

SINGAPORE — April 11-14, 2000 — Canadian agri-food producers and exporters are invited to participate at Food & Hotel Asia 2000 in the 360m² Canadian Pavilion.

The pavilion can accommodate a large number of companies interested in reaching up to 20,000 trade buyers — food stores, hotels, institutions — expected at the 12th venue of this fair which, over the years, has established itself as a premier food and drink event in Asia.

The 1998 show attracted 42 Canadian companies and organizations active in the agri-food sector, giving them an excellent way to expand their business in Asia, and meet the right buyers. Canada's agri-food exports to the countries of Southeast Asia are now close to \$400 million.

Participation in Food & Hotel Asia will enable your firm to benefit not only from the support of the trade

Get a Taste of Asia at Food & Hotel Asia 2000

staff of the Canadian High Commission in Singapore, but will also give you an opportunity to discuss business conditions and market opportunities in neighbouring countries with many trade officers from other Canadian diplomatic missions in Southeast Asia who will attend the show.

The Trade Section of the Canadian High Commission, Singapore, is offering a comprehensive package, *Exhibiting Made Easy*, designed to help Canadian companies participate on a cost-sharing basis in this event.

In addition to the extensive support provided abroad by the network of the Canadian Trade Commissioner Service in Asia, the International Marketing Division of Agriculture and

Agri-Food Canada is playing a lead role in the development and implementation of successful trade strategies and activities overseas.

For more information on Food & Hotel Asia 2000 or how to participate, check the Internet site <http://ats.agr.ca/fha2000> or contact Colin Campbell, Marketing and Trade Officer, Agriculture and Agri-Food Canada, in Edmonton, tel.: (780) 495-4186, fax: (780) 495-3324, e-mail: campbellc@em.agr.ca or Jackie Draper, First Secretary (Agriculture and Food) ASEAN Region, Canadian High Commission, Singapore, tel.: (011-65) 325-3229, fax: (011-65) 325-3294, e-mail: jackie.draper@dfait-maeci.gc.ca *

Canadian Pavilion to Promote Canadian Construction Industry in Czech Republic

BRNO, CZECH REPUBLIC — April 16-20, 2000 — CSA Czech Airlines, CTA Czech Tourist Authority, in co-operation with the Canadian Embassy in Prague and the Czech Canada Information Centre (CCIC), invite you to participate in the Canadian Pavilion at the fifth IBF 2000 International Building Trade Show.

With an attendance last year of 88,000 international visitors from 22 countries, over 1,100 exhibits on 54,000 square metres, this is the Czech Republic's largest annual trade fair for architectural engineering and construction technologies. In 1999, firms from across the Czech Republic and 132 companies from around the world, including Canada, took part in the show.

IBF is considered the largest construction trade fair in Central and Eastern Europe, ideal to meet with potential business partners and initi-

ate business between local and international companies.

This year, a unique concept has been set up for your participation in the Canadian Pavilion. There will be a special opportunity for Canadian construction professionals at IBF 2000. CSA has reserved special airfare rates for Canadian exhibitors and visitors to the fair. The airline will fly you directly to the Czech Republic, and CTA will help you plan your travel and business itinerary with an option for an extended stay in Prague. For participants in the Canadian Pavilion, show organizers are offering a special package for those who are planning to display their products and services in an individual exhibition booth. CCIC is offering a "catalogue participation" option, and the Canadian Embassy, with an information stand, will serve as a base for Canadian companies and visitors.

Canadian companies wishing to participate in this event may be able to obtain financial assistance under the Program for Export Market Development. For details, contact your local International Trade Centre.

For more information on IBF 2000 or to reserve space for your exhibition, contact Eva Zdanska, Project Manager, BVV a. s., tel.: (011-420-5) 4115 2888, fax: (011-420-5) 4115 2889, e-mail: ezdanska@bvv.cz Internet: www.bvv.cz/ibf

To further discuss program and market options, contact Eliska Grycova, Commercial Officer, Canadian Embassy, Prague, tel.: (011-420-2) 7210 1800, fax: (011-420-2) 7210 1894, e-mail: eliska.grycova@dfait-maeci.gc.ca Internet: www.dfait-maeci.gc.ca/-prague/

Further information in Canada can be obtained from Mirjana Sebek - Heroldova, CTA, tel.: (416) 363-9928, fax: (416) 363-0239 or CCIC, tel.: (416) 249-6170, fax: (416) 249-2401, e-mail: ccic@canoemail.com *