

## Constructive show will build Canadian sales to Japan



Tokyo--It's a constructive event--Japan Build '89: the first international exhibition on building materials, systems and renovation, to take place at the new Nippon Convention Centre, December 4-7, 1989.

The event, with 13,500 sq. metres of exhibition space, highlights one of the fastest growing industries in Japan. The show promises to be a gold mine of opportunity for residential construction companies.

The exhibition is geared to Japanese builders, architects, engineers, importers and interior decorators, but that has not precluded the participation of exhibitors from 15 countries in Europe and North America. In fact, visitor attendance of 50,000 is anticipated over the four-day period.

The Japanese are recognized as discriminating consumers of high-quality imported products. Canadians are recognized as manufacturers of similar-quality goods--so Japan Build '89 is an opportunity for traders to explore, enter, or become better established, in the booming Japanese market.

Canadian exports to Japan have grown phenomenally over the last few years. It's likely, then, that Japan Build '89 will provide an excellent venue for Canadian manufacturers--especially those producers of secondary wood products and building materials--interested in the Japanese market.

Potential exhibitors can contact Japan Build '89 organizers at Messago Japan Corporation, Kawada Flats 101, 1-2-11 Fujimi, Chiyoda-Ku,

## A Canadian first

Dhaka--The Canadian High Commission in Dhaka will host the First Canadian Catalogue Show, in Bangladesh March 14 and 15, 1989.

This event, in partnership with the Dhaka Chamber of Commerce and Industry (3,000 members), will display promotional material--pamphlets, catalogues, brochures, product descriptions, business cards, VHS format multi-system videos and small product samples--to businessmen and executives located in the downtown business area of Dhaka.

An attendance of 400 to 500 key people per day is anticipated. Advertising will be done in local newspapers and publications and through Chamber of Commerce newsletters.

Canadian companies are invited to send promotional material to Canadian High Commission, G.P.O. Box 569, House 16/A, Road 48, Gulshan, Dhaka, Bangladesh. (Attention: Trade Section).

*Courier services for sending these materials should be used whenever possible. In the case of videos, please send immediately, as they must be approved by the local Board of Censors, prior to display.* Companies are "urged" to confirm their participation through the High Commission in Dhaka. Telex: (64-23-28 DMCN BJ); or contact Debbie Kennedy of External Affairs' Asia Pacific South Trade Development Division (PST). Tel: (613)992-0952. Fax: (613)996-9288.

Tokyo 102, Japan. Fax: 03 (264) 6768.

For information on trade show financial assistance through the Program for Export Market Development, contact the regional offices of the Department of Industry, Science and Technology

## Computer conference to calculate sales

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It's true that Canadian companies have to invest a lot of time and money to get a foot in the door. But once in, their sales chances greatly increase.

Now is the time to be talking to the Department of External Affairs (DEA) about the opportunities available to Canadian companies--no matter how small--to secure a slice of this pie. Through participation in conferences and trade shows, Canadians stand a particularly good chance to make a successful entry. The key is in understanding how best to approach this market and what commodities really sell.

Take the lucrative IRM market--and note the dates March 7-9, 1989. That's when the Federal Office Systems Expo (FOSE), will be held in Washington, D.C.

As the largest trade event of its kind, targeting the U.S. federal government market, FOSE attracts some 35,000 attendees yearly, with 37 per cent representing U.S. federal government agencies (64 per cent civilian, 36 per cent military) and nine per cent from state and local government procurement agencies.

Of the non-governmental attendees, 26 per cent

## Bound for Bermuda

Hamilton--Canadian tourism and business supply companies still have an opportunity to participate in a Solo Trade Fair being held in Bermuda's capital April 17-19, 1989.

Show organizers say opportunities abound in Bermuda--particularly for Canadian suppliers of food, consumer goods, construction materials, computer software, and office supplies.

Interested parties may apply to Paul Schutte of External Affairs' Latin America and Caribbean Branch (LSTF), tel: (613) 996-5358.

## Electrical show sparks interest in Australia

Sydney--You may well wonder why some Canadians are getting charged up for an event in the land "down-under".

The reason is the first Australian Electrical and Electronic Industries Exhibition.

Elenex Australia '89, to be held at the Sydney Convention and Exhibition Centre from March 14-17, 1989, promises to light up this sales-generating field.

The show will feature all aspects of the electronic and electrical industries--from power generation through to the most sophisticated electronic assembly equipment.

It is anticipated the show will touch off unlimited export opportunities, particularly for Canadian companies.

In Australia, as in Canada, electricity falls under state, (or provincial) responsibility. That country's installed capacity for 1986-87 was 34,610 MW, making the Australian market for goods and services larger than Quebec or Ontario. For the Canadian exporter, the opportunities can be compared to those at home: the needs of Australia are

Canada (ISTC--formerly the Department of Regional Industrial Expansion).

Information on Japan Build '89 may also be obtained from ISTC's Forest Products Directorate in Ottawa. Tel: (613) 954-3037.

are corporate purchasers, 17 per cent represent semi-governmental (medical, educational) users, and 11 per cent are systems integrators and resellers. All have major procurement authority within their respective organizations.

Oriented toward the micro end of the computer market, FOSE has an established performance record and is well worth the price of admission, particularly for Canadian companies wanting to break into the U.S. market. And you don't have to be high tech and you don't have to be big to be a participant.

What's more, the Department of External Affairs regularly sponsors Canadian company participation in shows and conferences in the U.S.

The most recent IRM event was the Federal Computer Conference (FCC), held in Washington, D.C. last October.

Now in its third year, FCC is the premiere trade event for U.S. government users in the mini-micro end of the market. At the 1988 conference, 19 Canadian companies--reporting total estimated sales of between \$2.4 million in one year and \$10.6 million over three years--were among the 400 exhibitors. There were some 29,600 visitors. One such exhibitor, Terry Darby of Tundra Software Inc., Burlington, Ont., more than appreciated the quality of purchasers and exhibitors.

"We expected to do well," Darby said, "but the interest in our program far exceeded our expectations."

For those interested in the upcoming FOSE show, the Canadian pavilion in the Washington Convention Centre will accommodate 10 firms. These spaces are expected to go quickly, so secure your presence at FOSE as soon as possible.

For more information, contact Greg Goldhawk, Marketing Officer, External Affairs' United States Trade and Tourism Development Division (UTW). Tel: (613) 991-9482. Telex: 053-3745.

similar to those in Canada, as is the ease of doing business.

Current Australian plans for expenditures for new electrical installations amount to more than \$10 billion. The areas of concentration (in the near term) will be in energy efficiency; the installation of new capacity; increased inter-connection between state electricity boards; life extension of existing plants; and improved research and development.

Canadian participation in Elenex Australia '89 is not sponsored by the Department of External Affairs--but this first event has received a special endorsement from AEEMA, the Australian Electrical and Electronic Manufacturers' Association. A close working relationship with AEEMA will ensure that the interests and requirements of the industry are reflected in the show.

Companies requiring further information should contact the Canadian agent for Elenex Australia '89: UNILINK, 50 Weybright Court, Agincourt, Ontario, M1S 5A8. Tel: (416) 291-6359. Telex: 06-968027. Fax: (416) 291-0025.