

SMAU '89

Milan, Italy — September 6-9, 1989

Office Automation Systems and Supplies

This will be Canada's third participation in this annual international exhibition for office informatics, telematics and communication systems, office machines and furnishings. Eight companies participated in 1988.

ISPO (Fall) '89

Munich, F.R.G. — September 12-15, 1989

Sporting Goods and Equipment

ISPO is the largest show of its type in the world that in turn reaches out to the world at large. Both the spring and fall versions of ISPO are an absolute must for the numerous small- to medium-size firms that make up the Canadian industry. The fall fair features sporting goods and equipment for the following summer season and the spring fair, goods for the following winter season. This is a huge yet still growing market. On-site sales generally exceed \$3 million at each of the shows with follow-up sales worth well over \$15 million. This year marks Canada's sixth appearance at the fall fair.

Canada will also participate at ISPO (Spring) '90, February 22 to 25.