

ISPO (Fall) '90 (National Stand)

Munich, F.R.G. – September 4-7, 1990

Sporting Goods and Equipment

ISPO is the largest show of its type in the world that in turn reaches out to the world at large. Both the spring and fall fairs are an absolute must for the numerous small-to medium-size firms that make up the Canadian industry. The fall fair features sporting goods and equipment for the following summer season and the spring fair features good for the following winter season. This is a huge yet still growing market. On-site sales generally exceed \$3 million at each of the shows with follow-up sales worth well over \$15 million. This year marks Canada's seventh appearance at the fall fair. Twenty Canadian companies are expected to participate in 1990.

Canada will also participate at ISPO (Spring) '91, February 21-24, 1991.

Frankfurt Book Fair (National Stand)

Frankfurt, F.R.G. – October 3-8, 1990

General Books

The Frankfurt Book Fair is the largest event of its kind in the world. Every year, this international market offers comprehensive information about the world of better letters, specialist books,