

New Zealand Show Attracts Manufacturing, Industrial Technology Industries

Auckland — Canadian companies have an opportunity to display products and explore new market possibilities in New Zealand between May 20-23, 1992.

That's when the Commercial Section of the Canadian High Commission will be renting — at \$200.00 New Zealand dollars per square metre — stand space for Canadian manufacturers wishing to participate in **Emex'92**, the **7th International Exhibition of Manufacturing and Industrial Technology Trade Show**.

At the same stand, there will be an information booth staffed by Canadian High Commission personnel who will work to develop new contacts and opportunities on behalf of Canadian manufacturers.

Any space remaining, after Canadian firms have had the first opportunity to rent, will be offered to local companies that represent Canadian manufacturers in New Zealand.

Working from a stand at a trade show such as **Emex'92**, say High Commission spokespersons, is an ideal way for Canadian manufacturers to explore or enter the Pacific market (New Zealand, Australia and the Pacific Islands).

Emex'92 is a comprehensive exhibition that attracts more than 7,000 buyers from a wide range of industry sectors, including engineering machinery and machine tools; instrumentation, measurement and control equipment; materials handling, storage and warehousing equipment; and wood-working and timber machinery equipment and supplies.

In addition to designing and erecting an eye-catching stand, High Commission staff also circu-

late show passes to all their contacts, organize pre- and post-show publicity, ensure inclusion in a catalogue, and give contact information to interested fellow exhibitors.

Further details are available

from Brian Emsley, Commercial Officer, Canadian High Commission, P.O. Box 12-049, Wellington, New Zealand. Tel.: (011-64-4) 473-9577. Fax: (011-64-4) 471-2082. Telex: (Destination code 74) 3577 (NZ3577 CANAD).

Large Canadian Contingent to Attend Asian Aerospace Show

Singapore — Canada's aerospace industry is going to be well represented at the 1992 edition of **Asian Aerospace** which takes place in Singapore, February 25-March 1.

Seventeen firms will be exhibiting at the Canadian pavilion which is being coordinated by the Aerospace Industries Association of Canada.

At least four other Canadian companies will be participating in conjunction with Singaporean representatives. In all, over 175 Canadian business, military and government representatives are expected in Singapore during the show.

Asian Aerospace, which is held every second year, is viewed by many as a 'must attend' exhibition and is located in the midst of the world's fastest growing aviation market.

More than 1,000 companies from over 30 countries will be at **Asian Aerospace** this year.

The show attracts regional and international attendance by key airline, corporate and general aviation company, military and government agency decision-makers.

Canadian aerospace exports to the countries of Asia Pacific increased by 67 per cent in 1990 over

the previous year to a total of \$372 million.

Top Asia Pacific markets for Canadian aerospace products in 1990 were Thailand (\$153 million), Australia (\$57 million), Japan (\$55 million), and Singapore (\$46 million).

In addition to a wide array of concurrent conferences and seminars on issues affecting the aerospace industry today, **Asian Defence Technology'92** and **Asian Airport Equipment and Technology '92** will also be held at the same time. As a result, it is expected that the combined shows will generate even greater numbers of foreign and local visitors than in previous years.

As part of the Canadian pavilion, External Affairs and International Trade Canada will mount an Information Booth/Reception Centre from which Canadian firms not exhibiting this year can base their visit to the show.

There will also be limited space available for Canadian firms to display product literature.

Companies wishing to do so are encouraged to contact Peter Ho, Canadian High Commission, 80 Anson Road, #14-00 & 15-00, IBM Tower, Singapore 0207. Fax: (011-65) 225-2450.