

- *work with industry and academic institutions to increase technology transfer and professional education;*
- *encourage industry initiatives to develop innovative design capacity.*

Pleasure Boats

- *consolidate Canadian exports to the U.S. and develop specialty niche markets in Europe and Japan.*

Winter and Work/Utility Footwear

- *provide strategic market intelligence, focusing on the U.S. market;*
- *help industry to establish accounts with selected U.S. retailers and to expose product lines at major U.S. footwear trade shows;*
- *organize technical missions to Europe.*

Contact: Consumer Products Branch
Industry, Science and Technology Canada
(613) 954-3585

Activity	Date	Location	Dept.	Contact
United States				
Giftware/arts and crafts/jewellery, solo shows:	TBD 1992	Seattle, Minneapolis, Cleveland	EAITC	613-991-9479
Furniture, solo show:	TBD 1992	Minneapolis, Dallas, N.Y., Chicago	EAITC ISTC	613-991-9479 613-954-3094
Footwear, trade fair: Reg. Shoe Travellers	TBD 1992	Las Vegas	EAITC	613-991-9476
Giftware/arts and crafts/jewellery, trade fairs:	TBD 1992	Rochester, Atlanta	EAITC	613-991-9479
Book Publishing, trade fair: Special Libraries Association	Jun 1992	San Antonio	EAITC	613-991-9474
Book Publishing, trade fair: ABA	Jun 1992	Anahein	EAITC	613-991-9474
Films and video, trade mission to:	Jun 1992	San Francisco	EAITC	613-991-9474
Sporting goods, trade fair: NEBC	Jul 1992	Chicago	ISTC	514-283-4259
Apparel technology mission to:	Jul 1992	Atlanta	EAITC	404-524-5046
Men's wear, trade fair:	Jul 1992	Chicago	EAITC	613-991-9476
Giftware/arts and crafts/jewellery, trade fair:	Jul 1992	Seattle, Atlanta	EAITC	613-991-9479
Trade fair: National Hardware Show / National Home Show	Aug 1992	Chicago	ISTC	514-283-4265
Athletic apparel, trade mission to:	Sep 1992	Minneapolis	EAITC	613-991-9476
Giftware/arts and crafts/jewellery, trade mission to:	Sep 1992	Boston	EAITC	613-991-9479
Trade fair: IMTEC Pleasure Boat Dealer Show	Sep 1992	Chicago	ISTC	613-954-3760
Apparel, trade fair: Canada Mode	Oct 1992	New York	EAITC	613-991-9476
Recreational and working boats & accessories, trade fair: boat show	Oct 1992	Chicago	EAITC	613-991-9482
Folio: specialized magazines show	Oct 1992	New York	ISTC	613-954-3105
Solo contract show	Oct 1992	Chicago	ISTC	514-283-4259
Designers, Saturday, New York	Oct 1992	New York	ISTC	514-283-4259
Films and video, trade mission to:	Nov 1992	Baltimore	EAITC	613-991-9474
Recreational and working boats & accessories, trade fair: boat show	Nov 1992	Fort Lauderdale	EAITC	613-991-9482
Recreational and working boats & accessories, trade fair: International Maritime Expo	Nov 1992	New York	EAITC	613-991-9482
Apparel, trade fair:	Nov 1992	Los Angeles	EAITC	613-991-9476
Films and video, solo show: Canada Connection	Nov 1992	Los Angeles	EAITC	613-991-9474
Recreational and working boats & accessories, trade fair: international work boat show	Dec 1992	New Orleans	EAITC	613-991-9482
Performing arts, trade mission from: Cinar	Dec 1992	Dallas	EAITC	613-991-9474
Performing arts, trade fair: APAD	Dec 1992	New York	EAITC	613-991-9474
Recreational and working boats & accessories, investment initiative: investment booth	Jan 1993	Michigan	EAITC	613-991-9482
Recreational and working boats & accessories, buyers in:	Jan 1993	U.S.	EAITC	613-991-9482
Footwear, trade fair: Reg. Shoe Travellers	Feb 1993	Detroit	EAITC	613-991-9476
Men's wear, trade fair:	Feb 1993	Chicago	EAITC	613-991-9476
Apparel, trade fair: Canada Mode	Feb 1993	New York	EAITC	613-991-9476
Footwear, trade fair: Reg. Shoe Travellers	Feb 1993	Minneapolis	EAITC	613-991-9476
Apparel, trade mission to:	Feb 1993	Atlanta	EAITC	613-991-9476