

participated at this show for several years and commands a prime location for its stand within the inner core. In 1989, eight Canadian companies participated with 12-month projected sales estimated at \$6.6 million.

## **ISPO (Spring) '91 (National Stand)**

Munich, F.R.G. – February 21-24, 1991

### *Sporting Goods and Equipment*

ISPO is the largest show of its type in the world that in turn reaches out to the world at large. Both the spring and fall fairs are an absolute must for the numerous small-to medium-size firms that make up the Canadian industry. The fall fair features sporting goods and equipment for the following summer season and the spring fair features goods for the following winter season. This is a huge yet still growing market. On-site sales generally exceed \$3 million at each of the shows with follow-up sales worth well over \$15 million. This year marks Canada's seventh appearance at the fair.

Canada will also participate at ISPO (Fall) '90, September 4-7, 1990.