

SECTOR: TRANSPORTATION SYSTEMS & RELATED EQUIPMENT

Sub-sector: Automotive

#	Date	Event	Location	Budget	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces										Total
									ON	QC	BC	AL	SK	MB	NB	NS	PE	NF	
1	Apr 1-2	DIRECTORY AFTERMARKET AUTOPART MANUFACTURERS	Ottawa	51,766															
2	Apr 4-6	International Automotive Aftermarket Show/PAS	Las Vegas	35,990	1,100,000	6,300,000	206	1,233,333	4		2								6
3	May 17-19	MISSION LA TO VANCOUVER TRAVEL BY POST	Vancouver	2,304															
4	Oct 10-12	SEMA/AI '90 Spec. Equip. Manuf. Ass./Auto Intl Assoc	Las Vegas	45,400	14,000	6,315,000	139	632,900	4	1	3	1	1						10
5	Oct 22-25	APAA '90 (Auto Parts & Accessories Assoc.)	Chicago	60,300	306,000	6,200,000	108	813,250	3	3	1		1						8
6	Oct 22	NEXUS-to Auto. Parts & Accessories Assoc. '90	Chicago	8,000					6	3	1	1							11
7	Feb 25-28	S.A.E. SHOW 91	Detroit	156,000	0	124,450,000	798	8,889,286	13	1									14
8	Mar 21-23	MID-AMERICA TRUCKING SHOW '91	Louisville, Ky	67,000	17,700	1,170,000	18	79,180	9	3	2	1							15
Total:				426,760	1,437,700	144,435,000	342	2,279,261	39	11	9	3	2	0	0	0	0	0	64