

Upcoming trade shows and conferences

For the full details on the following events, see *Canadexport* on-line at www.infoexport.gc.ca/canadexport and click on either "Trade Fairs and Missions" or "Conferences/Seminars/Meetings."

MEXICO CITY — November 28–30, 2001 — Trade Team Canada invites Canadian firms to join a trade mission to attend **PowerMex/T&D World Expo**. A booth will be available for companies to display promotional material, as well as interpretation services, and there will also be an organized matchmaking programme and/or networking activity involving targeted Mexican contacts. Space is limited, so act now.

LAS VEGAS, NEVADA — December 11–13, 2001 — **Power-Gen** is the largest international trade show and conference for power industry decision makers. This year, Trade Team Canada–Electric Power Equipment and Services will have a booth at the trade show with space for six Canadian companies.

TOKYO, JAPAN — December 13–15, 2001 — **Bio Fach Japan** is an important trade fair in the sector of organic foods and natural non-food products. This is a growing market in Japan as consumers are increasingly interested in organically grown and processed food/beverage products, as well as cosmetics.

BAHRAIN — January 14–17, 2002 — **The Bahrain Naval & Maritime 2002** is the first dedicated international naval and maritime exhibition and conference in the Middle East, complementing the air and land defence exhibitions already established in the Gulf region.

BANGALORE, INDIA — January 29–February 1, 2002 — **Componex/ElectronicIndia 2002**, the seventh International Conference and Exhibition of Electronic Components, Materials and Production Equipment, will be held in India's Silicon Valley

and will feature the latest products in the electronics sector. The 2001 event drew 254 exhibitors from 24 countries and 19,000 trade professionals.

SEOUL, KOREA — February 26–March 1, 2002 — **ExpoComm 2002** is the most major telecommunications show in Korea, and is expected to attract over 500 companies from 40 countries and more than 60,000 visitors. Korea's wireless sector is booming, and the country holds the record for the highest broadband Internet penetration rate in the world.

SINGAPORE — June 17–21, 2002 — "Beyond broadcasting... worldcasting" is the theme for **BroadcastAsia 2002**, the eighth Asian Broadcast and Multimedia Technology Exhibition and Conference. Canadian exhibitors will benefit from a marketing support program delivered by DFAIT and Industry Canada under Trade Team Canada Inc.–Information and Communications Technologies. **BroadcastAsia 2002** will be held in conjunction with **CommunicAsia 2002 (June 18–21, 2002)**, the 14th Asian International Communications and Information Technology Exhibition and Conference, and Asia's largest telecommunications and information technology event. Last year's event drew 2,400 participating companies and 48,000 visitors.

ROTORUA, NEW ZEALAND — March 12–16, 2002 — **The Forest Industries International Conference and Exhibition** is New Zealand's largest forest industry event. New Zealand is becoming an international forestry leader and will need to invest heavily in new processing facilities, which means opportunities for Canadian manufacturers of forestry and wood processing machinery.

SEOUL, KOREA — March 18–19, 2002 — **Food Showcase Korea** will occur the week following **Foodex** in Japan, and is the major venue to promote food products to Korean importers. Korea is one of the most dynamic Asian economies.

TEL AVIV, ISRAEL — March 19–21, 2002 — **Bio-Tech Israel 2002, National Biotechnology Week, Conference and Exhibition** — The Canadian Embassy in Tel Aviv, in co-operation with Technology Partnership Canada and Industry Canada, is planning a number of activities in conjunction with this event including a partnering event for Canadian biotech companies with Israeli counterparts.

LONDON, U.K. — April 6–7, 2002 — **The British and International Franchise Exhibition** focuses on quality franchisors accredited by the British Franchise Association. As well as face-to-face meetings with franchisors, visitors will have the opportunity to obtain free advice from leading banks, solicitors and franchise consultants.

CAIRO, EGYPT — April 9–11, 2002 — **Middle East and Africa Ports and Maritime Exhibition and Conference** — will showcase technological advancements in the ports and maritime transport sector, and is expected to be regarded as one of the leading events of its kind. The event coincides with substantial investment and major reforms in the Middle East and Africa, as well as the Egyptian government's plans to build new ports and modernize existing ports.

SYDNEY, AUSTRALIA — May 28–30, 2002 — **CeBIT Australia** is Australia's premier information and communications technologies (ICT) exhibition and conference. Based on **CeBIT Hannover**, **CeBIT Australia** is expected to draw more than 12,000 visitors including decision makers involved in specifying, recommending or approving the purchase of ICT. ★