

# TRADE FAIRS AROUND THE WORLD

## Peacekeeping Procurement Profitable for Business

**NEW YORK CITY** — Madison Square Garden, only a few blocks from the United Nations, is the strategically situated venue for an upcoming event that will allow Canadian industry access to vast purchasing opportunities for worldwide United Nations peacekeeping operations and humanitarian aid missions.

The **International PEACEKEEPING'96 Exhibition and Seminar**, being held September 8-10, consists of a procurement seminar program and a trade exhibition at which Canadians can showcase their products and

services — and influence international buyers for the multi-billion-dollar UN market.

Not only is the UN products and services market immense (purchases in 1995 exceeded US\$4 billion), it is also diverse and indicates the scope exhibitors at this international procurement event have within the criteria set out by the UN Procurement Office.

Representative exhibits include: accommodation, bridge-building equipment, communications, defence systems, field hospital

equipment, food, guidance equipment, helmets, inflatable boats, logistics services, medical equipment, **mine detection**, night vision equipment, office supplies, pest control, **pharmaceuticals**, radio systems, search and rescue equipment, **security equipment**, telecommunications, uniforms, vehicles, and water purification systems.

Participation at International **PEACEKEEPING'96** gives company representatives the opportunity to meet with senior UN and humanitarian aid procurement officials from around the world and discuss procurement practices and procedures one on one.

The seminar program, in cooperation with the United Nations Association of the United States of America, is designed to enhance a company's ability to market its products to all international peacekeeping organizations.

These business conferences train vendors on how to bid on — and win — UN contracts issued by the organization's 30 purchasing centres worldwide.

Parties wanting more information on participating in this event may contact International Peacekeeping, 310 Dupont Street, Toronto, Ontario M5R 1V9, Tel.: (416) 968-7252; Fax: (416) 968-2377; E-mail: [peacek@baxter.net](mailto:peacek@baxter.net); Internet: <http://www.baxter.net/peacekeeping/>

## Beijing Hosts Major Communication and Investment Fairs

**BEIJING, CHINA** — Two upcoming trade fairs, '96 **Beijing International Exhibition on Technologies and Products of Data Communication Networks and Investment Opportunity in Central and Western China**, represent significant potential for Canadian companies in this fast-growing economic region.

The first fair (July 3-7, 1996) will display the newest domestic and international data communication products and technologies.

The Investment fair (July 10-15, 1996), the first and largest of its kind, should provide Canadian companies, investment firms and banks with a solid introduction to this vast, resource-rich area.

For more information on these two fairs contact Guogen International Enterprises, 1833 Thistleleaf Street, Gloucester, Ontario K1C 5W8, Tel.: (613) 824-6198; Fax: (613) 824-6735.