

Computing companies calculate correctly

Singapore — Computing sales and cornering important commercial contacts in the face of stiff international competition is no easy task. But it can be done — as Canadian computer companies profitably proved this past December.

They were participants at Informatics '86, a five-day event that is billed as "Singapore's biggest computer fair."

And big it is. Show organizers, the Singapore Federation of the Computer Industry, report that the fair attracted 55,000 visitors from 18 countries.

Furthermore, organizers report, there were 121 stands representing 300 companies from 23 countries. And, they add, in five days, more than \$3 million worth of business was conducted.

So successful, in fact, was the show, organizers are already planning for Informatics '87, scheduled for this August. One-third of the space for the '87 event, they say, has already been booked.

Four Canadian companies participated at the Canadian stand during Informatics '86.

Each of the Canadian participants, say trade officials from the Canadian High Commission in Singapore, were "enthusiastic about the show and the results they achieved."

All reported that either important contacts, sales, joint venture or other agreements were made or discussed with potential clients, not only in Singapore, but in Thailand, Malaysia, Japan, India and Australia.

A brief run-down on Canadian participants:

- International Geosystems Corp. (IGC) — one of the most popular, IGC demonstrated its TianMa Chinese text generating program. The company already has signed an agreement with a Japanese firm;
- Accugraph Corp. — focussing on CAD/CAM, entered a research and development agreement with TrioTech International, a local company;
- Coggan Douserv Associates — successfully demonstrated its Arrakis educational software; met with a local publisher and will submit proposal for inclusion of the Arrakis educational program in local continuing educational schemes; and
- CTI Communications — dealing in interactive video technologies, the company entered an agency agreement with a local company and agreed with Time Information Services and Decade Computer Services to submit formal systems proposals.

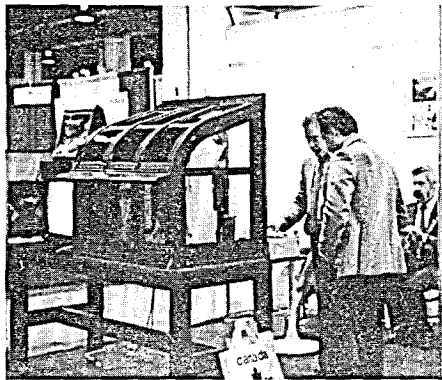
Information on future Informatics shows or on Canadian trade opportunities in the region is available from Garnet Richens at External Affairs' Promotional Projects (PGTF), tel: (613) 995-8619; or call Info Export. ★

These shows should build sales

Boston — Building successful trade ties with the U.S. is made that much easier when participating in building materials trade shows south of the border.

That's what 45 Canadian building products manufacturers — exhibiting in this New England city earlier this month — are still finding out.

They were part of the more than 300 exhibitors attending the 93rd Annual Convention



Serres Solarium Ltd. of Granby, Quebec, was a popular attraction at America East.

Fired for success

St. Louis — If you want to fire up your sales in the U.S. this winter, consider attending a wood heating products show in this Missouri city.

That's where External Affairs and the Canadian Wood Energy Institute will be participating with a joint information booth in the Wood Heating Alliance's annual convention and show.

The March 14-17 event is aimed primarily at manufacturers of stoves, fireplaces, residential heating equipment and accessories interested in promoting wood as a source of energy.

Last year the Alliance's show, held in Reno, Nevada, featured some 500 exhibitors — including 25 from Canada — attracting over 6,000 trade visitors, primarily retailers and distributors.

Companies interested in participating in the show can contact the organizers directly in Washington, D.C. Tel: (202) 857-1181.

Canadian firms not able to attend the show can also have their brochures and small samples displayed at the Canadian information booth.

Publicity material in sets of 25 — with C.I.F. price lists in U.S. dollars, including customs duties, freight and insurance — should be sent to Michel Samson, United States Trade and Investment Development Division (UTE), Department of External Affairs, 125 Sussex Dr., Ottawa K1A 0G2, before Feb. 26; or directly to Natalie Cornell, Canadian Consulate General, 310 S Michigan Ave., 12th floor, Chicago, Ill. 60604-4295 U.S.A.

For more information on the show or details on how to participate, contact Michel Samson, tel: (613) 991-9476; or call Info Export. ★

and Exhibition of the Northeastern Retail Lumbermen's Association (America East) — held for the first time in Boston's new World Trade Centre.

As an indication of this country's success at the show, all sold out months before opening, the 15 Canadian companies exhibiting in the Canadian pavilion — the other 30 participated on their own — expected one-year sales to top the \$10 million mark.

In addition, the Canadian contingent fielded over 300 serious questions about their products which ranged from doors and floor tiles to pavers, solariums and other construction products.

Currently on an economic upturn, the city of Boston has undertaken a number of large renovations and construction of commercial buildings.

Record low interest rates and aging residential lots also favor urban and suburban residential construction in New England with a population of 14 million people — a booming, friendly and proximate large market.

Although External Affairs' participation at next year's show — Jan. 10-12 — is still tentative, interested firms can contact François Laberge at External Affairs' United States Trade and Investment Development Division (UTE), tel: (613) 991-9474.

Other building materials shows taking place in the U.S. with a Canadian participation, include the Feb. 12-14 Building Products Buying Show in Charlotte, North Carolina. Canadian companies can still rush their sales brochures to Ken DeWolf, Trade Commissioner, Canadian Consulate General, 400 South Tower, One CNN Centre, Atlanta, Georgia 30303-2705. Telex: 054-2676 (DOMCAN ATL). Tel: (404) 577-6810.

The Canadian Consulate General in Cleveland will also participate with an information booth — featuring catalogue displays and video cassette VHS presentations — at the Feb. 21-22 Mid-America trade show in Columbus, Ohio.

Held on the occasion of a first-time joint convention of the Ohio Hardware Association and Ohio Lumbermen's Association, the show will feature lumber, hardware, building materials, lawn and garden, home centre and do-it-yourself supplies and energy savers.

Sales brochures should be sent to Greg Bates, Trade Commissioner, Illuminating Building, Suite 1008, 55 Public Square, Cleveland, Ohio 44113-1983. Telex: 00985364 (DOMCAN CLV). Tel: (216) 771-0150.

Although recruitment for the Canadian pavilion at the March 8-11 National Home Centre show at McCormick Place, in Chicago, is complete, companies interested in visiting the show and the Canadian pavilion can still contact Linda Brazeau at External Affairs' United States Trade and Investment Development Division (UTW), tel: (613) 991-9482. ★