

TRADE FAIRS AROUND THE WORLD

Vancouver Venue for Global Connections

Vancouver — World Markets at Your Doorstep will be coming here December 7-8, 1994., following its tremendous success in four other Canadian locales.

This table-top trade show and seminar has been specially developed to introduce British Columbia and Prairie manufacturers and processors to the international contacts, networks and expertise of Canadian and international trading companies and export management companies.

Over 125 such companies will be attending the Vancouver show.

The four previous events (in Halifax, Montreal, Edmonton and Toronto) generated an estimated \$50 million in new exports to overseas markets from mostly small- to medium-size suppliers.

These suppliers report results that include immediate sales opportunities, representational arrangements, overseas joint ventures, licensing, technology transfer and investment opportunities.

Trading houses account for over 60 per cent of Canada's non-U.S. exports, yet most Canadian suppliers are unfamiliar with their use and selection.

To address this, the December 8 morning session will include presentations on how to profit from using trading houses. This will be followed by a table-top trade show where companies can exhibit

their products/brochures and network and discuss opportunities with trading house representatives. Directories of participants will be available, as will directories of suppliers and trading houses from previous events.

Additional information is available from Joanne Emond, British Columbia Institute for Studies in International Trade, tel.:1-800-

318-1966 or (604) 844-3195; fax: (640) 660-3917.

For further information on trading houses in Canada and how they can help you export and on future shows planned for Montreal and Calgary in 1995, contact Michael Reshitnyk, DFAIT (TPS), 125 Sussex Drive, Ottawa, K1A 0G2. Tel.: (613) 996-1862. Fax: (613) 996-1225.

Paris Air Show Set to Soar

Le Bourget — Canada again is preparing a national pavilion at the world's largest and most prestigious air show.

Paris Air Show'95 (PAS) is being held here June 10-18, 1995.

Already, the Department of Foreign Affairs and International Trade (DFAIT) is recruiting, having mailed some 400 "Invitations to Participate" packages to Canadian aerospace companies.

Trade officials say PAS is the show that Canadian aerospace companies must attend — if they want to take full advantage of the more than 128,000 "professional" visitors from some 138 countries who attend the exhibition.

At the 1993 event, 38 Canadian companies, including 16 small- and medium-size firms and two provinces, participated. About 40 Canadian firms are expected at the 1995 pavilion.

Since 1965 Canada has been attending PAS, the show which alternates with the Farnborough International Aerospace Exhibition.

As in the two previous events, government and industry cost-share funding goes entirely toward PAS pavilion operations. This year's invitation package also includes information on the Small and Medium Enterprises (SME/PME) Program — another method for SMEs to participate — provided they meet the proper criteria.

Contact Louise Cameron, Project Officer, DFAIT, Ottawa. Tel.: (613) 996-3607. Fax: (613) 944-1008.

INFOCENTRE

The InfoCentre of the Department of Foreign Affairs and International Trade provides counselling, publications and referral services to Canadian exporters. Companies interested in obtaining trade-related information are invited to contact the InfoCentre at 1-800-267-8376 (Ottawa Region: 944-4000) or by fax at (613) 996-9709. Trade information is also available by calling FaxLink (from a fax machine) at (613) 944-4500, the Department's round-the-clock faxback service.

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