

Tourism Market Focus of Cuba Show

Havana — Through the display of product literature or through staffing their own stand, Canadian companies still have an opportunity—if they act quickly—to get in on Cuba's burgeoning tourism industry.

The opportunity, which runs May 25-31, is **TECNOTUR'92** at which External Affairs and International

Trade Canada, through the Canadian Embassy in Havana, will sponsor an Information Booth.

Specifically directed to Cuba's tourist sector, **TECNOTUR** traditionally has presented an excellent opportunity for Canadian exporters, entrepreneurs or potential investors to establish direct and personal contact with officials from

Cuba's various tourist organizations.

At last year's **TECNOTUR**, which also is a low-cost means for Canadian exporters with no experience in the market to introduce their products, Canadian exhibitors signed contracts valued at Cdn\$850,000.

Given the high priority accorded to tourism and tourism development, Cuba continues to make substantial purchases for this sector. What's more, in spite of the country's economic difficulties, the Cuban government is prepared to pay for such imports on a confirmed Letter of Credit basis.

Opportunities exist not only in the substantial program of new hotel construction or renovations (5,000 hotel rooms are planned by 1995), but for on going sales of food products and consumer goods for guests and to stock the country's duty-free and hotel shops.

Canadian firms already sell glassware, lighting fixtures, swimming pool equipment and accessories, air conditioning systems, hardware items, plumbing fixtures, sports and recreation equipment, kitchen and garden maintenance equipment.

Companies wishing to send product literature should forward, as soon as possible, 40-50 brochures or product samples to Commercial Division, Canadian Embassy, P.O. Box 500 (HVAN), Ottawa, Ontario, Canada K1N 8T7.

Companies considering staffing their own stand (minimum size 9 square metres at US\$135 per square metre) may contact the Embassy by fax: (011-53-7) 33-2044; or telex: (Destination code 28) 51-1586 (CAN CU).

For additional information on Cuba and the market for hotel and tourism-related equipment, contact the Embassy as above.

Exhibit Space at U.S. Printing Show

New York City — Space is still available for companies wishing to participate in the Canadian Government Stand at **Graph-Expo East**, the largest printing equipment trade show to be held in the United States this year.

Being held October 3-6 at New York City's Javits Convention Center, the show features 400 exhibitors and attracts up to 30,000 buyers who are seeking to upgrade their printing and communications equipment.

The 3,000 foot² Canadian pavilion is situated in a prime location between two main entrance doors on Level Three of the Center.

This Level is reserved for companies exhibiting printing machinery and systems, printing supplies and accessories, post-press equipment and supplies, and materials handling equipment.

Canadian exporters (of printing machinery or other products mentioned above) who are interested in participating in **Graph-Expo East**, should contact Ted Weinstein, U.S. Trade and Tourism Division (UTO), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 990-9119.

EAITC-Sponsored Subcontractor Exhibition Scheduled for Toronto

Toronto — The **Fifth Annual SubContractor Exhibition (SUBCON V)**, sponsored by External Affairs and International Trade Canada, will be held June 3, 1992 at the Canadian Exposition and Conference Centre.

Designed to help Canadian companies obtain business as subcontractors in the fields of defence, aerospace (including repair and overhaul services), space and electronics, **SUBCON** brings together over 100 U.S. and Canadian prime contractors.

A comparable number of Canadian subcontractors and potential subcontractors also exhibit their products/services or product literature and capabilities at the show.

Persons seeking further information or wanting to participate in **SUBCON V** may contact Gisele Laframboise, Trade Development Operations (TPO), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-8099. Fax: (613) 996-8688.