

## California Procurement Mission Explores Multi-\$Billion Market

Los Angeles/San Francisco — Canadian companies have an opportunity to explore — and perhaps get a piece of — the multi-billion dollar market for a complete range of goods and services in the state of California.

All they need do is participate in a **Government Procurement Trade Mission** being organized for May 16-20, 1994 by the Canadian Consulate General, Los Angeles.

Organizers say there are "many opportunities" in California for Canadian companies, particularly those that have competitive products and services and those that are willing to put the time and effort into developing this market.

This mission — through educational seminars and round-table meetings with procurement offic-

ers — will introduce information technology companies to the public procurement markets in California, including opportunities that exist selling products and services to California's state and local governments.

Space is limited and will be reserved on a first-come, first-serve basis upon receipt of a completed application.

To receive the application send company and product profiles to Jeff Gray, Commercial Officer, Commercial Division, Canadian Consulate General, 300 S. Grand Avenue, 10th Floor, Los Angeles, CA 90071. Tel.: (213) 346-2752. Fax: (213) 620-8827.

To obtain further information on the mission, contact either Jeff Gray, as per above, or Mark J. Ritchie (tel.: 415-543-2550, ext. 25).

## Fair in Bogota Means Business

Bogota — Companies attempting to crack into Colombia's emerging markets have an opportunity to do so by participating in the **Bogota International Fair**, being held here July 14-24, 1994.

Canada will have its own pavilion, the largest ever, at what is deemed Canada's most important trade event ever in Colombia.

The event concentrates on consumer goods, communications equipment, industrial machinery and heavy equipment for mining, construction and packaging.

While participation in the fair may open doors to Colombia, it can also lead to market opportunities in Venezuela, Ecuador and Panama.

Business delegations and missions from these and other countries attend the fair, giving par-

ticipants even broader exposure to potential markets. More than 25 countries have pavilions or stands. And the fair attracts more than 300,000 visitors.

The Department of Foreign Affairs and International Trade (DFAIT), sponsors of Canada's Pavilion, says that, in 1992, Canada's exports (1/4 \$billion) to Colombia increased by 67 per cent, making the country Canada's fourth-largest export market in Latin America.

Interested parties wanting more details — space is expected to fill quickly — should contact Stéphane Charbonneau, DFAIT, Ottawa (tel.: 613-996-5548; fax: 613-943-8806); or John Gartke, Canadian Embassy, Santafé de Bogota (tel.: 011-57-1-217-5555; fax: 011-57-1-310-4509).

## Montreal to Host North America Business Outlook Conference

Montreal — Business opportunities, trade and investment information pertinent to Canada, the United States and Mexico will be discussed at the **First Annual North American Business Outlook (NABO) Conference**, May 3-6, 1994.

Seminars will provide the detailed information required to ensure easy entry and eventual success in marketing ventures in these countries.

Private-sector experts are to offer presentations on marketing, advertising and distribution systems unique to each country, banking, legal systems, tax implications, customs and shipping, and other export-related strategies. Government commercial officers will focus on various government procurement opportunities.

Also to be highlighted are opportunities in high technology, services, environment, consumer goods, and industrial capital goods.

Participants have the opportunity for one-on-one business counselling sessions with government officers and for meeting agents, distributors and potential licensees.

Minister for International Trade Roy MacLaren will be keynote speaker at the conference which is hosted by the U.S. Department of Commerce, Babson College and Brandeis University.

Contact Conference Manager, NABO, Ottawa. Tel.: (613) 747-2732. Fax: (613) 747-2735.