

Trading Companies Network into the Future

MONTREAL — Taking place April 16-18, 1997, is a joint trade fair and convention for trading companies, organized by the Quebec Association of Export Trading Houses, in conjunction with the Department of Foreign Affairs and International Trade; Industry Canada; the Federal Office of Regional Development (Quebec); the Quebec Ministry of Industry, Commerce Science and

Technology; the Canadian Federation of Trading House Associations; and the City of Montreal.

On April 16, the 3rd International Convention of Trading Companies will provide a forum for trading professionals from trading houses, trading companies and import-export companies, to promote networking and exchange of business opportunities. The convention will include a

multi-media seminar on "Export Options: Beyond Traditional Markets."

The World Markets at your Doorstep '97 Trade Show, featuring the products of 250 Canadian manufacturers, will take place April 17. On April 18, there will be optional visits to manufacturing plants for trading companies wishing to pursue negotiations with manufacturers or to meet with other suppliers.

For details, contact Alain Gagnon, Quebec Association of Export Trading Houses, 556 Sherbrooke street West, Suite 201, Montreal, QC, H3A 1E7, Tel: 1-800-465-9615, Fax: 1-800-839-9615, e-mail: info@go-trade.com

Automotive Trade Show Excellent Venue for Advertising in Belgium

BRUSSELS, BELGIUM — An important biennial event for automotive maintenance professionals, the Ninth AUTOTECHNICA Trade Show will be held April 18-23, 1997.

AUTOTECHNICA is geared to those specializing in areas such as spare parts, accessories, equipment and maintenance products for vehicles, garage tools, coach-building and car-wash equipment, lubricants, pneumatic tires, shop equipment and management software.

The new trade show PROLOGISTICS, targeted at the logistics sector, including lift-trucks, will be held at the same time.

The Canadian Embassy in Brussels will be in attendance, with a booth located in the "import-export" area of the trade show. Canadian companies involved in the automotive sector are invited to participate, either by attending the trade show or by sending their catalogues to the Brussels Embassy and providing any data useful to promoting their products in Belgium.

Belgium occupies an important position in Europe's automotive market. Several foreign producers have set up large assembly plants in the country. Belgium has an extremely liberal import/export policy regarding the automotive industry and after-market and is recognized by most marketing experts as being the best test market in the European Union (EU). In part because of its cultural duality, the Belgian market is an extremely challenging one, enabling the exporter to experience both the Germanic and Latin ways of doing business. It is known that if a product can be successfully launched in Belgium, it stands a good chance of succeeding in other EU countries as well.

To participate or be represented at the Embassy booth, contact Mrs. Fabienne De Kimpe, Commercial Officer, Canadian Embassy, Tel: +32 2 741-06-21, Fax: +32 2 741-06-06, e-mail: fabienne.dekimpe@bru03.x400.gc.ca

ISOT '97

TOKYO, JAPAN — ISOT '97, International Stationery and Office Products Tokyo '97, will take place July 10-12, 1997. The largest annual stationery and office products event in the Asia-Pacific region, ISOT '96 hosted 489 exhibitors, including 282 from Japan and 207 from around the world. It attracted over 50,000 visitors.

In previous years, ISOT was held in September. The move to July will assist wholesalers and retailers preparing for the Christmas/New Year sales period.

For details on attending or exhibiting at ISOT '97, contact Suzanne Minatti, International Sales, Reed Exhibition Companies, 383 Main Avenue, Norwalk, CT, 06851, Tel.: (203) 840-5393, Fax: (203) 840-9393.