

Say *hi!* to Paris

Canadian Pavilion at Hi Europe!

PARIS, FRANCE — September 17-19, 2002 — Mixing business with pleasure will be easy this fall at the second **Health Ingredients Europe Hi Europe! 2002** (www.hi-events.com) in Paris. Hi Europe! is the perfect international meeting place for companies wishing to sample the latest trends in the health ingredients, functional and organic food industries.

Hi Europe! 2000 in Frankfurt attracted 7,800 visitors and 380 exhibitors, most (80%) of whom are planning to return this year. No wonder: with the market for organic foods expected to grow by 500% in the coming years **Hi Europe! 2002** should prove even more tantalizing. A conference featuring presentations by international leaders in marketing,

research, engineering, and process- and product-development will be part of the show's package as well.

Agriculture and Agri-Food Canada and the Department of Foreign Affairs and International Trade are offering booth space to Canadian suppliers wishing to exhibit in the Canadian Pavilion at **Hi Europe! 2002**. Companies may also wish to apply for financial assistance from the Program for Export Market Development (PEMD).

For more details, visit the show's Web site: www.hi-events.com

For more information about exhibiting, contact Michael Price, Agriculture and Agri-Food Canada, tel.: **(613) 759-7509**, fax: **(613) 759-7480**, e-mail: pricewm@em.agr.ca *

Get in the driver's seat in Tehran

TEHRAN, IRAN — June 24-28, 2002 — Tehran is gearing up for the **4th International Auto Fair** which promises to be the largest and most comprehensive trade fair of its kind in Iran. At the third auto fair, automobiles and accessories from 595 Iranian companies and 43 international firms were on display.

For more information, contact the organizers, e-mail: tiaf@iran-automotive.com Web site: www.iran-automotive.com

Or contact Majid Bagherzadeh, Commercial Officer, Canadian Embassy, Tehran, tel.: **(011-98-21) 873-2623/6**, fax: **(011-98-21) 875-7057**, e-mail: majid.bagherzadeh@dfait-maeci.gc.ca *

Sign up for a healthy mission

BOLOGNA, ITALY — September 12-15, 2002 — The Canadian Consulate General in Milan invites Canadian manufacturers of health ingredients on a mission to **SANA 2002** to explore the healthy \$2-billion market for nutraceuticals, herbal remedies, food integrators and vitamins.

SANA, Italy's annual international exhibition for the health ingredients industry, offers Canadian companies

a unique opportunity to meet potential partners and distributors with links to a vast market of 9 million consumers. With 80,000 international visitors, 1,600 exhibitors and 800 members of the professional media attending last year, **SANA** is a "healthy" addition to any marketing events calendar.

The Consulate General has rented space in the Healthcare Pavilion

which mission participants can use to display their promotional material or for business meetings.

For more information, contact Sandra Marchesi, Business Development Officer, Canadian Consulate General, Milan, tel.: **(011-39-02) 6758-3351**, fax: **(011-39-02) 6758-3900**, e-mail: sandra.marchesi@dfait-maeci.gc.ca Web site: www.canada.it *

Enquiries Service

DFAIT's Enquiries Service provides counselling, publications, and referral services. Trade-related information can be obtained by calling or fax at **(613) 996-9709**; by calling the Enquiries Service or by accessing the DFAIT Internet site at www.dfait-maeci.gc.ca

SXCI/B1

1E 1F

Return requested
if undeliverable:

CanadExport
c/o MDS
2750 Sheffield Road, Bay 1
Ottawa, ON K1B 3V9

Canada Post
Agreement Number 40064047