

The objective of a **national stand** is to permit Canadian companies to offer products or services to the governments, business community or consumers in foreign markets. In exchange for a participation fee, EAITC sponsors and organizes the participation of Canadian firms, trade organizations, associations, and other groups, and co-ordinates the design, construction, erection and operation of the exhibits. To maximize its impact, EAITC's general manager will usually arrange a full publicity and promotion program.

Posts in some countries have made frequent use of the **information booth** concept to provide a presence at a fair in their area where Canadian participation is desirable but the market situation at that time does not justify full-scale participation. Canadian companies are invited to provide relevant product descriptions, brochures or short films for display or distribution from the booth. Export-ready companies may, however, arrange to exhibit on their own directly, and fair authorities, if sufficiently forewarned will often locate these companies in close proximity to Canada's Information Booth.

Canadian business travellers are invited to visit the Canadian stand at any event listed in this booklet; an advance call will allow us to better prepare for your visit, and