

# Seminars on Indirect Marketing to Central, Eastern Europe and the Soviet Union

A series of international marketing seminars focusing on the Soviet Union and Central and Eastern Europe will be held next month in three Canadian cities—but with a different twist.

This evolving economic region will be analyzed from a new perspective, that of major Western trading partners—Finland, Germany, and Austria—countries that have specialized trading and investment knowledge about this market.

The seminars will examine the status of trade and investment, as well as the projected outlook at the level of the individual countries and individual companies.

There will be a discussion of

trading and financing, both the traditional and creative forms. Guest speakers will be drawn from industry or industry associations in Finland, Germany and Austria. There also will be opportunities for individual, private meetings following the seminars.

With an area covering over 23 million square kilometers, Central and Eastern Europe and the Soviet Union comprise more than 400 million consumers. While per capita income is low by Western standards (US \$3,000 to \$4,000 per capita), this vast region offers dramatic new trade and industrial development opportunities.

A brief glimpse of the evolving situation and the resulting op-

portunities indicates:

- traditional trading patterns are breaking down;
- the state monopoly on foreign trade and centralized planning are collapsing;
- currency reform is underway or under consideration;
- an entrepreneurial private sector is developing;
- foreign investors are being courted; and
- industrial conglomerates are being re-structured.

An effective transition to a market economy after 40 years of Communist doctrine is not simple; it takes time. Ironically, the most opportune time for business developments may be when risk and uncertainty are highest.

Although there is no adequate substitute for direct marketing, there is value in exploring a cooperative approach together with very experienced European trading partners.

These seminars—organized jointly by External Affairs and International Trade Canada (EAITC) and the Canadian Manufacturers Association—will offer Canadian companies interested in this huge evolving market a chance for such a cooperative approach.

The information seminars will be held Monday April 22 in Montreal; Wednesday, April 24 in Toronto; and Friday, April 26 in Calgary.

For more details on program, location, and registration, contact the office of the Canadian Manufacturers Association and the Quebec Manufacturers Association in the relevant city.

For more information about the planning of these seminars, contact Tom Marr at the USSR and Eastern Europe Trade Development Division (RBT), External Affairs and International Trade Canada (EAITC). Tel.: (613) 996-6429. Fax: (613) 995-1277.

## International Trade Fairs

*A number of trade fairs in which External Affairs and International Trade Canada (EAITC) does not participate—but in which Canadian companies might be interested—take place internationally. Some which have crossed this desk include:*

• **CONECO**—April 22-26—Bratislava, Czech and Slovak Federal Republic. 12th International Exhibition of Building Materials, Technology and Architecture. Contact INCHEBA Company Limited, Viedenska cesta 5, 852 51 Bratislava, Czechoslovakia. Telex: (66) 92255/92341. Fax: (011 427) 846 736/847 982.

• **SYMPOMECH**—April 22-26—Bratislava, Czech and Slovak Federal Republic. 12th International Exhibition and Symposium of Mini-Mechanization in Construction features machines, mechanized tools and equipment for finishing construction. Contact as per Bratislava show above.

• **Lifestyle'91**—May 29-June 1—Tokyo, Japan. Now in its fifth year, this trade fair incorporates the finest North American and European interior design products (tableware, glassware, artwork,

furniture) and luxury jewellery and giftware. Contact Canadian fair representative, UNILINK, 50 Weybridge Court, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

• **SIMMEX'91**—September 14-18—Katowice, Poland. International Trade Fair for Mining, Power Industry and Metallurgy. A biennial event in which more than 330 worldwide exhibitors display underground and surface mining machines, metallurgic machines, electric power machines and environmental protection equipment. Apply, by April 14, to Simmex, Poznan International Fair, ul. Glogowska 14, 60-734 Poznan, Poland. Fax: 66-58-27 TARGI PL. Telex: 413251 targ pl.

• **VITRUM'91**—September 18-21—Milan, Italy. Specialized international exhibition for flat, blended and hollow glass manufacturing, including machinery, processing equipment and finished products. Contact Secretariat, Vitrum'91, Via Petitti 16, 21049, Milan, Italy. Fax: 02/33003819. Telex: 331098 FAIMIL 1.