

Table 17
Regional Usage of Types of Promotional Events
April 1987 to March 1989

Region	Year	Trade Fairs				Missions				Total Events	
		National Stands		Other Displays		Outgoing		Incoming		Number	(\$000)*
		Number	(\$000)	Number	(\$000)	Number	(\$000)	Number	(\$000)		
Africa/Middle East	1988-89	5	322	13	220	8	229	18	265	44	1,036
	1987-88	5	379	10	231	3	58	30	398	48	1,066
Asia/Pacific	1988-89	8	1,515	13	404	16	456	27	622	64	2,997
	1987-88	3	433	30	1,314	15	411	33	831	81	2,990
Europe	1988-89	23	2,280	25	534	19	319	16	203	83	3,336
	1987-88	15	730	21	622	7	102	14	145	57	3,598
Latin America/ Caribbean	1988-89	7	506	13	179	7	347	18	288	45	1,320
	1987-88	6	290	10	128	16	336	30	407	62	1,162
United States	1988-89	24	3,567	4	69	0	0	2	31	30	3,667
	1987-88	22	2,977	14	404	0	0	9	168	45	3,549
Other	1988-89	0	0	0	0	0	0	0	0	0	0
	1987-88	0	0	1	15	0	0	3	15	4	31
Total	1988-89	67	8,190	68	1,406	50	1,351	81	1,409	266	12,356
	1987-88	51	6,809	86	2,714	41	907	119	1,964	297	12,396

* Includes all payments made on projects occurring in the fiscal year, whether paid during the fiscal year or prior to the fiscal year in which the project occurred.