

Recruitment Underway for USSR Oil, Gas Trade Fair

Moscow — Companies meeting eligibility requirements now are being recruited to participate in the External Affairs and International Trade Canada-sponsored National Stand at **Neftegaz'92**, a major oil and gas trade fair being held May 19-27 in Moscow.

The Soviet republics (particularly the Russian Federation) present many commercial opportunities for the Canadian energy sector, with Canadian firms already beginning to play an important role in rebuilding Russia's oil and gas base in Western Siberia, the Caspian Basin, and the Arctic.

Western joint ventures, featuring production sharing, obtain returns on investment through incremental energy exports. Indeed, External Affairs and International Trade Canada's Central and Eastern Europe Trade Development Division reports that the energy sector is the most active and successful focus of Canadian firms in the Russian Federation and Kazakhstan.

Specific projects exist in enhanced oil recovery, oil well rehabilitation, geological exploration,

pipelines, petrochemicals refining, construction and energy conservation.

To be eligible to exhibit in the National Stand, participants must meet Program for Export Market Development (PEMD) criteria for government-initiated trade fairs.

This means they must be an incorporated business; be export-ready; be registered or in the process of registering with WIN Exports (External's world information network); be established and operating in Canada for at least two years and have sales performance data for those two years or have annual sales exceeding \$100,000; and have fulfilled reporting requirements of any previous PEMD assistance.

For further information on **Neftegaz'92** or on the eligibility criteria for exhibitors, contact — as early as possible — Thérèse Gervais, Trade Fairs and Missions-Europe Trade Development Division (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 992-7001. Fax: (613) 995-6319.

U.S. Health Care Products Show

Atlantic City — Canadian suppliers of health care products and services have an opportunity to make inroads into a vast U.S. market valued annually in excess of \$39 billion (hospital expenditures only).

All they need do is participate in the Canadian National Stand at the **1992 Middle Atlantic Health Congress (MAHC) Trade Show**, being held May 20-21 in Atlantic City, New Jersey.

The **MACH Trade Show** enables members of the Middle Atlantic Health Congress (representing over 700 health care facilities in New York, New Jersey, Pennsylvania and Delaware) to meet — for the purpose of making purchasing decisions — with health care products/services suppliers.

For further information on participating in this trade show, contact — by February 15, 1992 — Donald H. Garretson, Jr., Canadian Consulate General, New York City. Tel.: (212) 768-2400. Fax: (212) 768-2440.

Trade Calendar Geared to Info Technology Market in Belgium

To capitalize on the growing information technology (IT) market in Belgium — a country considered by many to be the entry point for companies wishing to gain a foothold in the Single European Market of 1992 — and to promote Canadian IT know-how and technology, the Canadian Embassy in Brussels will be participating in three major Belgian trade shows in the IT field.

Canadian companies are invited to participate in:

- **Software Automation** — March 25-26, 1992 — Kortrijk: an annual trade show for advanced software.

- **TMAB Exhibition** — April 8-9, 1992 — Brussels: an annual meeting of Belgium's telecommunications industry.

- **InterEleoc** — November 18-25, 1992 — Ghent: the major trade exhibition for automation, components and test-measuring equipment.

The Embassy will also organize a seminar on Canadian Telecommunications in November of 1992.

Companies interested in participating with the Embassy in these activities or wishing more information, may contact Mrs. Céline Boies, Western Europe Trade, Investment and Technology Division (RWT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7544.

Firms may also contact directly Freddy Dutoit, Commercial Officer, Canadian Embassy, 2, Avenue de Tervuren, 1040 Brussels Belgium. Tel.: (011-32-2) 735-6040. Fax: (011-32-2) 735-3383.