

## Food & Drink Exhibit Lures Exporters to UK Venue

London — Canadian exporters have a unique opportunity to exhibit their quality food and beverage products at the most important exhibition of its kind in the United Kingdom.

The event is the **7th International Food and Drink Exhibit (IFE'91)** to be held in London Earls Court and at which External Affairs and International Trade Canada (EAITC) again will support a Canadian Pavilion.

The **IFE'91** move from Olympia to Earls Court in central London means that 40 per cent more exhibitors can be accommodated. In fact, show organizers anticipate a 40 per cent growth over the 1989 exhibit.

The 1989 IFE — the largest exhibition to date and at which Canadian participants recorded on-site sales in excess of \$1 million — attracted a record 1,350 companies from more than 50 countries, and more than 42,000 trade visitors, 70 per cent of whom were from senior management levels.

Indeed, **IFE** participants come from every aspect of the food and beverage distribution chain — from importers, exporters, distributors and caterers to food processors, equipment manufacturers, the trade sector, trade publications and associations.

The move to the larger Earls Court also permits the introduction of a new 'shows within a show' as well as the expansion of the highly popular specialist shows, Frozen Food at IFE and the International Cheese Show.

The innovative 'shows within a show' will be dedicated to wines and spirits, bakery, health foods and confectionery. Each product sector will be promoted as a distinctive yet integral part of **IFE'91**.

The concept of the specialist show has been an acclaimed success: Frozen Food at IFE (introduced in 1983) is now the largest single-site exhibition for frozen foods in Europe; the International Cheese Show (introduced in 1989) is expected to be equally

successful at **IFE'91**.

Canadian companies wishing to expand or new companies wishing to launch their products in this international marketplace for food and drink, may obtain more information on participating at the **IFE'91** Canadian Pavilion from Derek Complin, Unilink, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

### *Agri-Products Firms Recruited for Fair in Italy*

Verona—A limited number of Canadian manufacturers/producers of agricultural commodities still have an opportunity to exhibit in an External Affairs and International Trade Canada (EAITC) national stand at **Fieragricola** — a major international fair being held in this Italian city March 10-17, 1991.

At the March, 1990 event, seven Canadian companies—all of whom have reported increased sales to Italy — promoted such items as generic material, live animals, potatoes, seeds, and maple syrup.

At the 1991 **Fieragricola**, Italian interest is expected to be focussed on cereals, seeds and pulses, beans, lentils, soybeans, peat moss, generic material and animal semen.

Despite import restrictions on certain agricultural commodities, Italy annually imports \$30 billion worth of agri-products, making the country a market well worth pursuing.

Companies wishing to participate in or seeking further information on **Fieragricola** should contact Wesley S. Rathwell, Trade Fairs and Missions Europe (RWTF), Trade Development Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 943-0893. Fax: (613) 995-6319.

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both domestic and overseas markets, keeping pace with international developments and investing in their own R&D programs.

Even though current exports go mostly to the U.S., Canadian companies are well positioned to enter the EC with such products as chemical pulping equipment, high-speed paper machines and pulp-drying machines.

In the **environmental equipment** area, Canadian firms are technologically competitive on a world scale, and could find markets within the EC for specialized high-tech products and processes. Canadian companies are particularly strong in water cleaningsystems, advanced waste water treatment and some air

pollution control systems.

### **Information**

External Affairs and International Trade Canada (EAITC), as part of its Going Global program is planning partnership marketplaces to assist Canadian firms in establishing complementary relationships with European firms.

For more information on this or on other fairs and missions, contact EAITC's Western Europe Trade and Investment Development Division (RWT). Tel.: (613) 995-9401. Fax: (613) 995-6319.

For more information on Europe 1992, contact EAITC's European Community Trade and Economic Relations Division (REM). Tel.: (613) 995-8297. Fax: (613) 995-1277.