

## Europe — from page 7

- **Harrogate International Toy Fair** — Harrogate, England — January 11-16, 1993—Toys, games, Christmas products (CA).
- **CPD Collection Premiere** — Duesseldorf, Germany—February 7-10, 1993 — Annual ladies' wear fashion show for Canadian haute couture.
- **ISPO (Spring) 93** — Munich, Germany — March 4-7, 1993 — Sporting goods, including winter apparel (NS).
- **International Hardware Fair 93** — Cologne, Germany — March 7-10, 1993 — Tools, locks, fittings, building and do-it-yourself supplies (NS).
- **Igedo** — Duesseldorf, Germany — March, 1993 — Fashion and clothing (CA).

## Defence

- **International Maritime Defence** — Brighton, England — March 31-April 2, 1993—Acoustics, ASW, environmental protection, navigation, night vision systems, radar, rescue and survival, sonar and other high technology ocean industries with emphasis on defence and coast guard applications.
- **Paris Air Show** — Le Bourget, France — June 10-20, 1993.

## Fisheries/Sea Products/Equipment/Services

- **Outgoing Fish and Food Mission** — Nordic Countries — January, 1993 — Fish/shellfish/other food (SM).

## Forest Products

- **Eurobois 93** — Lyon, France — March, 1993 — Forestry equipment and wood products (IB).

## Transportation

- **Aftermarket 93** — Wembley, England — February 16-18, 1993 — Automotive spare parts and accessories (CA).

# Paris Air Show Recruiting

**Le Bourget** — For the eighteenth time, Canada once again plans to fly high at the world's largest and most prestigious air show.

The **Paris Air Show (PAS)** is being held in this Paris suburb from June 10 to 20, 1993. Canada, through External Affairs and International Trade Canada, again will have a prominent national pavilion.

PAS is "the" show that Canadian companies "must" attend if they want to mingle and make business contacts with the more than 147,000 "professional" visitors from around the world who attend this 10-day exhibition.

Since 1965, Canada has been participating at PAS — held every second year and alternating with

the Farnborough International Aerospace Exhibition — with a national stand and chalet of the highest quality.

In 1991, when PAS was last staged, 39 Canadian companies and three provinces were represented. Canadian participants announced more than \$750 million in sales during the event!

Canadian aerospace companies interested in participating in PAS'93 should contact Andre Pascal (tel.: 613-996-5555) or Louise Cameron (tel.: 613-996-3607), both with Western Europe Trade, Investment and Technology Division, Trade Fairs and Missions (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

## Sales to States — from page 1

presented by senior purchasing officials representing more than 30 states.

Participants also are afforded the opportunity of having a 10-minute individual interview with the purchasing officials.

If you are interested in participating, you should — by **December 18, 1992** — fax (613-990-9119) to Doreen Conrad of UTO the following information:

- Company name, address and contacts
- Description of product or service
- Currently exporting to the U.S.?
- Currently selling to state government(s)?

Interested companies are encouraged to book early, since space is limited.

## Getting Started

Here are some tips on selling to U.S. state governments.

The procurement function at the

state level is highly centralized: purchasing divisions acquire most common-use goods and services on behalf of other state agencies. It is important — in order to determine how potential bidders are selected — to contact the purchasing division of the state to which you would like to sell. Some use source lists; others advertise upcoming requirements. Some charge a fee to be included on the vendor list; others do not.

Next, you should make contacts at the user agency. It's important to understand the mission of the agency, its needs and organizational structure. You can also learn about budgets and budget cycles.

Agencies have some degree of delegated purchasing authority, ranging from \$100 to \$25,000, depending on the state. All of this information is readily available.

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