

TRADE FAIRS AROUND THE WORLD

Agri-food Trade Mission to Russia Includes Attending World Food'95

MOSCOW, RUSSIA — Working closely with the Canadian Embassy in Moscow and with Agriculture Canada, a firm is organizing an **Agri-food Sector Trade Mission to Russia**, November 10-19, 1995.

The mission coincides with a major international food, food processing and packaging exhibition and conference (**World Food'95**) being held in Moscow November 13-17. The event attracts some 500 exhibitors from 40 countries.

Mission members will have access to the Canadian information booth, where they may display company materials and brochures and meet with potential customers.

The aim of the nine-day mission is to give participants a clear picture of the size and scope of the agri-food markets that are developing in Russia, allowing them to make informed judgements as to whether Russia should be considered in their company's business

plans as an export destination.

Russia is one of the world's largest markets for food processing and packaging equipment; and, for many areas, 50 per cent to 80 per cent of food is imported — much of it premium, value-added merchandise imported on cash terms.

The mission will attract businesses looking to export to Russia for the first time or wishing to expand into new markets.

Mission members also will:

- * take part in a **Doing Business in Russia** seminar, in which Canadian and western companies currently on the scene in Russia will discuss the potential of this market and its realities;

- * visit distribution and retail facilities in Moscow and agri-business enterprises and farms outside Moscow;

- * travel to St. Petersburg to assess the market, examine opportunities and meet with agri-food businesses and govern-

ment officials.

For registration (*deadline is October 13, 1995*) and information, contact George Leshchuk, President, LEXDON Consultants Inc., 3458 Paul Anka Drive, Ottawa K1V 9K6, Tel.: (613) 733-3123; Fax: (613) 523-7745.

Food on Menu at Moscow Fair

MOSCOW, RUSSIA — Companies are invited, November 13 to 17, 1995, to participate, through the display of promotional material, at the Canadian Embassy information booth being set up here for **World Food '95**.

Firms also may have a representative at the information booth or they can join other Canadian companies that are booking their own stands next to the Embassy booth.

Trade officials at the Embassy say that, since the fall of the Soviet Union in 1991, Russia has become a great market for food. Fully half of all imports are foodstuffs and other consumer products, much of which are "premium" merchandise. What's more, Russian companies often pay cash — even cash up front!

A market exists, as well, for food processing and packaging equipment, ranging from mini-plants for new entrepreneurs to large equipment for long-established plants.

For details, contact Stephanie Allard or Ludmila Krivenko, Commercial Division, Canadian Embassy, 23, Starokonyushenny Pereulok, 121002 Moscow, Russia, Tel.: (011-7-095) 956-6666; Fax: (011-7-095) 241-9034.

Forest Harvesting Focus of Chile Fair

CONCEPCION, CHILE — Deemed the major event in this country's forest harvesting industry, **EXPOCORMA'95** will be held here November 22-26.

Canada, under the auspices of the Department of Foreign Affairs and International Trade (DFAIT), will have a national stand at which companies are invited to participate.

Held every two years, and now gearing up for its fifth year, **EXPOCORMA** affords Canadian companies an excellent opportunity to make key contacts in this country's very active forestry sector.

Expected to participate in this year's event are some 300 companies, major Chilean forest producers, their independent harvesting contractors/consultants, and visiting foreign buyers.

Potential exhibitors are reminded that all their products must have a minimum Canadian content level of 60 per cent.

Details on participating in **EXPOCORMA'95** are available from Paul Schutte, Latin America and Caribbean Trade Division, DFAIT, Ottawa, Tel.: (613) 996-5358; Fax: (613) 944-0479.