

TRADE FAIRS AROUND THE WORLD

South Africa Schedules Bonanza of 1996 Trade Marketing Events

Canadian exporters from a wide range of sectors seeking business opportunities in post-apartheid South Africa will have no difficulty finding the right trade exhibition.

South African organizers, quick to grasp the importance of trade fairs for both buyer and seller, have raised fair profiles to full international status, opening their exhibitions to the world.

Among the 1996 events scheduled, the following will be of particular interest to Canadian manufacturers and suppliers:

* July 9-13: **COMMUNICATIONS AFRICA '96** — Africa's International Electronic Commu-

nications and Information Technology Exhibition and Conference, fully supported by South Africa Telkom.

* Aug. 20-25: **INTERBUILD AFRICA 96** — the 15th International South African Building and Construction Exhibition.

* Sept. 2-5: **AFRIWATER 96** — the International African Waste, Water and Environmental Technology Exhibition.

* Nov. 10-13: **FOOD AND HOTEL AFRICA** — the African International Exhibition of Food, Drink, Hotel, Restaurant and Catering Equipment, Supplies and Services.

Exporters wanting full details on any of these events should contact the organizer's Canadian representative: UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario, M1S 5A8, Tel.: (416) 291-6359; Fax: (416) 291-0025.

Information on market opportunities in South Africa is available by calling the Department of Foreign Affairs and International Trade InfoCentre at 1-800-267-8376 (Ottawa area: 944-4000) or fax: (613) 996-9709. Suggested documents include Focus on South Africa (document #144AA/AF) and the updated list of Trade Fairs in South Africa (document # 154AA/AF).

Australia Food, Beverage Fair a Major Attraction

SYDNEY, AUSTRALIA — The Asia Pacific region's major food and beverage equipment trade event, **FOODPRO'96**, will be held here July 14 - 17.

The **International Food Processing Machinery and Technology Exhibition and Conference (FOODPRO)** is held every three years. At, **FOODPRO'96**, the Canadian Consulate General in Sydney will be participating with an information/technology display — in which Canadian companies are invited to participate.

The aim is to enhance Canada's profile in Australia's fast growing food processing and beverage industry.

Opportunities

Many business opportunities exist for Canadian firms able to supply innovative food and beverage

related equipment. This includes processing, packaging, labelling, bottling, bakery machinery and more... even software!

FOODPRO'96 is a great opportunity to make Australia aware of Canada's high tech capabilities in food processing and packaging equipment. It is expected to attract more than 10,000 potential trade buyers.

Contact

Canadian companies interested in forwarding brochures, catalogues and/or videos for distribution and display at the exhibition, or in obtaining more information, may contact Cadia Maestri, Canadian Consulate General, Level 5, 111 Harrington Street, Sydney NSW 2000 Australia. Tel.: 61 2 364 3042; Fax: 61 2 364 3097.

Seoul Site of Electric Exhibition

SEOUL, KOREA — Companies have an excellent opportunity to tap into the rapidly expanding Korean market for heavy electric machinery.

All they need do is participate in the **Seoul International Electric Fair'96** being held here May 20-24.

The fair will feature exhibits of electrical rotating machinery, stationary apparatus, switch and control gears, and other electrical instruments and materials.

Contact Soo Ik Kim, Senior Trade Commissioner, Commercial Section, Consulate General of the Republic of Korea, Vancouver, Tel.: (604) 683-1820/687-7322; Fax: (604) 687-6429.