

# Trade Shows from Around the World

The following are European trade events in which the Department of Foreign Affairs and International Trade (DFAIT) will be participating — with a National Stand and/or an Information Booth. Contacts — all with DFAIT, Ottawa — are provided for companies seeking further information.

## IN CZECH REPUBLIC:

**BRNO International Engineering Fair** — September 14-20 — This fair is a vehicle for export products that have a wide range of industrial end-users. Sectors, such as the following, are represented: mining, chemicals, nuclear and conventional power, manufacturing, textiles and shoes, construction materials and equipment, pumps, process control and automation, electronic components, telecommunications, environmental, forestry and agricultural machinery, packaging, transportation, consulting engineering and many commercial and industrial services. (Contact: Lorraine Reardon, tel.: (613) 996-2147).

## IN FRANCE:

**SIAL (Salon international de l'alimentation)** — October 23-27 — This Paris event is one of the largest international food products exhibitions. In 1992 Canadian exhibitors on site recorded sales amounting to \$2.9 million with an estimated \$19 million for the coming year. (Contact: Lorraine Reardon, tel.: (613) 996-2147).

## IN GERMANY:

**ISPO Autumn** — August 23-26 — International trade fair for sports equipment and fashion. (Contact: Lorraine Reardon, tel.: (613) 996-2147).

**Automechanica '94** — September 13-18 — Held in Frankfurt, this is the largest trade fair for workshop and service station equipment, motocar parts and accessories. (Contact: G.L. Thompson, tel.: (613) 992-7001).

**Electronika** — November 8-12 — The past success of this event for component and assemblies in electronics demonstrates that it is the most important trade fair of its kind. This year's event, taking place in Munich, will present an international range of semi-conductor components and subsystems, electronic components and assemblies, electromechanics, electronic design and its associated services, together with metrology equipment for the electronic lab and development-oriented quality assurance. (Contact: G.L. Thompson, tel.: (613) 992-7001).

## IN HUNGARY:

**Plovdiv International Technical Fair** — September 26-October 2 — Held in the city of Plovdiv,

this fair specializes in the fields of telecommunications and office equipment, power engineering, new power sources and ecology, construction works, building materials and new technologies. (Contact: Gayle McCallum, tel.: (613) 996-1530).

## IN THE NETHERLANDS:

**International Broadcasting Convention '94** — September 16-20 — This convention held in Amsterdam, attracts attendees from over 70 countries. Attracts companies who will exhibit a complete range of broadcasting-related products. (Contact: Terry Jack, tel.: (613) 995-6435).

**METS '94** — November 15-17 — This International Marine Equipment Show, held in Amsterdam, is exceptionally focused on international exposure to agents, distributors and buyers of the following: marine equipment, accessories, supplies, systems and components for yacht construction, yachting and marinas. (Contact: G.L. Thompson, tel.: (613) 992-7001).

## IN ROMANIA:

**TIB '94** — October 10-16 — This Bucharest event is Romania's largest national exhibition for capital goods and services and draws a large number of foreign participants. (Contact: Gayle McCallum, tel.: (613) 996-1530).

## Milan to Host Info Tech Show

**SMAU '94** — The Canadian Consulate General in Milan is organizing a national stand at SMAU '94, the exhibition of information technology, telecommunications and office products.

Being held October 13-18, 1994, SMAU is, after CeBIT, the most important information technology exhibition in Europe. Last year, nearly 200,000 individuals visited the 8,831 exhibitors.

The advanced technology marketplace in Italy is largely untapped by Canadian companies. But, in Italy's telecommunications network and its developing software market, Canadian firms could find opportunities.

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