

●POLAGRA is one of the larger international food fairs in Europe, and the most important Polish agri-food trade fair; it takes place annually in the autumn in Poznan. The Canadian Embassy organizes an information booth each year.

●SIAL (Salon International d'Alimentation) was held in Paris, in October 1996; it will be held next in 1998.

●ANUGA will be held in Cologne, Germany from October 11-16, 1997.

Both SIAL and ANUGA are held bi-annually on an alternating basis. Delegations of agri-food experts from the region, representing professional associations, should be invited to Canadian promotional events at SIAL and ANUGA.

●Toronto Wine & Cheese Show

●Gourmet-Quebec

●Canadian Western Agribition

These three Canadian fairs are considered very good marketing tools; delegations of the region's agri-food professionals can be brought to these shows.

●Breadbasket was held in Ceské Budejovice from August 22-29, 1996. It is the largest Czech agri-food trade show.

●Agrokomplex was held in Nitra from

August 15-22, 1996. It is the largest Slovak agri-food trade show.

AUTOMOTIVE

Overview

The vehicle components industry has been identified as a priority market for Canada in Hungary. This is not to say that opportunities do not exist in the other CEFTA countries: Magna International has made large investments in the Czech Republic and Slovakia, and Poland attracts significant FDI in the automobile sector, most notably from General Motors and Daewoo.

The automotive sector had one of the most dynamic growth rates of any industrial sector in the CEFTA region in 1995. Increasingly known as "Motown on the Danube", Hungary's exports of vehicle parts alone in 1995 were worth approximately C\$ 550 million; in other words, they were worth as much as the combined exports of large vehicle assemblers in that country (Audi, Suzuki, Opel, Ford, Alba, Ikarus and Raba).

Magyar Suzuki Rt has played the largest role in stimulating the Hungarian vehicle components industry and has increased the proportion of Hungarian-made parts in order to improve its access to European markets. All vehicle manufacturers currently in Hungary are striving to increase local content as long as suitable suppliers can be found,