

# Permanent Export Display in B.C. Draws Potential Trade Customers

To date as many as 225 British Columbia exporters have showcased their export-ready products and services to potential customers around the world — and they've never even had to leave the province!

That's because they've displayed their capabilities at the B.C. Trade Showcase, a permanent facility in downtown Vancouver that regularly attracts business visitors from the international trade community as well as the substantial consular corps based in Vancouver.

Modeled on the World Trade Centre Showcase in Taipei, the 6000 square foot facility provides a 'one-stop opportunity' for international business persons to examine what they might like to import and for manufacturers to showcase what they have for export.

Exhibitors rent space in an area that is divided into four industry sectors: high technology; general manufacturing; service; and food.

Noria Shimazu, Director of the Business Conference of Japan, was impressed because the Showcase provided an ideal overview for the trade mission he led to British Columbia.

"Usually it's a case where you visit specific industries so you have only computers or only wood prod-

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ucts," said Shimazu, "but in this case it's very comprehensive."

And exhibitors gain this international exposure at a cost much less expensive than participating in trade shows!

Walt Nordstrand of Canac/Microtel says: "The Showcase offers companies the advantages of an international trade show at a fraction of the price."

The facility also is appreciated by companies located outside the

lower mainland of British Columbia.

"The Showcase provides an ideal first contact for companies like ours that depend on international markets for business — but don't have an office in Vancouver," says Sabine Presch of Salmon Arm-based Dinoflex

Manufacturing.

Opened by the British Columbia Trade Development Corporation and with business visiting hours Monday to Friday from 9 a.m. to 5 p.m., the Showcase, located next door to the World Trade Centre at Canada Place, is located at 601 West Cordova Street, Vancouver.

For more information, contact Astrid Levelt. Tel.: (604) 775-0374. Fax: (604) 660-4166.

## - Numbers to Note -

New numbers for the Canadian Embassy in **Brasilia**, Brazil are: Tel.: (011-55-61) 321-2171; Fax: (011-55-61) 321-4529/321-3257.

New numbers for the Canadian High Commission in **Nairobi**, Kenya are: Tel.: (011-254-2) 214-804; Mission facsimile: (011-254-2) 226-987; and Administration facsimile: (011-254-2) 216-485.

New numbers for the Canadian High Commission in **Islamabad**, Pakistan are: Tel.: (011-92-51) 211-101. Fax: (011-92-51) 211-540. Trade Fax: (011-92-51) 211-541.

The Canadian Embassy in **Riyadh**, Saudi Arabia now has the following facsimile numbers: Trade Section: (011-966-1) 488-0137; Political Section and Administration: (011-966-1) 488-1997; Immigration Section: (011-966-1) 488-1361.

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