

Canadian participation in international trade fairs

Ten Canadian electrical and electronics products companies participated in Electronica 82, in Munich, West Germany, November 9-13, where a new Canadian consulate general opened recently, reflecting the continuing trade development between Germany and Canada. Germany is Canada's fourth largest export market. The consulate is located at Max-Josef Strasse 6. W.J. Collett is Consul General of the new trade post which will be officially opened in 1983.

In France, Canadian companies participated in SIAL 82, a food products show which ran from November 15-21. More Canadian companies will be participating at the International Food and Drink Exhibition to be held in London in late February and early March 1983. As well, Canada will send companies to the ANUGA food trade fair in Cologne, November 1983. In other countries consulates have aided in-store promotion of Canadian food products.

Despite the war between Iran and Iraq the Baghdad International Trade Fair has continued with "business as usual". Project Manager Georges Debanné said that some companies did drop out of the show, but for other Canadian companies there was a recognition that the war would not go on forever, and that there were export sales to be made and contacts to be developed. The fair ran from November 1-15.

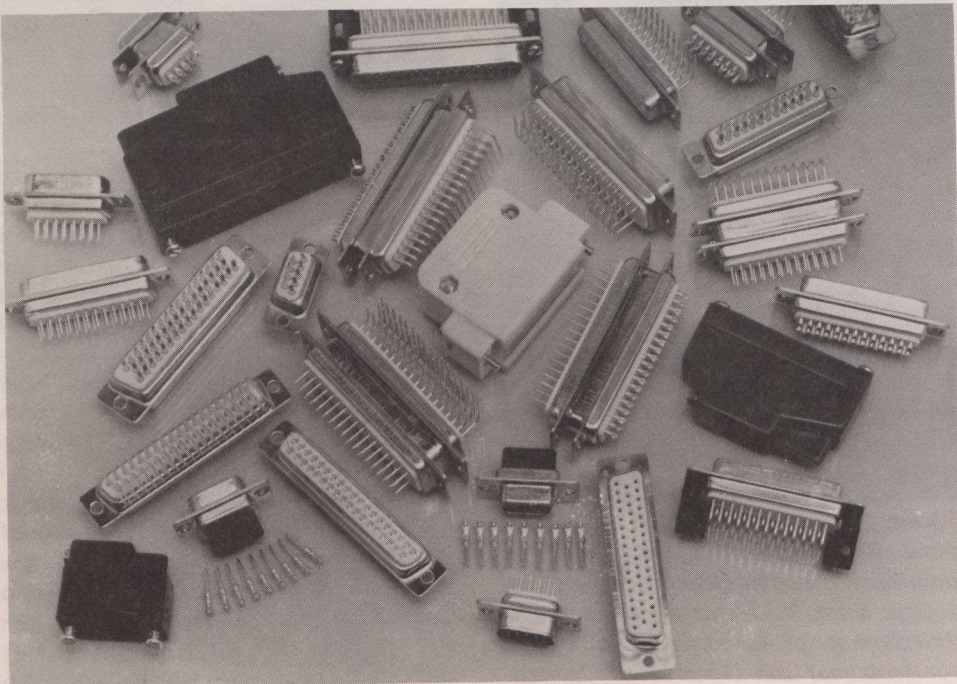
A multi-million dollar success story, in terms of export sales, continues at the Canada Trade Centre in Japan. This centre, which operates under the jurisdiction of the Canadian embassy in Tokyo sustains a series of "solo" shows, dedicated to Canadian companies.

Participating companies are given in-depth material on Japanese culture and tips on developing trade contacts. An ocean industries show was held November 9-12 and a health care products show, November 18-20.

The Department of External Affairs (DEA) helps Canadian companies attend "vertical" trade fairs, given over to a specialized industry sector, horizontal trade shows (cutting across many industry sectors and usually held in Third World countries), "solo" trade shows, sponsored by Canadian consulates, and "catalogue" shows, where catalogues of major Canadian companies are displayed. As well, DEA participates in world exhibitions.

Information about foreign trade fairs can be obtained from the Trade Development Offices for USA, Latin America and Caribbean, Europe, Asia and Pacific, and Africa and Middle East, 235 Queen Street, Ottawa, Ontario, Canada K1A 0G2.

To obtain the *Business Directory of Canadian Trade Representation Abroad*, write Domestic Information Programs, Department of External Affairs, Ottawa, Ontario, Canada K1A 0G2.



Some of the products manufactured by EDAC Inc., one of the electronics firms that participated at Electronica 82 in West Germany early last month.

Economic agreement with Iraq

A bilateral Trade, Economic and Technical Co-operation Agreement was signed in Baghdad on November 12 by the Canadian Minister of State for External Relations Charles Lapointe and by Iraq's Minister of Trade Hassan Ali.

In addition to setting forth an agreed means of strengthening, expanding and diversifying trade, economic and technical co-operation between Canada and Iraq, the agreement calls for the formation of a joint economic commission, which will meet periodically.

Mr. Lapointe invited Hassan Ali to lead the Iraqi delegation to the first meeting of the commission in Canada.

Canada-US meat pact

Canada and the United States recently concluded an arrangement with respect to trade in beef and veal for 1982, under which Canada expects that its exports of beef and veal to the US will not exceed 54.9 million kilograms this year. The US expects that beef and veal exports to Canada will not exceed 9.7 million kilograms.

To implement the arrangement in Canada, which was effective October 1, exports permits became necessary for all exports of fresh, chilled and frozen beef and veal to the US. Also, import permits are now required for all imports of fresh, chilled and frozen beef and veal as provided for under the Canadian Export and Import Permits Act.

In announcing the arrangement Agriculture Minister Eugene Whelan said that "initially, import permits will be issued freely and will provide us with a day-to-day monitoring system. However, if imports increase significantly, they can be limited under the provisions of the Meat Import Act".

The arrangement was made after the US asked Canada, Australia and New Zealand, the principal beef exporters to the US, to voluntarily restrain their exports for the balance of 1982 so as not to trigger import quotas under the US Meat Import Law. If such quotas had been imposed, Canadian exports would have been limited to 45.8 million kilograms, well below the level anticipated in the arrangement.

At present it is not expected that Canadian imports of beef and veal will exceed 54-60 million kilograms in 1982.