

### Calendar to North African trade shows

Looking to improve your knowledge of export opportunities and to expand into North Africa's marketplace?

Then here's a calendar of trade fairs and shows taking place in Algeria in 1989 that may do just the trick.

- International Security and Protection Equipment Show (Salon International des Equipements de Sécurité et de Protection)-- March 7 to 14;
- International Air Conditioning and Processing Show (Salon International du Froid et du Conditionnement)--March 29 to April 3;
- Spare and Replacement Parts Show (Bourse de la Pièce détachée et de Rechange)--April 4 to May 6;
- 25th Algiers International Fair (25e Foire Internationale d'Alger)--June 6 to 17--General Trade Show;
- Arab Electronics Show (Salon arabe de l'électronique) - September 7 to 10;

- International Iron and Steel Industry Show (Salon International des Industries Sidérurgiques)--September 18 to 25, at Annaba;
- International Medical Show (Salon International Médical)-- September 20 to 27;
- 5th National Output Show (5e Foire de la Production Nationale)--October 23 to November 3; and
- International Packaging and Processing Show (Salon International de l'Emballage et du Conditionnement)--November 27 to December 3;

All of these shows will take place in Algiers unless otherwise indicated.

For further information on the shows or on market opportunities in Algeria, contact Sylvie Gariépy of External Affairs' Africa Trade Development Division (GAT), tel: (613) 990-8134.

Or contact the Canadian Embassy in Algiers. Tel: (011-213) 260.66.11/260.61.90. Telex: (Destination Code 408) 66043 (66043 CANAD DZ).

### Water works exposition to pump profits

Los Angeles--Water, water everywhere and ne'er a drop to drink...not a very pleasant scenario. Life without fresh water is unimaginable. Canada possesses more than 20 per cent of the world's fresh water supply and more lake area than any other country. Little wonder then, that Canadian scientists and industrialists are among the world leaders in the fight against water pollution!

Now they will have an opportunity--together with other world experts--to compare notes and evaluate current trends. The occasion is the American Water Works Association Conference and Exposition (AWWA), the largest annual gathering of water professionals in the world.

Last year, Canada's second year of participation, more than 10,000 qualified personnel attended the show in Orlando, Florida, where products for every phase of water supply operation were under consideration. The gamut in-

cluded storage, filtration, purification and chemical treatment, pumping, transmission and distribution.

The 12 Canadian exhibitors reported \$47,000 in on-site sales, with 12-month follow-up sales projected at \$11.73 million. Seven of the 12 Canadian exhibitors, participating for the first time at AWWA '88, anticipated \$6.7 million sales. It is expected that Canada's third participation in AWWA '89 will be even more profitable.

The 1989 AWWA Conference and Exposition is to be held in Los Angeles, California, June 18-22, 1989.

Canadian companies in the water quality business that are interested in participating in AWWA '89, should contact: J.T. Power, U.S.A. Trade & Tourism Development Division, 125 Sussex Drive, Ottawa, Ontario, K1A 0G2. Tel: (613) 991-9478.

### U.S. drug procedures focus of seminars

In conjunction with Association Quebecois des fabricants de l'industrie medicale (AQFIM) and Medical Devices Canada (MEDEC), the U.S.A. Trade, Tourism and Investment Development Bureau (UTD) of the Department of External Affairs sponsored two, one-day seminars that focused on the U.S. Food and Drug Administration (FDA) Procedures and Product Liability for Medical Devices.

Designed for first-time as well as seasoned exporters, the mid-October, 1988 seminars attracted over 100 registered attendees in Toronto and more than 50 registered attendees in Montreal.

Three leading FDA and product liability experts from the U.S., including the U.S. Assistant Surgeon General, John Villforth, spoke at the seminars.

Subjects for discussion included the latest information on 510 (k), Investigation Device Exemptions (IDE), Pre-Market Approval (PMA), Good Manufacturing Practices (GMP), Medical Device Reporting (MDR), as well as up-to-date developments in U.S. product liability requirements.

Companies that were not present at the seminars but that wish to obtain seminar reference materials may telephone AQFIM at (514) 844-1913; or contact Ed Wang of External Affairs', U.S.A. Trade and Tourism Development Division (UTW), tel: (613) 991-9479.

### Benefits Association to hold meeting in Ottawa

A meeting of the Canadian Industrial Benefits Association (CIBA) will be held February 1, 1989 at the Chateau Laurier Hotel in Ottawa. The focus will be on Small Business Promotion and Offsets in NATO countries (the United Kingdom and the Netherlands). Luncheon speaker will be J. Breman, the Netherlands Ambassador to Canada. Admission (\$30 for government personnel, \$40 for others) is by prepayment, by January 30, with cheques made payable to CIBA. For further information, call (613) 236-0144, or write CIBA, P.O. Box 2714, Station D, Ottawa K1P 5W7. Fax: (613) 230-8904.

### Tunisia communicates

Tunis--Canadian participation in Tunisia Telecoms 88 last November proved to be a great success.

And, according to trade officials, this success was all the more important in that it marked Canada's first presence at this major Tunisian telecommunications show. (Canada participated in the "Forum" section of Tunisia Telecoms 86).

The four-day event attracted some 3,000 visitors to the Canadian pavilion, generating over 200 serious inquiries. These ranged from technical discussions to requests for information on Canadian telecommunications capabilities--including products and services.

Visitors to the Canadian stand--jointly sponsored by External Affairs and the Department of Communications and strategically located in the exhibition hall--included Tunisia's Minister of Communications, Brahim Khouaja, and senior officials of his Department as well as the Minister of Transport, Ahmed Smaoui.

In addition, two Canadian companies--LeBlanc & Royle Telcom Inc. and SR Telecom--set up their own booths at the show.

More than 60 per cent of the 80 exhibitors at the show, representing 14 countries, came from outside Tunisia.

Tunisia Telecoms 88 not only put Canada on the telecommunications map in the Tunisian marketplace, but it also helped drum up support for the Canada Technical Days which took place in Tunisia, Morocco and Algeria immediately after the show.

For more information on Canadian telecommunications opportunities in Tunisia and Morocco, or for participation in Tunisia Telecoms 90, contact Jean Michel Demarq of External Affairs' Africa Trade Development Division (GAT), tel.: (613) 993-6593.

### Waste not...Want not

Chicago--It's billed as the largest and most comprehensive annual North American waste service exposition.

In terms of the four R's philosophy--Reduce, Re-Use, Recover and Recycle--Waste Expo covers the curriculum of waste management.

It is the only conference where haulers, sweepers, government professionals, operations managers and landfill operators gather to evaluate the rapidly changing refuse industry.... Definitely, an event worth attending.

Canadian companies have attended the show the last two years, participating under the auspices of the Department of External Affairs.

At the 1988 show, held in Washington, there were 335 exhibitors and approximately 4,000 visitors. Ten Canadian manufacturers exhibited in the national stand.

Sales over a 12-month period were pegged at more than \$16 million. Eight Canadian companies promoted their products independently and three Canadian firms exhibited under the flag of their U.S. partners..

Such a track record is likely to be maintained in 1989.

Waste Expo '89 will be held in Chicago, May 3 - 5, 1989 at McCormick Place where 6,400 square feet will be available for Canadian exhibitors.

For more information, contact Mr. J.T. Power, Marketing Officer, External Affairs' U.S.A. Trade & Tourism Development Division, 125 Sussex Drive, Ottawa, Ontario, K1A 0G2. Tel: (613) 991-9478.