

Recruitment Underway for U.S. Auto Specialty Equipment Show

Las Vegas — Space for up to 14 Canadian companies has been allocated at External Affairs and International Trade Canada's National Stand at SEMA/AI, being held here November 3-6, 1992.

SEMA/AI (Specialty Equipment Manufacturers Association/Auto International Association Show) is an excellent venue for domestic and international manufacturers and importers of parts and accessories for specialty/performance vehicles, light trucks and automobiles.

Last year — Canada has partici-

pated eight times at SEMA — Canadian exhibitors projected sales in excess of \$6 million.

Attendees at this event include warehouse distributors, chain stores, jobber/retailers, service and repair specialists, car dealers, tire dealers and rebuilders, designers, engineers, and marketing personnel — both from the major U.S. manufacturers and from U.S.-based foreign automobile manufacturers.

This year, as part of the Automotive Aftermarket Industry Week, SEMA will have the support of the U.S. Department of Commerce Foreign Buyers Program — which means more international buyers will be attending the show.

Companies interested in participating in SEMA'92 or wanting further information (including participation fee) on the show should contact, as soon as possible, Alan D. McBride, U.S. Trade and Investment Development Bureau (UTI), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 993-5149. Fax: (613) 990-9119.

Korea to Host Its Largest Exhibition

Seoul — Entering its sixth year and attracting buyers who are interested in sourcing the latest products from around the world, Korea's largest and most comprehensive exhibition — SITRA'92 — will be held September 29-October 5.

Organizers say exhibiting at SITRA (The Seoul International Trade Fair) will provide Canadian companies with "a wonderful opportunity to gain exposure in one of Asia's most important markets."

In 1990, SITRA attracted 435 exhibitors, including 183 from abroad. At that event, more than 3,100 buyers negotiated sales of nearly US\$550 million.

For more information on how your company can exhibit, contact Korea Trade Centre, 65 Queen Street West, Suite 600, Toronto M5H 2M5. Tel.: (416) 368-3399. Fax: (416) 368-2893; or Korea Trade Centre, One Bentall Center, 505 Burrard Street, Suite 1710, Vancouver V7X 1M6. Tel.: (604) 683-1820. Fax: (604) 687-6249.

International Trade Fairs

Notices of international trade fairs in which Canadian companies might be interested but in which External Affairs and International Trade Canada (EAITC) may not be directly involved recently have crossed this desk. They include:

7th Izmir International Fair — August 26-September 10, 1992 — Izmir, Turkey. Contact IZFAS, Sair Esref Bulvari 50, 35230 Kulturpark, Izmir, Turkey. Fax: (90-51) 25 43 42. Telex: 52174 fair tr.

International Exhibition of Food Technology (FIDTA'92) — September 8-14, 1992 — Buenos Aires. Contact Rodolfo Rodriguez, Minister Counsellor, Embassy of Argentina, 151 Slater Street, Suite 400, Ottawa K1P 5H3. Fax: (613) 563-7925.

International Shipping & Marine Technology Market & Congress (SMM'92) — September 29-October 3, 1992 — Hamburg, Germany. Covers the latest developments in shipbuilding, ship operation technology, marine technology and port equipment. Anticipate 30,000 trade visitors/buyers from 50 countries. Contact Lorraine Reardon, EAITC. Fax: (613) 995-6319; or Erika Gothe, Canadian German Chamber of Industry & Commerce, Montreal. Tel.: (514) 844-3051. Fax: (514) 844-1473.

CONSTRUCTECNIA'92/SUBCONTRATA International'92/Transportec'92 — November 20-29, 1992 — Lima, Peru. Three specialized fairs covering machinery equipment and construction material; industrial subcontracting; and transportation. Contact Ms. Juana Kanna, Coordinator. Telex: 25504 PEFERIA. Fax: (5114) 523-907.

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