

TRADE FAIRS AROUND THE WORLD

Constructing Markets in Indonesia

If you're interested in selling construction equipment, building products or related services in Indonesia, and are unable to attend **Building and Construction Indonesia '94** in Jakarta from 20-24 September, you might want to re-think your strategy.

Indonesia is Canada's largest market in ASEAN, and the Indonesian construction sector is growing by leaps and bounds. With rising per capita income and rapid urbanization, the demand for residential housing (including private homes and residential complexes) is substantial.

The National Housing Board estimates that annual demand for new housing will reach over 500,000 units per year. Government power and road infrastructure projects are also contributing to the creation of opportunities that correspond well to Canadian capability.

The opportunities that exist for Canadians are documented in a market opportunities study recently published by the Canadian Embassy in Jakarta.

But to successfully do business in Indonesia requires more than skill, more than opportunity. Winning in the Indonesian construction sector will take commitment and sustained relationships on Indonesian territory. Participation in an event such as **Building and Construction Indonesia '94** provides an important venue for developing your company's image locally. "Convincing the potential client of the company's *long term commitment* to the Indonesian market and *price-competitiveness* are of primary

importance to a successful business strategy," says the Embassy's market study.

To obtain a copy of *Construction Equipment, Building Products and Related Services in Indonesia (Code 82CA)*, contact Foreign Affairs and International

Trade's InfoCentre, Ottawa. (See box at bottom of page 8).

For general trade information on Indonesia, contact Marie Stamp, Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 992-0959. Fax: (613) 996-1248.

Tunisian Shows Set for This Fall

Tunis — Canada will participate in two important trade shows in Tunisia: the **Tunis International Show**, from October 21 to 30, 1994; and **Tunisia Telecom 94**, from November 23 to 26, 1994. The Canadian Embassy in Tunis has already reserved space for Canadian exhibitors.

Canadian companies interested in participating may contact Lassaad Bourguiba at the Canadian Embassy in Tunis, telephone 011-216-1-798-004 or fax 011-216-1-796-577; or Loretta Giannetti, Africa and Middle East Trade Development Division, Foreign Affairs and International Trade, Ottawa, telephone (613) 944-8134 or fax (613) 944-7437.

World Coming to Expocomer

Panama City — March 8 to 13, 1995 may seem a long way off but not when you are recruiting participants for an international trade fair that features products and buyers from around the world!

The event is **EXPOCOMER'95** — one of the largest and most important general trade fairs in Latin America.

For the thirteenth consecutive year, the Department of External Affairs and International Trade (DFAIT) is recruiting participants to its stand.

EXPOCOMER will be of particular interest to Canadian companies engaged in: food products,

building materials and hardware, automotive accessories, security products and systems, informatics and office products/supplies, textiles, telecommunications, and medical and healthcare products.

Space at **EXPOCOMER'95** is expected to fill quickly. Interested parties wanting more details should contact Joseph Cogné, Latin America and Caribbean Trade Division, External Affairs and International Trade, Ottawa K1A 0G2. Fax: (613) 943-8806.

Parties may also contact Manuel Ruiz, Commercial Officer, Canadian Embassy, San José, Costa Rica. Fax: (506) 223-0609.