and with representatives from government departments and agencies in 15-minute appointments over three days.

These appointments provide the opportunity to obtain information on sales opportunities, distribution methods and market access conditions specific to the market areas with which the trade commissioners deal.

The goal is to help Canadian defence and high technology companies to develop new, or strengthen existing, export strategies.

HiTEC '87, with a registration fee of \$100

## Canadian capabilities focus of Morocco fair

Casablanca — Canada will be participating in Morocco's most important trade event this spring.

Held every two years, the Casablanca International Trade Fair will be staging its 32nd edition in this Moroccan financial capital, April 9-19.

Canadian companies are invited to visit Morocco during the fair and to use the Canada stand as a base for their marketing activities.

A general trade show, the event will focus on specific Canadian capabilities such as agriculture, telecommunications, energy and mines, transportation and natural resources.

The 1985 show attracted 1,300 companies from 28 countries and over 1.2 million trade and general public visitors eager to find out the latest in technology developments.

As Canada's fourth most important trade partner in Africa, Morocco buys over \$170 million worth of Canadian products and services a year, a figure that could go even higher through participation in this event.

For more information on the show or details on how to participate, contact Louise Lanoy or Thérèse Gervais at External Affairs' Africa Trade Development Division (GAT), tel: (613) 990-8134, or 998-0397; or call Info Export.

Other similar trade shows slated for Africa this year include the Zimbabwe Fair in Zimbabwe, May 1-9; and the Algiers International Trade Fair in Algiers, Algeria, June 17-28. For more information, call T. Gervais.

per person, will be held at the Ottawa Congress Centre.

Further details and registration information are available from Lynn Berthiaume of External Affairs' Defence Programs Bureau (TDDR), tel: (613) 996-4160.

Canadian companies interested in industrial benefits — particularly defence industry offsets — are invited to a meeting slated for Feb. 11 at the Westin Hotel in Ottawa.

Featuring a panel discussion (Canadian IB Management) and a keynote speaker (A. Eyton, External Affairs' Assistant Deputy Minister, Economic and Trade Policy), the one-day event is sponsored by the recently-established Canadian Industrial Benefits Association (CIBA).

Registration, including luncheon, is \$20 for government personnel and \$25 for non-government personnel. To ensure catering services, admission is by prepayment (Feb. 9 at latest) only.

Cheques should be made out to Canadian Industrial Benefits Association/CIBA and forwarded to R.C. Brown, 730-220 Laurier Ave. West, Ottawa K1P 5Z9.

For further information, call (613) 236-2358.