

# TRADE FAIRS AROUND THE WORLD

**Africa** — *Continued from page 12*

**CAPE TOWN** — Southern Africa's premiere fishing exhibition, **Fish Africa'95**, running November 30 to December 2, will cover all aspects of commercial and sport fishing, fish processing, and fish farming — with special emphasis on machinery and equipment.

With enviable marine resources and with South Africa now fully reconnected with the world economy, southern Africa is a market that fishing and fish processing equipment manufacturers should not overlook. Even aquaculture and related industries are set to expand rapidly, opening up further opportunities for suppliers.

The Canadian Trade Office will be participating at both of these shows with an information booth, around which interested Canadian companies are encouraged to exhibit.

As space is at a premium, firms interested in either show should *contact as soon as possible*, Ms. Sylvia Cesaratto, Canadian Trade Office, Johannesburg, Tel.: (011-27-11) 442-3130; Fax: (011-27-11) 442-3325.

## German Plastics Show

### Way to Win World Markets

**DUESSELDORF, GERMANY** — Participating in the **13th International Trade Fair for Plastics and Rubber (K'95)**, being held here October 5-12, is an excellent way for Canadian firms seeking to kick-start their marketing and industrial development efforts in Europe.

Nineteen Canadian firms are confirmed exhibitors at Canada's national stand and four Canadian

firms are exhibiting independently, promoting their export potential to an estimated 500,000 visitors.

What's more, Canadian trade commissioners at Canada's national stand also will strongly promote Canadian firms that are interested in strategic alliances and, where appropriate, in investment.

*In this regard, such firms should contact the Canadian Consulate in Duesseldorf to request a brief questionnaire (asking for information on what Canadian firms are seeking and what they can offer) which they should complete and return to the Consulate — by fax (011-49-211-35-91-65) no later than September 30, 1995.*

Partnerships (e.g. two-way marketing and production agreements; cooperative product development; and cross-licensing of technology) between Canada and Germany are expanding rapidly in a number of sectors, not the least of which is in the plastics and rubber sector.

This is due, in great measure, to the fact that German companies appreciate that Canadian firms can offer them a beachhead to introduce their products or technology into the North American Free Trade (NAFTA) market.

Equally significant, German firms that are strong in plastics and rubber equipment and technology have preferential market access in Europe and often have marketing ties in the emerging economies of Eastern Europe, thereby opening markets in this region to Canadian firms

**K'95** is one of those major

shows "where the world shops." It is an outstanding venue to round out the Canadian government promotion effort by packaging what Canada has to offer in trade, investment and technology.

Here's what **K'95** promises by way of exposure to buyers and sellers:

\* 2,335 exhibitors from 46 countries have registered.

\* Germany will have the most exhibitors (1,058) and over 55 per cent will come from abroad.

\* There will be three times the number of exhibitors (44) from Eastern Europe this year as there was last time in 1992.

\* 1,355 exhibitors will be exhibiting machinery and equipment; 464 — industrial parts and reinforced plastics products; 418 — raw and auxiliary materials; and 118 — services.

Contact the Canadian Consulate as italicized above.

## Petroleum Technology Fair Well Placed in Texas

**DALLAS, TEXAS** — Organized by the Society of Petroleum Engineers (SPE), the **70th Annual Technical Conference and Exhibition** — being held October 22-25, 1995 — will embrace the theme *Technology Management in a Commodity Business*.

Some 10,000 SPE members and oil and gas professionals from around the world will share strategies on how to best manage and utilize both new and existing technology.

The three-day program covers

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