

TRADE FAIRS

A number of high-profile trade fairs that will be taking place in Chile this year represent the perfect opportunity for Canadian companies to gain a foothold in this fast-growing marketplace.

Major Trade Fairs Key to Canadian Business in Chile

EXPOMIN '96 — Santiago — May 14-18, 1996

Held every second year, EXPOMIN is the major mining trade event in South America, offering Canadian companies an excellent opportunity to make key contacts in this very active economy. One of the largest mining equipment and services expositions in the world, EXPOMIN is attended by 25,000-30,000 professional visitors, and has become a must for companies interested in the mining sector.

The market for mining equipment in Chile is valued at US\$600 million, representing significant potential for sales at this event. Participating Canadian companies will also benefit from the presence of a Canadian Pavilion at EXPOMIN '96, which is being organized by the Department of Foreign Affairs and International Trade (DFAIT), in partnership with the Canadian Association of Mining Equipment and Services (CAMESE).

For information, contact Jon Baird or Francis Bourqui (CAMESE) at Tel.: (905) 513-0046, Fax: (905) 513-1834; or Paul Schutte (DFAIT) at Fax: (613) 944-0479.

TECNOAMBIENTE (Environmental Technologies) Santiago — August 8-10, 1996

Companies offering environmental research, consulting and related services have an opportunity to introduce their capabilities to this large and growing market.

A new fair, TECNOAMBIENTE (Environmental Technologies), has a number of objectives, among them, to:

- * introduce specific technological solutions for the main environmental problems affecting the country;
- * create an opportunity for business people, executives and professionals to have direct access to new environmental technologies;
- * offer a business meeting point to create joint ventures and look for new representatives and distributors; and
- * give training workshops on the use of specific environmental technologies.

The fair is a positive way to act on Chile's recently adopted Environmental Law which requires companies and institutions to make important investments to introduce cleaner technologies in their operations and production processes.

It could also allow Canadian companies to get in on the ground floor of a market which is bound to grow.

Companies that do not need physical space to show their products have at their disposal a Consultants

Pavilion that consists of a main counter, staffed with specialized bilingual personnel who will assist visitors interested in making contacts with consultancy firms. Staff can offer brochures and general information on the company. Every evening, participant firms will receive a summary of contacts of the day and a schedule of meetings for the following day.

Companies also can rent space to show their products.

Interested participants should contact the fair organizers directly, Ignacio Figueroa, CONCERTA, Manquehue Sur 1249, Las Condes, Santiago, Chile, Tel.: (56-2) 212-8399; Fax: (56-2) 212-7283. The officer in charge of commercial promotion for the environmental sector at the Canadian Embassy in Santiago is Margot Edwards. Tel.: (011-56-2) 696-2256; Fax: (011-56-2) 696-0738.

Workshop/Mission in Santiago

Canadian companies seeking new opportunities in joint ventures, strategic alliances and technology transfers can participate in a workshop and trade mission, Doing Business in Canada, being held (May 15-17, 1996) in Santiago, Chile, in conjunction with Expomin IV, the World Mining Exhibition for Latin America. Contact the organizers, The Embassy of Chile in Canada/The Trade Commission of Chile, Toronto, Tel.: (416) 924-0176; Fax: (416) 924-2627.

Canada Expo '96 — Santiago December 3-6, 1996

Following the success of Canada Expo '94 in Mexico City, Canada Expo '96 — a Team Canada event — promises to provide potential new business opportunities, partnerships and contacts for Canadian business in a variety of sectors.

These include industrial machinery, power and energy, advanced technologies (computers, software, GIS, and telecommunications), environmental equipment and services, automotive parts and servicing equipment, health care, construction/infrastructure/building materials/furniture, packaging, education, agri-food, consumer products and professional services.

Over 90 per cent of the Canadian participants at Expo '94 said they were successful in their efforts to assess market demand for their products and services, make

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