

## Catalogues, Personal Participation Can Capture Attention at Cuba Fair

Havana — Companies that want to explore the Cuban market can either participate personally or forward brochures for display at **Alimexpo, the International Fair of Food, Refrigeration, Packaging and Graphic Arts**, being held here September 16-21, 1992.

Cuba's message, say trade officials, is that it is "open for business" and is reorienting its trade relations to western suppliers.

Participation in the show will enable visitors to meet Cuban decision-makers to discuss requirements and to form strategic linkages. Personal contact and fre-

quent follow-up are keys to doing business in Cuba, trade officials add.

They also note that Canada is well respected as a reliable supplier of high-quality products and Canadian businesspersons always receive an especial welcome.

Sponsors of **Alimexpo**, many of them government departments, are interested not only in discussing immediate sales prospects, but in encouraging visitors to examine prospects for joint ventures and other forms of collaboration under Cuba's joint venture legislation (Law 50). The law provides

for transfer of profits and offers various tax and labour concessions.

Fair organizers have identified the following sectors as important priorities: food products for the tourism industry; technological equipment and packaging machinery for slaughterhouses; meat additives (e.g. Tripolyphosphate and caseinate); artificial casing.

There is also interest in dairy, meat, beverages, milling, bakery and canned products industry equipment, and raw materials.

For the packaging industry, there is, among other things, a need for: glass ampoule and vial-making machines for the pharmaceutical industry; rum-bottling lines; and electric welding equipment.

For the commercial refrigeration industry, requirements include: freezers; display cabinets; compressor and condenser units; ice-making machines; and equipment for ice cream shops.

For the industrial refrigeration industry, there is a need for: compressors for cold storage; equipment and systems for automation and control; and equipment for the handling, transportation and storage of perishable products; and thermal insulators.

Also identified as priority needs are: air conditioning units; heat exchangers; and computers and electronics applied to refrigeration.

Companies wanting to display brochures at the Information Stand at **Alimexpo** should courier 25 copies to Commercial Division, Canadian Embassy, P.O. Box 500 (HAVAN), Ottawa, Ontario K1N 8T7.

Canadian exporters interested in attending the exhibition are encouraged to contact the Com-

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## Show in El Salvador Opens Doors to Business Bonanza

El Salvador — Companies wishing to take advantage of the business opportunities in El Salvador should consider displaying their products at this country's bi-annual international fair which will be held November 4-15, 1992.

Officially called **La Feria Internacional de El Salvador**, the event runs longer than most trade fairs. Because of this, the Canadian Embassy will make space available to companies that wish to participate for only two or three days during the show.

The most promising sectors for the Canadian export of goods and services have been identified as: telecommunications equipment, electric power equipment, agricultural fertilizers, consumer goods, and textile/apparel machinery.

At the 1990 **La Feria**, the Canadian pavilion was visited by an estimated 300,000 people. That same event attracted 17 national

stands, participating companies from 31 countries, and over 800,000 visitors.

Canadian companies interested in participating in **La Feria** might wish to contact their nearest International Trade Centre to obtain information on possible financial assistance available to them through the Program for Export Market Development (PEMD).

For more details on the El Salvador market or for further information on participating in **La Feria Internacional de El Salvador**, companies may contact Tom Bearss, Latin America and Caribbean Trade Division, External Affairs and International Trade Canada, Ottawa. Tel.: (613) 995-0460. Fax: (613) 943-8806.

Companies may also contact directly, André LeBlanc, Commercial and Economic Division, Embassy of Canada, San José, Costa Rica. Tel.: (011-506) 55-35-22. Fax: (011-506) 23-23-95.