

Brazil Site of Computer Software Show

Sao Paulo — An upcoming trade show, for which recruitment now is underway, provides an excellent opportunity for Canadian manufacturers of computer hardware, software and communications equipment to approach the Brazilian market.

Comdex Sucesu'92 (formerly Informatica), the principal South American informatics, computer and telecommunication exhibition will be held in Sao Paulo September 14-18. External Affairs and International Trade Canada will be present with a National Stand.

Organizers say changes in Brazilian government policies toward the importation of advanced technology equipment and services and the termination of market reserves for these products afford Canadian exporters increased opportunities in this sector.

Companies interested in participating in **Comdex Sucesu'92** should contact Jon Dundon, Fairs and Missions, Latin America and

Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 943-8806.

Questions of a commercial nature concerning Brazil should be directed to Sven Blake, Brazil Desk Officer (LGT). Tel.: (613) 996-4199. Fax: (613) 943-8806.

October Fair Answers Office Needs

Cologne — Canadian companies now are being recruited to participate in an External Affairs and International Trade Canada-sponsored Core Area Stand at **ORGATEC'92**, being held October 22-27 in Cologne, Germany.

This **International Office Trade Fair** features displays that cover the complete range of office needs, including information and communications systems, office technology, hardware and software, accessories, office furniture and fittings.

The last show, held in 1990, attracted more than 2,100 exhibitors from 30 countries, including a large group participation from Canada.

In all, more than 200,000 trade visitors from 85 countries attended the event.

This year, the Canadian group exhibit will be situated in a prime location, right in the office furniture and fittings section.

For further information, contact the show organizer's Canadian representative: Mrs. Edel Wichmann, Cologne International Trade Shows, Canadian German Chamber of Industry and Commerce Inc., 480 University Avenue, Suite 1410, Toronto M5G 1V2. Tel.: (416) 598-3343. Fax: (416) 598-1840.

Event in Toronto Matches Mates

Toronto — An international business opportunities showcase and Canada's most cost-effective "catalogue matchmaker" will be held October 1, 1992 in Toronto.

World Trade'92, designed to coincide with Canada Export Trade Month, attracts 100 exhibitors and an audience of approximately 2,500 — primarily manufacturers, manufacturers' representatives, exporters, re-exporters, distributors and importers, freight forwarders, bank and government representatives.

At the first event held last year, there were exhibits, in addition to those from Canada, by such countries as Mexico, Czechoslovakia, Korea, Hong Kong, Romania, Italy,

Thailand, Sweden, Hungary and Yugoslavia, and a number of U.S. states.

The show is particularly suited to Canadian manufacturers who are interested in exporting their products and/or seeking representation abroad. (It is also a two-way street, with foreign establishments seeking distributor/agent representation in Canada.)

Interested firms can now register as exhibitors by contacting **World Trade'92** organizer: Sydney King, President, Canadian International Trade Association, Box 38, World Trade Centre, 60 Harbour Street, Toronto M5J 1B7. Tel.: (416) 651-2220. Fax: (416) 651-2519.

Computer Medical Care Show Set for Baltimore

Baltimore — The Canadian Embassy Trade and Investment Development Office in Washington, DC is recruiting Canadian companies to utilize the six 100 square foot spaces it has reserved at the **Computer Applications in Medical Care Trade Show** being held November 9-11, 1992 in Baltimore.

Sponsored by the American Medical Informatics Association, the event is expected to attract some 2,500 trade visitors.

Interested potential exhibitors should contact M.M. Ellenbogen, Canadian Embassy, 501 Pennsylvania Avenue N.W., Washington, DC 20001. Tel.: (202) 682-1740. Fax: (202) 682-7619.