

Spain's EXPO 92 guarantees 30 million audience

Seville--As a noted world-class host, would Canada miss the opportunity to make a guest appearance at an upcoming world-class celebration--especially if Canada's participation holds the promise of exposure to an international audience of over 30 million people?

That question found its logical answer recently when External Affairs Minister Joe Clark, and Minister for International Trade John C. Crosbie announced Canada's decision to participate in EXPO 92 in Seville, Spain.

Registered by the International Bureau of Expositions as a universal exposition (similar to Canada's own EXPO 67), EXPO 92 is the first event of its kind since EXPO 70 in Osaka, Japan.

It also marks the first world exposition held in Europe since 1958. The significance of EXPO 92, which runs from April 20 to October 12, 1992, doesn't end there, however. The gala event also coincides with the Barcelona Summer Olym-

pics and the inauguration of the European Single Market, as well as the 500th anniversary of Columbus' voyage to the Americas.

As the proud host of EXPO 67 in Montreal and EXPO 86 in Vancouver, Canada has earned the reputation as a leader in world expositions. This country has also received international acclaim for its contribution to other such events abroad.

In announcing Canada's involvement at EXPO 92, Minister Clark stated "Canada looks forward to participating at EXPO 92 as this event will bring together more than 80 nations of the world in a spirit of peace and co-operation."

Minister Crosbie brought a "business" perspective to Canada's participation, saying, "EXPO 92 will be an excellent forum for raising Canada's profile in Europe in the year of the European Single Market." (The year 1992 signifies the completion of one single market within the 12

member states of the Economic Community--a move that should eliminate all internal barriers to free circulation of goods, people, capital, and services). As Canada's second largest market after the United States, the European Community is an important trading and economic partner.

EXPO 92 will use its theme *The Age of Discovery* to highlight human discoveries in every field of endeavour--past, present and future. The exposition's emphasis on innovation and technology will allow Canada to demonstrate its expertise in areas ranging from biotechnology to cold water research.

Responsibility for Canada's participation at EXPO 92 falls under the aegis of the Department of External Affairs, whose contact is Jean Pierre Ollivier, tel: (613) 996-2223.

Munich proves magnetic

Munich--The international trade fair for electronic components and assemblies, *Electronica 88*, has once again proved magnetic. Held in Munich, November 8-12, 1988, the fair drew 110,000 visitors from 68 countries to displays by 1,880 exhibitors. An additional 604 companies came from 37 countries.

Every imaginable range of products and services in the fields of microelectronics, macroelectronics and quality assurance techniques reflected current market trends.

The demand was so high that 98.3 per cent of all exhibitors reported positive overall results. Large gains were achieved across the entire component range, from semiconductors to passive components and quality assurance sectors.

The mix of visitors brought together important business contacts from around the world. Observers say this is a sign by foreign competitors of their increased interest in European developments. Europe's technological lag also indicates a possibility of joint venture and investment possibilities for companies outside the region.

An independent survey revealed a number of points about visitors to the trade show: 50 per cent were in the electronics and electrical sectors, with 65 per cent primarily interested in electronics components; 18 per cent were interested in equipment for research and quality assurance; and 17 per cent in electro-mechanical products; and 6.2 per cent in trade and distribution.

In line with predictions on expanding application ranges, more than half the visitors were from small and medium-sized companies. 82 per cent of visitors had purchasing authority.

In the words of two Canadian exhibitors, participation at *Electronica* gives "an excellent view of our competition and helps us to maintain our technical lead;" also "we have better feedback on our U.S. competitors' activity in Europe, and are more aware of their weak areas."

With on-site sales of \$77,000 and estimated 12-month follow-up sales of over \$15 million, the 13 Canadian participants gave the show top marks.

By the final day, 93 per cent of all exhibitors had already opted to attend *Electronica 90*, which is to take place at the Munich Trade Fair Centre, November 6-10, 1990.

For further information on *Electronica*, contact Helmut Schroeter of External Affairs' Western Europe Trade, Investment and Technology Division, Fairs and Missions (RWTF), tel: (613) 996-4344.

Paris site of important Algerian forum

Paris--Want to take advantage of Algeria's new economic climate? Then try the *Algerian New Investment Opportunities Forum (Forum des nouvelles opportunités d'investissements en Algérie)*!

This forum is Algeria's single-most important international trade gathering planned for 1989. Appropriately, it's being held at the Palais des congrès in Paris, France.

Organized by *Entreprise Nationale d'édition de revues d'information et de magazine spécialisés (ENERIM)*, the four-day event gets under way April 5, 1989. Other sponsors are a number of Algerian ministries, including Foreign Affairs, Trade, Agriculture, Energy, Transportation and Industry.

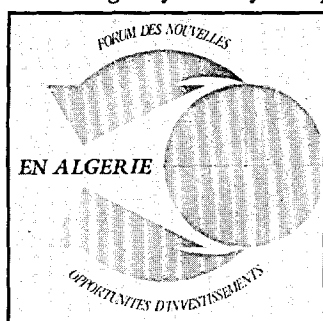
The forum agenda consists of numerous seminars. The first two of the four days will feature topics such as setting up business ventures in Algeria, rules and procedures, industry sectors and finance.

On the fourth day, April 8, seminars will focus on joint ventures, investment opportunities and joint venture financing. A number of first-rate speakers from industry and finance will address the participants and professional debate is the order of the day. Numerous technical workshops are also planned.

In light of the new economic and administrative situation in Algeria, many excellent business

opportunities exist here. Word to that effect is spreading.

By improving present dialogue and opening new avenues of communication--a task which should be greatly aided by the April forum--Al-



geria aspires to create and strengthen permanent business relationships that can be mutually beneficial to joint venture partners in terms of smoother introduction

and transfer of technology.

For further information on the *New Investment Opportunities Forum* or on doing business in Algeria, contact Sylvvy Gariépy of External Affairs' Africa Trade Development Division (GAT), tel: (613) 990-8134.

Interested parties may also wish to contact the Canadian Embassy in Algiers. Telex: (Destination Code 408) 66043. Answerback: (66043 CANAD DZ).

Hong Kong to host major food exhibition

Hong Kong--The fast-food rage is no longer a North American phenomenon. In Hong Kong, for example, fast-food chains are beginning to dot the cityscape.

The fast-food frenzy, coupled with a boom in Hong Kong's tourist industry, may spell good news for the country's economy, but it's playing havoc with the resources of the food sector.

The current supply of foodstuffs and of automation and food processing equipment is hard pressed to keep up with the crushing demand. That means Hong Kong, increasingly, is looking to imports to help stem shortages. In 1987, for example, the overall market in Hong Kong for imported foodstuffs was \$4.3 billion, or 95 per cent of all food consumed.

With the demand so great and the market so eager, the Department of External Affairs is set-

ting up a national booth at HOFEX '89, which runs from May 24 to 27, 1989 in the new Hong Kong Convention and Exhibition Centre.

Canada's participation in HOFEX '89 is a first. This country's decision to participate was prompted not only by market demand but by the fair's impressive success to date. After only two years, HOFEX has established itself as the leading food sector exhibition for Hong Kong and the surrounding area.

The welcome mat is out to all members of the Canadian food service industry to join in Canada's national stand at HOFEX '89.

For more information, contact Ms. T. Brophy of External Affairs' Trade Fairs and Missions, Asia and Pacific Branch, tel: (613) 995-8649; telex: 053-3745.