

# TRADE FAIRS AROUND THE WORLD

## Baking Up Business in Paris

**Paris** — Visitors and exhibitors at a February 24-28, 1996 event here will be doing more than eating cake.

They'll be baking up business at **EUROPAIN96 (The World Bakery & Patisserie Exhibition)**.

Some 700 European and international exhibitors will present a complete range of equip-

ment for the bakery and patisserie industry: from flour bins to dough dividing machines to ovens and pastry machines. Raw materials and bakery/pastry ingredients also will figure prominently.

Being held in conjunction with **EUROPAIN96** are two related shows: **INTERSUC** (confectio-

nery, chocolates, biscuits) and **INTERGLACES** (ice creams).

For details, contact the **EUROPAIN**'s representative in Canada: Promosalons, in *Toronto*, Tel.: 1-800-565-5443 or (416) 929-2562; Fax: (416) 929-2564; in *Montreal*, Tel.: 1-800-387-2566 or (514) 861-5668; Fax: (514) 861-7926.

## Trading Houses Mission to South Africa

**Johannesburg, Durban, Cape Town** — Between 15 and 20 trading houses from across Canada are expected to participate in a mission — **March 8-16, 1996** — which will put them in direct contact with their counterparts in these cities.

The mission agenda will include pre-arranged, one-on-one meetings, with ample time allowed for follow-up.

In the 12 months to September 1995, Canada-South Africa trade jumped by almost 50 per cent over the same period last year. The mission is one way Canadian trading houses are gearing up to further develop this growing two-way exchange.

The one-week mission is being led by the Quebec Association of Export Trading Houses (AMCEQ), in collaboration with the Department of Foreign Affairs and International Trade and the Canadian Federation of Trading House Associations.

For information, contact Alain Gagnon, AMCEQ, Tel.: (514) 286-1042; Fax: (514) 848-9986.

## Canadian Trade Mission Caribbean Bound

**Trinidad and Tobago, Guadeloupe, Martinique** — Canadian trading houses with business interests and/or product potential in this region are invited to participate in a **trade mission** (April 14-24, 1996) that also coincides with **International Exposition (EXPO'96)**, being held April 19-28 in Port of Spain.

The mission program involves table-top shows and private appointments with local businesses in Guadeloupe and Martinique; at **EXPO'96** there will be a Canada Pavilion at which some 30 Canadian companies are expected to purchase space; others may forward display materials and samples.

**EXPO'96**, a nine-day, multi-sectoral exhibition, is expected to attract 500,000 visitors from Latin American and Caribbean markets. The event is an excellent showcase at which to promote Canadian products and services in a variety of sectors.

Sectors that are especially favourable include: agri-food, construction and hardware, pharmaceutical, electrical/electronic, environmental, entertainment pro-

duction, packaging material, automotive components, plastics and household products.

Worthy of note is the fact that Canadian bilingual labelling requirements are most advantageous in marketing Canadian products in the French West Indies, a market that also has proved highly successful for Canadian trading houses.

A **Canada Day** at **EXPO'96** will feature a seminar on trade and investment as well as presentations by Canadian trade commissioners, the Canadian-Caribbean Business Cooperation Office, the Trade Facilitation Office of Canada, and local business associations, including the Trinidad and Tobago Trade and Industrial Development Organization.

For cost and other details on these events, contact **immediately** Tom Bearss, Latin America and Caribbean Trade Division, DFAIT, Ottawa, Tel.: (613) 943-8807; Fax: (613) 943-8806.

Interested parties may also contact Ramesh Tiwari, Commercial Officer, Canadian High Commission, Port of Spain, Trinidad and Tobago, Tel.: (809) 623-7524; Fax: (809) 624-6440/4016.