

## Turkey to Host Major Healthcare Show

**Istanbul** — Companies producing healthcare products for medical institutions and individual requirements are invited to participate in **Healthcare Turkey'94**, a trade show being held here April 14-17.

The Canadian Embassy will have an information booth from which

product brochures/product literature of Canadian companies may be displayed/distributed.

Companies may also book their own exhibition space.

With the improvement in healthcare being a government priority, a number of opportunities are opening in this field: the construction of medical, hospital, clinical facilities; the purchase of medical products for these establishments; and, especially, the purchase of diagnostic kits (and other over-the-counter medical

products).

For information on *how to book exhibition space*, contact the Canadian Embassy, Ankara. Tel.: 011-90-312-436-1275. Fax: 011-90-312-446-2811/4437.

*Companies wishing to have their brochures distributed from the information stand* should send up to 100 copies — for arrival by April 1 — to: D. MacDonald, Second Secretary (Commercial), Commercial Division, Canadian Embassy, Nenehatun Caddesi 75, GOP 06700, Ankara, Turkey.

### Fredericton the Focus for SOFTWORLD'94

**Fredericton** — Canada's premier information technology trading forum, **SOFTWORLD'94**, will be held here September 25-28, 1994.

A world-class event that fosters information technology business development, **SOFTWORLD'94** will attract an expected 500 delegates from 30 countries — all of whom will be here to explore new software developments, to find new distribution channels, and to form strategic alliances.

**SOFTWORLD**, a "deal-making environment", has grown by an exceptional 30 per cent each time it has been held.

Generally, 65 per cent of the delegates are those with decision-making powers: company presidents, vice-presidents and chief executive officers; 42 per cent make deals.

Leaders of world information technology associations and government agencies traditionally attend — and are exposed to informed keynote speakers, expert panelists, buyers and sellers trading forums, and software showcases.

Contact **SOFTWORLD'94**. Tel.: (506) 453-1076. Fax: (506) 458-1097. Internet address: (harpellr@nbnet.n.b.ca.).

## Taipei Meeting Means Trade Markets

**Taipei** — Up-to-date information for individuals and companies seeking to do business with Taiwan, one of the world's fastest-growing economies, can be obtained at a meeting taking place here April 10-13, 1994.

The event is the **Eighth Joint Meeting of The Canada-Taiwan Business Association** and its counterpart, **The Chinese National Association of Industry and Commerce, Taiwan**.

Participants will have an opportunity to study the potential for

business in Taiwan's lucrative market, particularly in the fields of: aerospace; transportation; opto-electronics; biotechnology; agri-food; space; telecommunications; energy, metals and minerals; computer software/information technology; pharmaceuticals/healthcare; and environmental protection.

For further information, contact Elsie Lee, Events Coordinator, The Canadian Chamber of Commerce, Ottawa. Tel.: (613) 238-4000. Fax: (613) 238-7643.

## Aerospace Subcontracting at Montreal Show

**Montreal** — Canadian aerospace and related industries can learn how to obtain sub-contracts by attending **Subcontractors VII Exhibition**, being held here June 14, 1994.

**SUBCON**, an annual one-day exhibition, is designed to assist Canadian firms in the aerospace (including repair and overhaul), space, electronics, robotics, simulation and defence-related industries obtain contracts.

The exhibition is of particular importance to firms interested in: determining trends in the industry; establishing contacts with American and Canadian buyers; learning about Canadian and American requirements; and discussing possible joint ventures.

Contact Gisèle Laframboise, tel. (613) 996-8099 or Monique McGrath, tel. (613) 996-8709, both with Foreign Affairs and International Trade, Ottawa.