

## Trade show on board a resounding success

From March 2 to 7, 2002, on board the Royal Caribbean Cruise Lines *Radiance of the Seas*, 20 Canadian construction and building material companies, and 16 Canadian agri-food companies travelled to Puerto Rico, St. Thomas, Antigua, St. Lucia, St. Maarten and Barbados to promote their products.

The companies from Ontario (9), Quebec (13), New Brunswick (6), Nova Scotia (6), and British Columbia (2), represented a wide variety of products, from steel structures and prefabricated houses, to pickled meats and salted fish.

Throughout the six-day cruise, approximately 1,000 qualified buyers from the six countries, as well as from Grenada, Dominica, St. Kitts and Nevis, and St. Vincent, attended the event. All buyers received a brochure that profiled each Canadian participant, along with promotional material on the Infoexport Web site.

This event was a cooperative effort between a private-sector company,

Canadian Export Development Inc., and the DFAIT missions in Atlanta and Barbados. This was the first time that a Canadian trade show was held on



Moncton, New Brunswick-based Apex Industries Inc.'s Ron Kelly (left), Manager, Door & Frame Division, and Michael Kiely (right), Manager, Steel Fabrication Division, talk to customers aboard the *Radiance of the Seas*.

board a cruise ship, and it proved to be highly cost-effective. Judging from participants' reactions, the Canadian companies got their money's worth, while DFAIT was responsible for promoting the event to the local business community and creating an environment for the networking to take place.

The following comments from some of the attendees say it all:

- "We are all very pleased with the number and quality of the companies we met." — Bill Harvie, **Canadian Agricultural Export Inc.**
- "I would like to thank you for your successful trade show on board. We will be benefiting from its great outcomes as early as this spring." — Amir Aghaei, **Durarock Alfacring International Ltd.**
- "To me, the most beneficial aspect of this event was the relationships we forged with fellow Canadian companies in various fields." — Lionel Dubrofsky, President, **Kaycan Ltd.**

Next year's show, to be held **April 13 to 20, 2003**, will focus entirely on the Canadian construction and building products sector. The ports of call will be the same as this year's.

**For more information or to register**, contact Robert Grison, Director of Operations, Canadian Export Development Inc., tel.: **(613) 825-9916**, fax: **(613) 825-7108**, e-mail: [cced@sympatico.ca](mailto:cced@sympatico.ca) \*



### Showcase your business abroad!

Over 30,000 companies are registered members of WIN. Are you? WIN is a commercially confidential database of Canadian exporters and their capabilities. WIN is used by trade commissioners in Canada and abroad to help members to succeed in international markets. To become a registered member of WIN, call 1-888-811-1119. Or go to [www.infoexport.gc.ca](http://www.infoexport.gc.ca) and register on line.



## Dining in the right environment

**HONG KONG** — July 3-4, 2002 — Hong Kong's Department of Environmental Protection invites the international restaurant business community to a two-day conference devoted to environmental issues in the food and restaurant industry. Key themes at the **Environmental Exhibition and Conference for the Food and Restaurant Trade** will include pollution control, environmental technology and equipment, energy and water conservation,

waste reduction and recycling, food waste reduction, and organic farming.

Participants will learn how restaurant design and operation affects the environment, and how they can improve the environmental performance of their own businesses. They will also be introduced to the latest in environmental practices and technological solutions adopted by Hong Kong's food and restaurant industry.

## Help Korea go green

**SEOUL** — June 22-25, 2002 — The Canadian Embassy in Seoul is organizing a Canadian Technologies pavilion ([www.korea.gc.ca/environment/envex.html](http://www.korea.gc.ca/environment/envex.html)) at **ENVEX 2002** to help Canadian companies enter Korea's multi-billion-dollar environmental products and services market.

By 2005, Korea will have spent an estimated US\$98 billion on environmental solutions — which includes US\$6 billion spent in 2001 alone.

Canada, the U.S., Japan and various European countries were among the major international exhibitors at last year's show.

**For details about exhibiting** in this year's Canadian Technologies pavilion, visit [www.korea.gc.ca/environment/envex.html](http://www.korea.gc.ca/environment/envex.html)

**For more information**, contact Maxim Berdichevsky, Trade Commissioner, Canadian Embassy, Seoul, tel.: **(011-82-2) 3455-6061**, fax: **(011-82-2) 755-0686**, e-mail: [maxim.berdichevsky@seoul.gc.ca](mailto:maxim.berdichevsky@seoul.gc.ca) \*

## The Tri-State area — continued from page 6

with tens of thousands of manufacturers sharing the market. Success often depends on offering innovative and original products. The Gift Industry Showroom Building is located at 225, 5th Avenue.

**Toys** — The rise in demand for preschool educational toys has been accompanied by the growing popularity of adult toys!

### Food

Promising niches for Canadian companies in the region include speciality and delicatessen foods, organic foods, ethnic foods, food products packaged in small portions, bottled water, pet food and horticultural products.

### Construction products and materials

The anticipated growth in the residential renovation sector opens the door for speciality and customized products that are innovative, well-designed and effective. The demand for cupboards and components seems to be increasing. A market for hardware and value-added wood products is also developing.

### Health products

There is a market for medical instruments, standard medical services,

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Or contact Fatima Lai, Commercial Officer, Canadian Consulate General, Hong Kong, tel.: **(011-852) 2847-7494**, fax: **(011-852) 2847-7441**, e-mail: [fatima.lai@dfait-maeci.gc.ca](mailto:fatima.lai@dfait-maeci.gc.ca) \*

disposable products, hospital beds and home care services.

### United Nations procurement

Procurement for the UN and its affiliated agencies is valued at US\$3 billion per year. This includes everything from computer equipment, contraceptives, iron and steel products, fertilizers, freight shipment services and mine detectors, to environmental consulting, technical and construction services. Registering in the database of regular UN suppliers is recommended.

**For more information** about opportunities in the Tri-State area, and to view market studies in a number of key sectors, visit InfoExport: [www.infoexport.gc.ca](http://www.infoexport.gc.ca)

**For more information** about upcoming trade fairs, visit [www.newyork.gc.ca](http://www.newyork.gc.ca) and follow the links to "Doing Business in New York and the Tri-State Area".

For the Canadian Trade Commissioner Service for the Tri-State area, contact Canadian Consulate General, New York, fax: **(212) 596-1793**, e-mail: [commerce@canapple.com](mailto:commerce@canapple.com) \*

(For the unabridged version, see [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport) and click on "The U.S. Connection".)

## Multi-fair time in Zagreb

**ZAGREB, CROATIA** — September 16-22, 2002 — The leading trade fair in southeastern Europe this year, the **Zagreb International Autumn Fair** ([www.zv.hr/sajmovi/300/index\\_en.html](http://www.zv.hr/sajmovi/300/index_en.html)) expects to showcase over 2,000 exhibitors from more than 50 participating countries, and to draw over 150,000 visitors. The focus will be on a wide range of consumer products and industrial equipment. Scheduled as well will be numerous seminars and sectoral roundtables. Four other events will be running concurrently: the **International Finance and**

**Business Opportunities Fair**; the **International Textile and Ancillary Industry Fair** (Intertekstil); **International Leather, Footwear and Clothing Week**; and the **International Packing Materials and Packing Technology Fair**.

**For more information**, visit the Fair's Web site ([www.zv.hr/sajmovi/300/index\\_en.html](http://www.zv.hr/sajmovi/300/index_en.html)) or contact Synthia Dodig, Commercial Officer, Canadian Embassy, Zagreb, fax: **(011-385-1) 488-1230**, e-mail: [synthia.dodig@dfait-maeci.gc.ca](mailto:synthia.dodig@dfait-maeci.gc.ca) Web site: [www.infoexport.gc.ca/hr](http://www.infoexport.gc.ca/hr) \*