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ucts and a commitment to the market.

What's more, the report notes: As economic conditions improve in the countries of Eastern Europe, they, too, will become consumers of sporting and leisure goods.

Hannover Home to Varied Events

The following trade fairs scheduled to take place in Hannover, Germany this fall may be of interest to Canadian firms wanting to explore or further penetrate this market.

IAA - September 3-11, 1994 - Motor Vehicles, Equipment and Systems for the transport of goods and passengers.

Qualifikation Hannover - September 27-30, 1994 - International Trade Fair for Professional Qualification - products and services for in-house and external training programs; re-education and continuing education; for entry level personnel to corporate managers.

Construtec Hannover - November 2-5, 1994 - International Trade Fair for building services, construction and architecture.

Canadian companies interested in further information on these events are invited to contact: Canadian Representative for Hannover Trade Fairs, Co-Mar Management Services Inc., 8 King Street East, Suite 110, Toronto, Ontario M5C 1B5. Tel.: (416) 364-5352. Fax: (416) 364-6557.

A benefit here is that German agents and distributors are well placed to help Canadian exporters exploit these new markets. (Direct contact with Eastern European buyers can be made at various trade shows here).

Indeed, trade shows rank high in the marketing strategy of a company trying to be successful in Germany — and there are a number of trade show from which to choose:

• **ISPO** — Held twice every year (August 2-5, 1994 and February 7-10, 1995), ISPO draws international exhibitors and buyers. In 1992, the two editions attracted a total of 2,800 exhibitors (63 per cent of whom were non-German) 76,000 visitors (44 per cent from outside Germany). These trade shows, says the report, are truly "where the world shops," providing exhibitors with a window on the world's sporting goods

market.

• **IFMA** — A more specialized show, held in Cologne, IFMA concentrates on bicycles and motor bikes.

• **Interboot** — This water sports event is held in Friedrichshafen.

• **SPOGA** — Another Cologne-based event, this show specializes in camping equipment.

Canadian exporters interested in more information on this German market should contact Commercial Division, Canadian Consulate General, Tal 29, 80331 Munich, Germany. Tel.: (011-49-89) 29065-0. Fax: (011-49-89) 228-5987.

For details on the Canadian Stand at ISPO (August 2-5, 1994), contact Yves Paquette, General Manager, Canadian Sporting Goods Association, 455 rue St-Antoine, Suite 510, Montreal, Quebec H2Z 1J1. Tel.: (514) 393-1132. Fax: (514) 393-9513.

Munich Site of Several Shows

Companies seeking new markets might find it worth their while to check out the following Munich Trade Fair Corporation trade-related events taking place this fall in Germany.

Companies interested in these Munich-based events or seeking further information should contact the Corporation's Canadian representative: *Unilink, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.*

Inhorgenta — Autumn München — September 10-12, 1994 — International trade fair for watches, clocks, jewellery, precious stones, pearls and silverware.

Imega — September 18-22, 1994 — Trade fair for the restaurant and catering industries and for the food trade.

Golf '94 München — October 2-4, 1994 — Trade fair for golf.

Systec 94 — Solutions for the Manufacturing Industry — October 25-28, 1994 — Trade fair and congress for system integration, automation technology and quality assurance.