

Next Stop: Edmonton**Trading Houses Help Make Borders Disappear**

Over 185 Quebec manufacturers and 170 Canadian and international trading houses met in Montreal, December 1, 1993 to discuss immediate export opportunities, representational arrangements, investment opportunities, technology transfer and joint ventures. Trading houses were present from across Canada, Mexico, South America, Taiwan, Hong Kong, the United States, India, Eastern Europe, Japan, Europe, and Morocco. Opportunities in virtually all markets and across all product sectors were discussed.

"The overwhelming response from suppliers was to ask when the next show is," said Alain Gagnon, Director with the Quebec Association of Export Trading Houses, AMCEQ. "This was the most successful trade show dedicated to developing new export sales held in Montreal in 1993".

"The chance to meet and talk with so many trading houses in one location in one day was an extremely cost-effective means for us to identify new opportunities and expand into new markets without the added cost of going there," said one Sherbrooke manufacturer. "We can use the ears, eyes and international expertise of the trading house without the expense of having to hire and train new staff. In fact, most trading houses were buying fob plant, making our export into a domestic transaction with none of the export risk."

Suppliers had an opportunity in the morning to hear presentations on "How to Profit from Working with Trading Houses" and "Global Market Opportunities from a Traders' Perspective". In the afternoon they exhibited their prod-

ucts and brochures to the trading houses that were there to discuss new overseas business possibilities and identify new products to export. A complete directory of all participants and their interests was also published.

The next location in this cross-Canada series of seminars/trade shows will be at the Edmonton Convention Centre April 6, 1994 for Prairie manufacturers and processors.

Future shows are scheduled for the International Centre, Mississauga, June 15, 1994 and the Vancouver Trade and Convention Centre, December 8, 1994.

To learn how your company can participate and benefit from developing relationships with trading houses contact Mike Reshitnyk, Services Industries and Transportation Division, Foreign Affairs and International Trade, Ottawa. Tel.: (613) 996-1862. Fax: (613) 996-1225.

Syria, Lebanon**Telecommunication, Energy Mission**

The Canadian Embassy in Amman, Jordan is organizing a week-long mission to Syria and Lebanon in early March, 1994. Both countries are in the midst of upgrading and expanding their telecommunications and energy systems.

For more information on the products and services being sought by Syria and Lebanon, or if you would like to be part of the mission, contact the Commercial Section at the Canadian Embassy in Amman. Fax: 962-6-689-227 or tel: 962-6-666-124.

Bahrain to Host Trade Events

Information on the following Arab Gulf trade fairs is available from UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

GEO 94 — April 25-27, 1994 — The Middle East International Geoscience Exhibition and Conference will bring together manufacturers and suppliers of specialist equipment and software for the petroleum industry.

Middle East Infotech 94 — May 30-June 2, 1994 — The 8th International Computer, Information Technology and

Systems Exhibition for the Middle East covers computers, information technology and business systems including: computer, peripherals and systems; Arabic/English software applications; computer graphics; banking services; business communications systems; office supplies.

Bahrain Fair 94 — June 30-July 8, 1994 — The 7th Tourism and Commercial Exhibition is a public fair for tourism and consumer goods, such as, national tourist promotion boards, hotels, airlines, travel agents, holiday/tour operators, restaurants, as well as general capital equipment.