

Mission, Trade Fair Slated for April

Building Export Opportunities Begin in the Baltics

The building and renovation industry is booming in the Baltics as contractors begin rectifying 50 years of neglect, says a report from the Canadian Embassy in Riga, Latvia.

This boom has created excellent opportunities for Canadian building materials exporters, especially those engaged in the production of good-quality thermoinsulation materials, hermetic sealing materials, rendering materials (for facades), light roofing materials, glass packets, sanitary ware or plumbing components.

"These items and many other types of building materials," the report says, "will experience a significant growth in demand in the local market in response to new construction and also new energy-efficiency programs which will go into force in the future."

There also are good opportunities for Canadian cooperation in the buildings materials industry in the Baltics, particularly considering the availability of high-quality, low-cost raw materials; a well-qualified labour force; and a good transportation network.

What's more, Canadian companies considering expanding their markets into the Commonwealth of Independent States would be wise to consider using or teaming with Baltic countries to develop these markets.

As little as five years ago, Baltic factories were supplying the whole of the Soviet Union with such items as plastic goods, glass, linoleum and other products — so they have an established track record here.

Trade Mission/Fair

In this regard, what the Baltic companies need — and what

Canadian companies can readily provide — is modern technological equipment that will bring them up to a western standard of efficiency.

The Government of Canada, in a move to encourage Canadian companies to examine this market, will be sponsoring a **Building Materials Trade Mission** to Latvia and Estonia April 2-8, 1995. Also included will be a visit to **REBUILDING 95** (April 6-9), an international trade fair in Tallinn, Estonia for building, building materials and building machinery.

For further information on these markets, the mission or fair, contact H. Jacob Kunzer, Trade Commissioner, Embassy of Canada, Doma laukums 4, Riga, LV-1977, Latvia. Tel.: (011-37-1) 883-0141. Fax: (011-37-1) 883-0140.

Interested parties may also contact Roman Hruby, Central and Eastern Europe Trade Development Division, Foreign Affairs and International Trade, Ottawa. Tel.: (613) 944-1437. Fax: (613) 995-8783.

Cairo Fair Attracts Millions

Cairo — With more than 1 million visitors and 2,500 local and foreign exhibitors from 35 nations, the **Cairo International Fair** may well be the largest annual trade show in the Middle East.

The 28th edition of this major event will be held March 18-21, 1995 in this Egyptian capital — and, once again Canada will staff an information booth!

Canadian companies are being encouraged to participate in this comprehensive "horizon-

tal" (all types of products, commodities, services) fair in order to identify market opportunities locally, to locate appropriate local representation, to establish new clients/sales or to expand existing sales.

For further information on the **28th Cairo International Fair**, contact Joseph Tadros, Commercial Officer, Canadian Embassy, Cairo. Tel.: (011-20-2) 354-3110. Fax: (011-20-2) 356-3548.

Korea Hosts APEC Technomart

Taejon City — Potential participants have until January 31, 1995 to reserve exhibition/booth space for the **1st APEC Technomart**, being held in this Korean city May 22-27, 1995.

This Asia Pacific Economic Cooperation event is intended to facilitate industrial and technological cooperation in the region by providing an open forum for the

promotion and acquisition of new technologies.

Business participants from all 18 APEC economies will be in attendance.

Additional information/participation details are available from The Canada-Korea Business Council of the Canadian Chamber of Commerce, Ottawa. Tel.: (613) 238-4000, ext. 222. Fax: (613) 238-7643.