

Trade fair successes win markets

Participation at a number of international trade fairs in recent months has led to increased sales for many Canadian companies. Two shows in Hanover, Federal Republic of Germany and one in Tokyo, Japan were especially successful for the exhibitors with significant on-site sales, projected sales and the appointments of new agents and distributors.

At Hanover's CeBIT 86, the world's largest computer trade fair (see *Canada Reports*, March 5, 1986), Canada's computer and office technology industry recorded its best performance with sales figures up by more than \$10 million since last year.

The participants sold more than \$400 000-worth of equipment at the show and expect to sign contracts worth some \$30 million over the next 12 months. In addition, the exhibitors appointed 23 agents and distributors worldwide for their products with another 75 under negotiation.

More than 1 400 serious inquiries were received by interested buyers representing many areas including the United States, East and West Europe, Australia, the Far East,

India and the Middle East.

Also in Hanover, West Germany, Canadian companies at CONSTRUCTA 86 (see *Canada Reports*, January 8, 1986), came away with projections of well over \$2-million worth of follow-up sales over the coming year. There too, the appointments of some 20 agents and distributors were negotiated and there were more than 300 serious inquiries about products shown at the event.

The Canadian companies exhibited a wide range of construction materials for the home building industry, ranging from glass fibre reinforcement fabrics and modular precision-engineered log home and cottage kits, to timber and plywood products, composite floor systems, cedar palings and versatile concrete forming systems. Visitors showed special interest in the wide range of granite products for residential and commercial construction — from custom-size building panels and outdoor pavers to floor coverings, decorative panels, road curbing, fountains and park benches.

At Japan's eleventh International Food Exhibition, FOODEX 86, Canada's pavilion

highlighted the products of 24 exhibitors representing products from more than 40 companies.

Although this was the fifth consecutive time that Canada participated in the show, it was the first time Canadian companies were present in individual booths under the Canadian banner.

And with on-site sales of close to \$100 000 and another \$5 million expected over the next 12 months, it was also the first time Canadian companies have written substantial sales orders directly at the show.

Among the products that attracted special interest were a variety of frozen potato products in consumer and food service packs, Canadian shandy and shochu, and turkey. Turkey exports to Japan, through March, surpassed last year's total.

Canadian companies with established markets in Japan for fish, cheese, maple products, pork and beef are also expecting large sales increases during the coming year.

The largest sales of Canadian food products in Japan last year included fish where exports increased by \$85 million, maple products, where sales increased by 60 per cent, and beverage sales which were up by some 50 per cent.

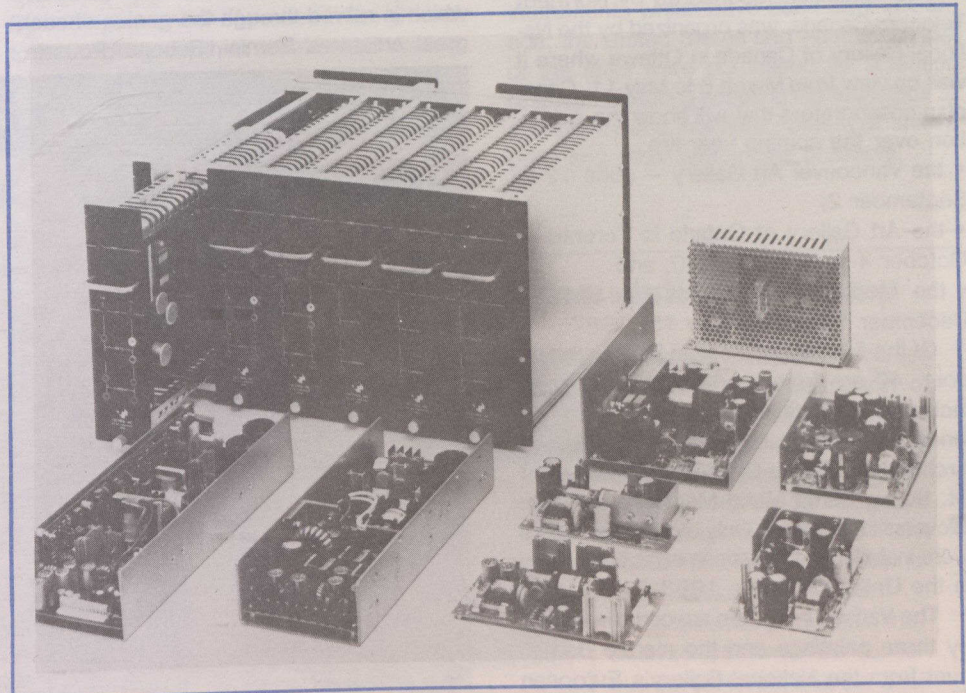
Canada-Swiss conference

The Swiss Presence in Canada, a conference to encourage the two-way flow of ideas, trade and investments between Switzerland and Canada, was held at the University of Waterloo, Waterloo, Ontario, April 3 to 5. Industry, banking, tourism and transportation in Switzerland as well as investment in both countries and Canadian companies exporting to Switzerland were the main themes of the conference.

Swiss concerns, insurance companies and banks have played an important role in Canada, especially since the end of the Second World War. By 1984, Swiss investment in Canada amounted to \$1.131 billion, ranking seventh over-all among the investing nations and second behind the United States in *per capita* investment.

In two-way trade, Swiss exports to Canada are approximately double Canadian exports to Switzerland. In 1984, leading Canadian exports to Switzerland were machinery, pulp and paper, cereals, furs and fish while the top Swiss exports to Canada were machinery, organic chemical products, optical and medical instruments, pharmaceuticals and electrical machinery including appliances. From January to September 1985, two-way trade amounted to \$515 million (Cdn).

Advanced electronic components at Boston fair



Switch mode power supplies from Tectrol Inc. are among the electronic components featured in the Canadian exhibit at Electro Mini/Micro 1986 Northeast in Boston, Massachusetts, May 13 to 15. Canadian manufacturers have produced some of the world's most advanced quartz crystals, switch mode power supplies and printed circuit boards for military and commercial applications. These and such Canadian developments as rechargeable lithium batteries, self-supporting modular shelters for electronic equipment and sophisticated metrology products from 19 companies are included in the display at the Boston electronic components show.