

Korea Recruits for Major Trade Fairs

In the first quarter of 1993, the Korea Trade Promotion Corporation (KOTRA) will present three important trade fairs/exhibitions that are likely to attract Canadian companies interested in penetrating (or expanding their presence in) this rapidly growing market.

The events, for which participants are now being solicited, will be held at the Korea Exhibition Centre in Seoul. Briefly, they are:

- **Seoul International Food Technology Exhibition '93 (Seoul Food '93)** — April 9-13, 1993 — Celebrating its 10th anniversary, **Seoul Food** is an excellent venue through which Canadian producers of food products and machinery can gain access to the Korean market.

This international exhibition last year attracted 246 exhibitors (121 domestic; 125 from overseas) and more than 38,000 business visitors. More are expected to attend this year.

Seoul Food '93 will feature food, beverages, additives, processing equipment, packaging materials and machinery/equipment for restaurants and hotels.

- **Seoul International Packaging Exhibition (Seoul Pack '93)** — April 9-13, 1993 — This international exhibition features packaging materials, packaging machinery, converting machinery and physical distribution machinery.

Organizers say that the demand for quality foreign products in the packaging field is strong, one reason being that Korea is becoming increasingly liberalized as well as showing strong and continued economic growth.

Attendance at **Seoul Pack '93** will expose Canadian companies to this ever-growing market as well as afford them the opportunity to meet, personally, with potential

customers.

- **Korea International Electronic Parts and Equipment Show (KEPES '93)** — April 29-May 3, 1993 — This is one of Korea's largest and most important specialized exhibitions, featuring a full range of electronic parts, components and related equipment — primarily for factory automation and testing purposes.

Now in its eighth year, **KEPES** is visited by all of Korea's major manufacturers in these fields, giving Canadian companies the op-

portunity to tap into a lucrative and expanding market — one in which there is a critical need to find new sources of highly technical parts.

For further information (participation costs, booth size, etc.) on these shows, contact either Korea Trade Centre, Suite 600, 65 Queen Street West, Toronto M5H 2M5, tel.: (416) 368-3399; fax: (416) 368-2893; or Korea Trade Centre, Suite 1710, 505 Burrard Street, Vancouver V7X 1M6; tel.: (604) 683-1820; fax: (604) 687-6249.

Safety, Security, Fire Services Subject of Show Set in Turkey

Istanbul — Companies involved in security, safety and fire prevention are invited to participate — either individually or through the display of catalogues, brochures and product literature — in a trade show being held here April 22 to 25, 1993.

Materials for display at **Security and Safety Turkey '93** must arrive at the Canadian Embassy in Ankara no later than April 5. Firms wishing to exhibit individually should contact the Embassy for information on how to proceed (see end of article).

The Information Booth, staffed by Canadian Embassy personnel, will be pleased to display and distribute promotional material of companies that produce commercial and residential security systems (alarms, safety doors, closed circuit monitoring systems), fire prevention and fighting equipment, and personal safety devices.

Embassy trade officers say that the market in Turkey for security and safety equipment is growing

rapidly and that Turkish construction firms requiring these items are very active in the Middle East and the Commonwealth of Independent States — a fact that could open doors to additional markets.

"**Security and Safety Turkey '93**", these trade officials advise, "will be an excellent venue for introducing products to authorized purchasers, distributors and agents."

For further information on how to book space at the exhibition, firms can contact the Canadian Embassy, Ankara. Tel.: (011-90-4) 436-1275. Fax: (011-90-4) 446-2811/4437.

Companies wishing to submit product literature for distribution at the Embassy Information Booth should send up to 150 copies of their brochures — for arrival by April 5 — to: D. MacDonald, Second Secretary (Commercial), Commercial Division, Canadian Embassy, Nenehatun Caddesi 75, GOP 06700, Ankara, Turkey.