

Trade fairs in India

MUMBAI, INDIA — September 21-22, 2003 — **Globoil India** is an international conference and exhibition on vegetable oils, feed and feed ingredients, oil seeds, and related industries and services. It is the biggest edible oil event in India. **For more information**, contact Ram Gupta, Senior Trade Advisor, Canadian High Commission in New Delhi, tel.: **(011-91-11) 2687-6500**, fax: **(011-91-11) 2687-5387**, e-mail: **ram.gupta@dfait-maeci.gc.ca** or Apurva Mehta, Commercial

Officer, Canadian Consulate in Mumbai, tel.: **(011-91-22) 2287-6027**, fax: **(011-91-22) 2287-5514**, e-mail: **apurva.mehta@dfait-maeci.gc.ca**.

NEW DEHLI, INDIA — January 7-9, 2004 — **IFE India**, the international food, drink and hospitality exhibition, has been rescheduled (from September 2003). **For more information**, contact Anita Verma, Project Manager, ITE Group, fax: **(011-0091-11) 2981-9416**, e-mail: **ite@nda.vsnl.net.in**. *

Book fair in Italy — continued from page 1

Canada was the celebrated country at last month's **Turin International Book Fair**, one of the largest events of its kind in Europe. This honour—and the opportunity to further promote Canadian writers and publishers—is a sign of the great success Canada has had over the past 20 years in developing export markets for Canadian books. More than 200 Canadian writers have been translated into Italian in recent years—a remarkable number given the size of Canada's population—and 22 top Canadian writers, including International Prize Winners Yann Martel, Alistair MacLeod, and Gaétan Soucy, were invited to promote their works in a 5-day blitz of media appearances, packed lectures, panel discussions and book launches. The writers were accompanied by a number of Canadian publishers who were there to sell rights for Canadian books into

Italian, as well as scout out market opportunities. Canada's presence at Turin garnered significant media attention in Italy, with major features in many high-circulation dailies and weeklies, as well as swarms of television cameras at the opening of the Canadian stand. The focus on Canada not only promotes our writers and cultivates further rights sales, but also promotes the image of Canada abroad as a rich and diverse country recognized for its excellence. This, in turn, helps develop greater awareness of Canada and facilitates further trading opportunities. The heart of the Canadian presence—a collaborative effort between the Department of Foreign Affairs and International Trade (DFAIT), Canadian Heritage, the Canada Council for the Arts and the Association for the Export of Canadian Books—was a large stand that showcased more than 300 Canadian books. In addition, a

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Prior to the Gulf War, Iraq was one of Canada's most important markets in the Middle East, with Canadian-Iraqi trade peaking at over \$375 million in 1989. While Iraq has the potential to once again be an important market for Canadian firms, major challenges will remain in the short- to medium-term, including the absence of an Iraqi government and large debts. As these issues are resolved, there should be no impediments to full participation by Canadian companies in the long-term redevelopment of Iraq.

For more information on Canada's contribution, go to **www.pm.gc.ca** and **www.acdi-cida.gc.ca/iraq**. The UN Office for the Coordination of Humanitarian Affairs is responsible for the international humanitarian effort in Iraq. **For more information** on supplying the UN agencies currently active in Iraqi humanitarian operations, go to IFInet at **www.infoexport.gc.ca/ifinet/un/agencies-e.htm**. **For general enquiries**, contact DFAIT's Middle East Division, e-mail: **gmr@dfait-maeci.gc.ca** or fax: **(613) 944-7975**. *

local book supplier reported business well beyond expectations, with over 2,500 books of Canadian authors sold.

For more information, contact Patrick Riel, DFAIT, tel.: **(613) 995-1874**, e-mail: **patrick.riel@dfait-maeci.gc.ca**. *

Enquiries Service

DFAIT's Enquiries Service provides counselling, publications and referral services to Canadian exporters. Trade-related information can be obtained by calling **1-800-267-8376** (Ottawa region: **(613) 944-4000**) or by fax at **(613) 996-9709**; by calling the Enquiries Service FaxLink (from a fax machine) at **(613) 944-4500**; or by accessing the DFAIT Web site at **www.dfait-maeci.gc.ca**

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