

Offshore opportunities

Aberdeen rigging for Europe's biggest offshore oil exhibition

Aberdeen — Europe's largest oil show — and the world's second biggest — is now being rigged for a late summer opening in this Scottish city.



And as the countdown begins for the Sept. 10 show which is second only to Houston's giant Offshore Technology Conference, Canadian trade officials have begun a drive to interest Canadian firms in **Offshore Europe 85's** multi-million dollar potential.

Canadian offshore oil and gas companies successfully participated in all nine previous editions of the show which alternates every two years with **Offshore North Sea** in Stavanger, Norway.

The 1983 show attracted 900 exhibitors from 14 countries and more than 24,000 visitors from 55 countries.

Canadian participation at the fair included a national stand and three provincial booths. The 14 companies at the national stand, in

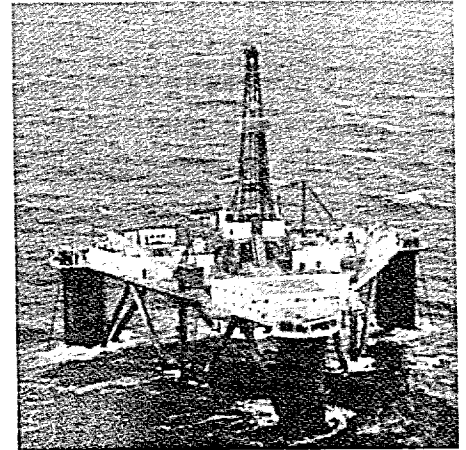
addition to netting \$243,000 in on-site sales, reported a further \$5.5-million in potential follow-up business.

Companies participating in the show will include manufacturers and suppliers of capital goods, equipment and technical services of specific interest to, or furthering the scientific knowledge of, the offshore industry.

Expenditure on North Sea developments between 1984 and 1995 is expected to reach \$100-billion, with half of it in capital spending on new fields, including equipment, materials, fabrication and services.

Since the market is free of restrictions and open to any suppliers — subject to the usual commercial considerations including price and quality — direct participation by Canadian firms in oil and gas exploration, development and production and processing in the U.K. can lead to increased exports of related equipment and services, trade officials say.

For a continued presence in that market



— which is a key to success — small and medium Canadian companies can obtain expert advice from External Affairs' trade commissioners in the U.K. who keep a registry of reliable agents and distributors for prospective exporters.

Companies interested in participating in the show or in obtaining more information on export opportunities in the U.K., should contact Helmut Schroeter at External Affairs' Western Europe Trade Development Division (RCTF), Tel: (613) 996-5554; or call the Trade Information Centre.

A chance to polish U.S. furniture sales

New York — Canadian furniture manufacturers who want to build themselves a little niche in the large U.S. market will have a choice of two furniture shows in New York later this year.

The **New York Furniture and Accessory Market**, to be held for the first time at "Pier 92," will see Canada's third participation at the May 4-6 show.

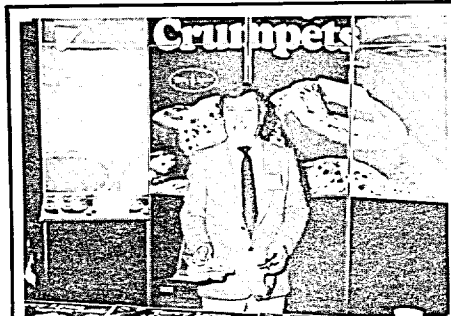
Last year's event drew 5,000 buyers, mainly from the states of New York, New Jersey, Pennsylvania, Connecticut and Vermont, as well as from South America, Europe and the Far East.

The more than 300 serious inquiries received by the 14 participating Canadian companies translated into \$72,000 worth of on-site business and an additional \$1.1-million in projected sales.

The **International Ready-to-Assemble Home Furnishings Exposition (KDESIGN)**, introduced for the first time in North America last year, will be held at the New York Coliseum June 27-30.

Canada will be participating for the first time in this show which, according to all indications, has an excellent future in the U.S.

For more information on these shows — recruiting for the first one is already well underway — contact Jutta Butcher at External Affairs' United States Marketing Division (UTM), Tel: (613) 993-5911; or call the Trade Information Centre.



Bill Greenwood, export manager for Terry Lynn Bakery of Burnaby, B.C., was beaming after his company's performance at last fall's Buffalo Solo Food Fair.

Food firms savor U.S. marketplace

Buffalo — Canada has just written another success story in its long saga of involvement in U.S. food fairs.

Ecstatic trade officials at the Canadian Consulate General in Buffalo say 35 Canadian companies wrote in excess of \$2.5-million in long-term sales at a solo food fair held in this U.S. city last fall.

A record 370 visitors — including major retailers and wholesalers — attended the one-day show which gave Canadian grocery producers a prime vehicle for tapping the \$8-billion Upstate New York food market.

For information on upcoming food fairs in the U.S., contact Bill Curran at External Affairs' Food Products Division (TAN), Tel: (613) 996-4207; or call the Trade Information Centre.

Fishing expedition lands \$1.5m in sales

New York — A 'fishing trip' to the Big Apple has paid handsome dividends for a group of Canadian companies.

The joint federal/provincial fish foray was through a Solo Fish Show funded last fall by the provinces of New Brunswick, Newfoundland, Nova Scotia, Prince Edward Island and Quebec, and hosted by the Canadian Consulate General in New York.

Booths set up by the 20 companies representing the five provinces attracted more than 200 American brokers and wholesale merchants during the one day show which landed the Canadian companies \$1.5-million worth of projected sales.

For more information on solo, or other fish shows in the U.S., contact Ian Bruce at External Affairs' Fisheries and Fish Products Division (TAF), Tel: (613) 996-3538; or call the Trade Information Centre.



Phil Levine, centre, of East Coast Sea Port Company gets a few pointers on perch from Jules Pepin, left, and Martin Cohen of Madelinepeche Inc. of Quebec City.