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External Affairs and
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Singapore Shows Right Stuff

The Republic of Singapore has emerged as the most favoured location in Southeast Asia for trade shows. The country also offers Canadian firms many advantages as an export market.

Recent figures released by the Union of International Fairs (UFI) in Paris, France, confirm that, of its 40 approved shows in Asia and the Middle East, 15 (38 per cent) take place in Singapore.

Of the 23 approved shows that are held in Asia, 15 (65 per cent) are held in Singapore.

Show Criteria

To be sanctioned by the UFI, shows must demonstrate that they have reached a professional standard that takes into account the following criteria:

- a sound track record. Exhibitions

must take place at least three times successfully in the same city;

- a high percentage of foreign participation. A minimum number of visitors must come from outside of the host country; and
- meet the high standards in fair facilities, as outlined in UFI rules.

Major trade shows — most held annually — hosted by Singapore include: **CommunicAsia** and **Asia Telecom** (telecommunications); **Food and Hotel Asia**; **Offshore South East Asia** (oil and gas); **Asian Aerospace**; **Sibex** (building products and construction technology); **WatermexAsia** (water management and technology); **EnvironmexAsia** (environmental management and technology); and **ChemAsia** (chemical and process engineering).

Market Advantages

Singapore, in addition to hosting top-quality trade shows, also offers Canadian companies other advantages as an export market.

For example, as a traditional re-export centre (entrepôt), Singapore's free trade policy means that there are virtually no barriers to trade and almost no tariffs on incoming goods.

As well, many multi-national corporations have regional headquarters or international procurement offices in Singapore, contributing to the country's role as a major sourcing centre for ASEAN and Southeast Asia markets.

What's more, Singapore has an excellent transportation infrastructure, including one of the best natural harbours in the world. Its Changi International Airport consistently has been judged one of the best anywhere.

Singapore's population of 2.8 million is educated and hard-working. English is widely spoken. The per capita income is more than C\$17,000. Unemployment is about 2 per cent and the inflation rate in 1991 was 3.4 per cent.

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Agriculture is Subject of Seminars

One of the activities being organized as part of Services Month '92 is a **Workshop on World Bank Opportunities for Agricultural Consultants**.

The event will take place at Toronto's Royal York Hotel on December 7, 1992, and will feature speakers from the World Bank, from successful private-sector consulting firms, from the Canadian Embassy in Washington, from the Canadian International Development Agency (CIDA), other government agencies that offer assistance and support programs to exporters of services.

The workshops are co-sponsored by Industry, Science and Technology Canada (ISTC), External Af-

fairs and International Trade Canada (EAITC), the Agricultural Institute of Canada and the Canadian Consulting Agrologists Association.

Although the event is being held in Toronto only, all Canadian consulting firms interested in developing country markets are welcome to attend. There is no registration fee, but the number of places may be limited and consultants are encouraged to register — on a first-come basis — to reserve their seat. Contact David Mullen, tel.: (613) 954-2946 or fax: (613) 941-8464 to obtain copies of the workshop program and registration form.

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