

Europe, Trade Development Division organizes and implements the following trade promotion programs:

- participation in trade fairs abroad;
- trade missions to and from Canada; and
- in-store promotions and point-of-sale displays.

The yearly Fairs and Missions Program for the region is put together on the basis of suggestions by the Trade Commissioners in Belgrade and the USSR and Eastern Europe Trade Development Division in Ottawa in discussion with the industry sector specialists of DRIE.

For more information write to:

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