

Canada Welcome at Caracas Shows:

NEW TECHNOLOGIES

Caracas — Companies wishing to explore or enter the market for new technologies in Venezuela might find it worth their while to attend an upcoming exhibition, **ExpoConserv**, being held November 19-22, 1992 in this Venezuelan capital.

Since the inception of its economic adjustment program more than three years ago, Venezuela has gradually liberalized its economy. Not the least of which was affected in the government's move to a more open, global economy was the national trade and services sector — which must modernize, if it is to

& TOURISM

Caracas—Booth space for interested travel agents, retailers and wholesalers will be available at the **2nd International Exposition —Tourism 92**, being held in this Venezuelan capital November 9-11.

The first exposition, held last year, attracted 75 travel-related exhibitors, from airline and hotel representatives to car rental and cruise ship line agents.

Information received from trade officers in Caracas says "this exposition will offer an excellent opportunity for travel firms to promote Canada, their products and services to more than 3,000 travel agents and 600 commercial accounts."

Booth space prices range from US\$900 for 2x2 metres to US\$1,650 for 5x2 metres.

Interested companies should contact Commercial Division, Canadian Embassy, Torre Europa, 7th Floor, Ave. Francisco de Miranda, Campo Elegre, Caracas 1060, Venezuela. Tel.: (011-58-2) 951-6166/67/68. Fax (011-58-2) 951-4950. Telex: (Destination code 31) 23377 (DOMCAN VE).

stay afloat. Businesses in this sector must acquire technologies that allow them better control of inventory, invoicing, transportation, business administration, etc. so that they can better serve their clientele in this growing trend to free competition.

Recognizing the need for its members to be put in contact with available new technologies, the National Council of Trade and Services is organizing **ExpoConserv** which will attract exhibitors from, among other regions, the European Economic Community, the United States, Korea, and Japan.

This event provides participants with an excellent occasion to promote their new technologies: information gathering and management systems; telecommunications; retail sales equipment; and security systems.

Companies interested in participating, or wanting more information on **ExpoConserv**, may contact the Commercial Division, Canadian Embassy, Torre Europa, 7th Floor, Ave. Francisco de Miranda, Campo Elegre, Caracas 1060, Venezuela. Tel.: (011-58-2) 951-6166/67/68. Fax: (011-58-2) 951-4950. Telex: (Destination code 31) 23377 (DOMCAN VE).

10th Anniversary

Cuba Fair a Magnet for Many

Havana — Celebrating its 10th anniversary, the **Havana International Fair** (November 2-8, 1992) is the premier event — customarily opened personally by President Fidel Castro — in Cuba's trade fair calendar.

And Canadians who act quickly can participate — either by purchasing their own booth or by submitting product literature for display at an Information Booth which will be staffed by personnel of the Canadian Embassy in Havana.

In addition to being a forum for importing and exporting to Cuba, the **Havana International Fair** is also promoted as a centre for fostering regional trade with the Caribbean and Latin America — and, more recently, to promote joint ventures or collaboration agreements with Cuban industry.

Embassy spokespersons say the fair has traditionally represented "an excellent opportunity to establish a direct business relationship

with Cuban buyers who normally take advantage of the large number of foreign suppliers to negotiate Cuba's acquisition programs planned for the beginning of the following year."

They also note that, while Cuba has reduced its foreign imports because of economic problems caused by the collapse of its trading relations with the former Soviet Union and other East bloc countries, it is now reorienting its trade relations toward Western suppliers.

"Under these circumstances," they add, "the present time is an appropriate one to either visit Cuba for the first time or to update contacts and provide tangible evidence of continuing interest in this market."

Another bonus is that a number of Cuban firms in the tourist, medical and certain key hard-currency-earning industries have become self-financing, enabling them to purchase needed equipment and sup-

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