

Services Focus of Global Connections '92

Markham — The service sectors that help manufacturers and suppliers expedite international trade initiatives will be front and centre this year at **Global Connections '92**, being held in this Ontario town October 14-15 and in Atlanta, Georgia, November 18-19.

This **International Import/Export Trade Development Trade Fair and Conference** reverses the emphasis of most trade shows, where manufacturers and suppliers showcase their wares to potential buyers.

In the **Global Connections** framework, the services exhibitors will be international freight forwarders; international bankers; international lawyers; customs brokers; storage houses; trading

houses; and trucking companies.

Also among the combined 400 exhibitors (and 5,000 visitors) will be representatives of warehouses; packaging companies; translation companies; telecommunications companies; protocol consultants; international real estate companies; airlines; travel agencies and travel consultants; hotels; shipping lines; government agencies; trading associations; and trade commissioners — all of whom help the trader open doors to international markets.

At the Canada venue the focus will be on trade opportunities with Mexico, while in the United States, the emphasis will be on Canada, the U.S. and Mexico.

Comprised of a trade fair arena, a seminar arena and a networking arena, **Global Connections '92** will also be notable for introducing a new marketing format: pre-taped video messages which will enable Canadian show visitors to see firsthand a large group of qualified Mexican companies that might otherwise be absent from the show.

Canadian companies that cannot be physically present at either event or that are present, but occupied with other business matters, can also use the Global Business Video to take potential customers on a tour of their facilities, to put on a

product demonstration, or to give a sales presentation.

Registration forms for video use are available from Global Business Video, % Kenneth Caplan and Associates Limited, Suite 200, 200 Town Centre Blvd., Markham, Ontario L3R 8G5. Tel.: (416) 940-6911. Fax: (416) 940-6915.

For further information (registration, cost, etc.) on **Global Connections '92**, contact the event producers, Exsel Marketing Inc., 940 Lansdowne Avenue, Toronto M6H 4G9. Tel.: (416) 534-3677. Fax: (416) 534-2739.

Honduran Importers

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Bld. Morazn No. 2000, Cont. A Classic, Col. Palmira. Tel./Fax 504-313061. Tegucigalpa, Honduras: Interested in **parts for heavy equipment, construction materials, plastics and primary industrial materials.**

Laboratorio Minero Metalurgico, Ing. Jose Len Murillo B., Gerente Propietario, 4TA. Calle No. 3216, Colonia las Colinas. Tel.: 504-311494. Tegucigalpa, Honduras: Interested in **associating with Canadian consulting firms in the metal processing sector.**

Cruz Lorena S.A., Roberto Alvarado, Gerente General, Apartado Postal 20271. Tel.: 504-333491. Fax: 504-334780. Tegucigalpa, Honduras: Interested in **auto and bicycle parts, construction and building materials, refrigeration accessories, and equipment and accessories for medical clinics.**

British City Hosts Machine Tools Show

Birmingham — Canada will have a Core Area Stand at **MACH'92, The International Exhibition of Machine Tools and Manufacturing Technology**, being held here May 6-16.

The show features the latest technology in metal-cutting/forming, lasers, automated systems and tooling.

Contact Walter Hughes, Canadian High Commission, London, tel.: (011-44-71) 629-9492; or EAITC's Trade Fairs and Missions Europe, fax: (613) 995-6319.

Canada to Display Catalogues at Australia Hardware Show

Brisbane — Innovative Canadian building and hardware products exporters have a chance to display product catalogues and promotional material at the Canada Booth at **Interbuild Queensland**, Australia's only national building exhibition, being held May 24-26 at the Brisbane Entertainment Centre.

The show attracts buyers from

Australia, New Zealand and the Asian-South Pacific region.

Canadian exporters interested in penetrating this market should contact or forward promotional material to the Canadian Consulate General, 8th Floor, 50 Bridge Street, Sydney, New South Wales 2000, Australia. Tel.: (61-2) 231-7022. Fax: (61-2) 223-4230.