

South America, Mexico Shows Recruiting: *In Sao Paulo – Communications*

Sao Paulo — The timing — April 13 to 16, 1993 — of **TELEXPO'93** could hardly be better for companies that are seriously interested in exploring Brazil's telecommunications market.

This **3rd International Telecommunications, Broadcasting and Teleinformatics** trade show comes at a time when Brazil is deregulating and opening its market to international competition and abolishing its restrictions on the import of similar locally-manufactured telecommunications products.

What's more, all aspects of the country's communications market are valued at US\$3.6 billion — and **TELEBRAS**, the state telecommunications holding company, in its 1991 annual report, says there are plans to invest US\$19 billion in the industry through to 1996.

TELEXPO, Brazil's only trade event dedicated specifically to the telecommunications market, attracts buyers and specifiers of telecommunications, broadcast, cable and teleinformation equipment companies, procurement managers, chief engineers, and sales and marketing specialists. The 1992 event attracted 12,000 professional visitors.

Major exhibit categories include: telephone equipment, telex systems (public and private); commutation, installation and network material; microwave radio systems; multiplexers; rural telecommunications systems; military telecommunications; and network and cable systems.

As well, there are exhibits of visual communications; AM/FM broadcasting; antenna systems; training equipment; audiovisual equipment; transmitters; radio links; TV equipment; modems; concentrators; data and fax terminals; printers;

teleprinters; testing equipment; and other items applicable to the market.

For information pertaining to participation in **TELEXPO'93**, contact Jon Dundon, Latin America and Caribbean Trade Division (LGT), Fairs and Missions, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa

K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 944-0479.

For general commercial information on Brazil, contact Luis Bustos (same address as above), tel.: (613) 996-5549; fax: (613) 943-8806; or directly, contact the Commercial Division, Canadian Consulate General, Sao Paulo, tel.: (011-55-11) 287-2122; fax: (011-55-11) 251-5057.

In Mexico City – Packaging, Labelling

Mexico City — Packaging and labelling industry suppliers and manufacturers wishing to break into or expand their presence in the Mexican marketplace should find it worth their while to participate in **EXPO-PAK'93**, being held here May 18-21, 1993.

This international event traditionally has attracted large numbers of decision-makers and end users from the food and beverage, pharmaceutical and cosmetics industries — particularly those whose work centres around packaging/labelling systems and machinery — as well as suppliers of raw materials.

For information pertaining to participation in **EXPO-PAK'93**, contact Jon Dundon, Latin America and Caribbean Trade Division (LGT), Fairs and Missions, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 944-0479.

For general commercial information, contact External Affairs and International Trade Canada's Mexico Desk Officer, tel.: (613) 995-8804; fax: (613) 943-8806; or contact directly, the Commercial Division, Canadian Embassy, Mexico City, tel.: (011-525) 724-7900; fax: (011-525) 724-7982.

In Monterrey – Machine Tools

Monterrey — Mexico's machine tools import market, valued at an estimated US\$324 million annually, will take centre stage March 9 to 12, 1993.

That's when Monterrey will play host to **METAL EXPOMEX'93**, at which External Affairs and International Trade Canada — which now is recruiting participants — will sponsor a Canada Pavilion.

Organizers say that the rapid expansion of Mexico's manufactur-

ing industry and its contract processing sector has created a strong demand for imported machine tools.

Products with the best sales prospects include numerically-controlled machine tools; machining centres; lathes; milling machines; grinding machines; centering, honing, punching, shearing, bending and forming machines; jig and vertical boring machines; and

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