

Telecom Exhibition in B.C. Opens Door for Global Traders

Vancouver—Exhibit space still is available, on a first-come, first-serve basis, for telecommunications companies that want to be part of an event that, in 1990, has generated \$62 million in sales to date.

It's also worth their while to attend concurrent conferences, lectures and seminars that will keep them abreast of the latest developments in a global communications market valued at \$500 billion.

INTER COMM 93, the **Global Telecommunications Congress & Exhibition**, will be held February 22-25 in Vancouver, B.C. and is well on the way to surpassing the inaugural event of 1990.

At the inaugural, more than 170 international telecommunications companies exhibited, occupying 400 booths. The concurrent Congress included 164 speakers and total attendance exceeded 6,000 persons.

INTER COMM 93 is expected to draw more than 200 leading telecommunications manufacturers and services providers, with attendance by more than 7,000 buyers from more than 50 countries. The Congress will feature 150 speakers in 40 sessions.

Exhibitor emphasis will be placed on a wide variety of areas, including broadband, business communications, cellular, data/digital communications, electronic messaging, engineering/consulting, personal communications systems, switching, teleconferencing, and transmission (fibre/electro optics).

Canadian companies wishing to participate in or wanting more information on **INTER COMM 93**, "the premiere international telecommunication event in Canada", should contact Will Fong, Project Director, **INTER COMM 93**, 500-1190 Melville Street, Vancouver V6E 3W1. Tel.: (604) 669-1090. Fax: (604) 682-5703.

Brochures Invited for Shows:

...In Basel (Information Technology)...

Basel — Canadian firms in the computer hardware, software and peripherals sectors are invited to submit their corporate literature/videos for display at an External Affairs and International Trade Canada information booth (staffed by personnel from the Canadian Embassy in Berne) at **Orbit 92**, being held here September 8-12.

Orbit, billed as the **Information Exhibition for Communication, Office Organization and Infor-**

mation Technology, is the largest national information technology show in the Germanic part of Switzerland.

Interested companies should send — for arrival by August 20 — ten copies of their product literature/videos to Paul Connors, Commercial Division, Canadian Embassy, P.O. Box CH-3000, Berne 6, Switzerland. Tel.: 011-41-31-44-63-81. Fax: 011-41-31-44-73-15.

...In Britain (Aerospace)... and

Farnborough — Companies are being invited to participate — through the display of product literature — in an Information Booth which External Affairs and International Trade Canada will have within the Canadian Industry Stand at the **Farnborough International Aerospace Exhibition** being held here September 6-13, 1992.

The Canadian industry participation is being developed by private industry with the co-operation of the Aerospace Industries Association of Canada.

The Farnborough event is held biennially — alternating with the **Paris Air Show** — and, having

been held for more than 40 years, is one of the most significant aerospace and defence trade shows in the world.

At this year's show, participating companies will be able to display their products to more than 350,000 expected attendees.

For further information or to send literature — (literature must be received by August 7, 1992) — contact Louise Cameron, Trade Fairs and Missions-Europe Trade Development Division (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-3607. Fax: (613) 995-6319.

...In Basel (Environment)

Basel — Canadian environmental equipment, services and technology firms are now being solicited to freely display their product literature at a show being held in this city October 6-9, 1992.

Canadian Embassy personnel from Berne will staff the information booth which will be set up at **M.U.T.'92**, the **European Exhibition for Environmental Technology and International Con-**

gress for Environmental Technology and Research.

Companies interested in participating in **M.U.T.'92** should forward — for arrival at the **Embassy no later than September 25** — 25 copies of their brochures (and business cards) to Canadian Embassy, Commercial Division, P.O. Box CH-3000, Berne 6, Switzerland. Shipments must show Berne as final destination.