

Florida Show, Conference Focus on: *Food, Beverages in Miami...*

Miami— Canadian food and beverage products will be promoted at a one-day-table-top exhibit being held in this Florida city December 10, 1992.

On December 11, there will be a visit to the Miami Free Trade Zone, as well as a meeting with representatives of one of the major cruise lines to discuss procedures on supplying cruise lines.

Organizers say that, given the procurement requirements of hotels, resorts and cruise ship lines, "South Florida offers an extensive market." The region is also a trade

gateway to the Caribbean and Latin America — from which agents and distributors will be encouraged to attend this event.

The food and beverage show is being hosted by the Canadian Government Trade Office in Miami. Co-sponsors are the Canadian Consulate in Atlanta, Georgia, and the Canadian High Commission in Jamaica.

Persons wishing to exhibit should contact the Canadian Government Trade Office in Miami. Tel.: (305) 372-2352. Fax: (305) 374-6774.

... and Health Care in Fort Lauderdale

Fort Lauderdale — Canadian health care technology firms have an opportunity to present their products and services to a target audience at the **South Florida Health Care Conference** being held here October 15-16, 1992.

The target audience includes end users, distributors, value-added resellers, investors and executives in the health care (and related) field.

The conference, whose theme is "Enhancing the Quality of Health Care in a Cost-Containment Environment", will focus on the large and lucrative trade, investment and technology transfer opportunities in South Florida.

As this region also is the gateway for trade into the Caribbean and Latin America, the conference will also explore export opportunities for Canadian companies into this market.

The conference is sponsored by the Canadian American Business Alliance (CABA) of South Florida.

Persons interested in attending this conference should contact CABA President Michael J. Donnelly (tel.: 305-782-1119); or the Canadian Government Trade Office, Miami (tel.: 305-375-9287; fax: 305-374-6774).

Global Connections Match-Maker

Markham — Companies attending **Global Connections'92**, a trade fair/conference being held here October 14-15, will find that their participation can lead to the opening of opportunities for matchmaking.

A must attend for those considering entering the international trade arena, **Global Connections** gives service industries an opportunity to showcase their trade and joint venturing capabilities.

The organizers of the event, Exsel Marketing Inc., also is working closely with the U.S. Department of Commerce (Georgia and North Carolina) to help Canadian manufacturers to showcase and sell their products to U.S. companies at two trade fairs being held in the U.S. November 10 and 11, 1992.

Participation in these shows could result in concrete leads and contracts — especially for Canadian companies involved in environmental technology, autoparts, aftermarket products and services.

Interested parties should contact, Regina Pearce, Exsel Marketing Inc., Toronto. Tel.: (416) 534-3677. Fax: (416) 534-2739.

Caracas Hosts Construction, Housing Show

Caracas — The **Materials and Technologies for the Construction and Housing Industries Fair** will be held here October 23 to November 1, 1992.

Currently, the construction industry is one of the most dynamic in Venezuela, with an annual growth of 38 per cent.

More than 150 firms participated at the last event which attracted 60,000 visitors, of which 35,000 were industry professionals.

This year's event will also feature a series of technical seminars and conferences.

Companies interested in participating in the show — booths cost

approximately US\$240 per square metre — should contact the Canadian Embassy, Torre Europa, 7th Floor, Ave. Francisco de Miranda, Campo Elégre, Caracas 1060, Venezuela. Tel.: (011-58-2) 951-6166/67/68. Fax: (011-58-2) 951-4950. Telex: (Destination code 31) 23377 (DOMCAN VE).