



## Agro-Foodtech China '99 A Major Agriculture Production Exhibition

BEIJING, CHINA — April 20-23, 1998 — Canadian agri-food companies active in China or planning a marketing strategy in that country have an opportunity to get in on the ground floor by participating in Agro-Foodtech China '99.

Come and meet your present and future customers at a show that will cater to the huge growing demand in China for modern technologies in the following sectors: agricultural machinery; supplies; animal breeding; food processing and packaging.

Under the auspices and with the strong support of China's Ministry of Agriculture, this event is sponsored and supported by all related national authorities and professional bodies in science and technology, internal trade, foreign economic co-operation and trade, light industry, the food and feed industries, animal husbandry and machinery in China.

With China's stated intent to modernize its agriculture and food industries, coupled with rising consumer purchasing power and an 8-per-cent annual increase in GDP, this is an event not to be missed.

The exhibition will be co-organized by Groupe Exposium (organizers of SIAL in France), who are committed to strongly promote the show to a network of over 200,000 manufacturers, distributors and importers in China. In addition, through a partnership with the Agricultural Channel of China Central Television, special programs will be produced on international agricultural technology.

The Canadian Government, through its Embassy and Consulates in China, is planning for a cost-recovered Canada Pavilion if there is enough interest.

For more information, contact Bruce Howard, Counsellor (Commercial) or Adrian Kenworthy, Commercial Advisor (Agriculture), Canadian Embassy, Beijing, fax: (011-86-10) 6532-4072, e-mail: adrian.kenworthy@beijing03.x400.gc.ca

Or contact the International Marketing Services Division of your provincial Department of Agriculture.

## Two Philippines Shows Kick Off 1999 Program

MANILA, PHILIPPINES — February 10-13, 1999 — Two international trade shows, Mining Philippines '99 and Food & Hotel Philippines '99, are scheduled to take place in the prestigious World Trade Center located in the heart of metro Manila.

The recent economic turmoil in Asia has left the Philippines relatively untouched and the economy continues to progress. Gross domestic product growth in 1997 reached 5.2 per cent and exports grew 23 per cent. Medium to long-term prospects are as good as ever and most exporting companies are looking to continue their investments in anticipation of renewed economic stability in the region.

For more information, contact PIEC, Inc in Manila, tel.: (011-63-2) 759-3263/66, fax: (011-63-2) 759-3228.

## World Tourism Industry Set to Meet in Istanbul

ISTANBUL, TURKEY — February 18-21, 1999 — The East Mediterranean International Travel & Tourism Exhibition (Emitt '99) will be a meeting point for tour operators and travel agencies from the region and the world.

East Mediterranean tourism is one of the fastest-growing sectors in the world — over 32 million tourists visit the area each year — and Turkey is an excellent gateway into a vast array of exciting opportunities.

Over 400 exhibitors from some 50 countries, and about 1,500 tour operators, have been invited to Emitt '99.

For more information, contact Mr. Ronan McCarthy at ITE Travel Exhibitions, tel.: (011-44-171) 286-9720, fax: (011-44-171) 286-0177, e-mail: T+T@ITE-Exhibitions.com or Mrs. Özgül Kablan at Ekin Publication Center, tel.: (0212) 233 97 54 pbx., fax: 230 45 18 - 247 44 60, e-mail: ekinyim@superonline.com