

TRADE FAIRS AROUND THE WORLD

International Trade Fair for Medical and Hospital Equipment

Zurich — The Department of Foreign Affairs and International Trade (DFAIT), through the Canadian Embassy in Berne, will participate — November 1-4, 1994 — with an information booth in **IFAS'94**.

The **International Trade Fair for Medical and Hospital Equipment and Supplies** covers the entire range of products, from medical technology, electromedical and laboratory equipment, and diagnostics, to pharmaceuticals, orthopaedics, and dental equipment and supplies.

Canadian companies active in these sectors and interested in the Swiss and European markets are invited to "participate" by forwarding — *immediately* — 10 copies of their product literature for display at the Canadian booth to: Graziella Piffaretti, Commercial Officer, Commercial Division, Canadian Embassy, P.O. Box 234, CII-3000, Berne 6, Switzerland. The Canadian "participants" will be advised of any contacts made.

South Africa International Trade Exhibition

Johannesburg — South Africa's premier multi-sector trade exhibition, **SAITEX**, will be held in this country's centre of business November 1-5, 1994.

Canada's trade office in South Africa will be present and Canadian participants now are being recruited to attend.

SAITEX (South African International Trade Exhibition) will profile 14 industry sectors, ranging from information technology to industrial materials, from food to building products to packaging equipment and more.

Last year **SAITEX** involved over 500 exhibiting companies from 45 countries and counted over 40,000 visitors from 88 nations, including 33 African countries.

Canadian companies will be supported by a Canadian information stand and service centre. Special arrangements have been made with exhibition organizers

to reserve space around the Canadian stand for Canadian companies wishing to exhibit.

Benefits to Canadian companies include use of the Canadian stand's meeting area and hospitality services, as well as the on-site support of Canadian trade staff based in Johannesburg.

Arrangements are also underway in support of two other South African trade development activities in September.

Canada will have an information booth at **Electra Mining** (September 19-23, 1994) in Johannesburg and a South African incoming software buyers mission is expected to visit **Softworld 94**, September 25-28 in Fredericton, New Brunswick.

Contact the Africa and Middle East Trade Development Division of the DFAIT, Ottawa. Tel.: (613) 944-6589. Fax: (613) 944-7437.

All's Fair in Salvador

El Salvador — The Canadian government will participate — November 3-13, 1994 — with a national stand at the **International Fair of El Salvador**.

El Salvador offers many business opportunities, particularly in construction materials, consumer goods, and agri-food products.

In 1992, some 500,000 persons from 34 countries attended.

Contact (as well as send a description of enterprise and products) Joseph Cogné, Latin America and Caribbean Trade Division, Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 944-0479.

U.S. Plumbing, Cooling and Heating Exposition

Fort Washington — Canadian manufacturers are invited to participate in the **Mid-Atlantic Plumbing, Heating and Cooling Exposition** being held November 9-10, 1994 in this Pennsylvania city.

The exposition will be attended by distributors, wholesalers, contractors, engineers, architects and building operators who specify and use all types of plumbing, heating and cooling equipment and supplies.

Visitors will come from Pennsylvania, New Jersey, Delaware, Maryland and the District of Columbia region.

For details, contact Manuel M. Ellenbogen, Commercial Officer, Canadian Embassy, Washington DC. Fax: (202) 682-7619.