

TRADE FAIRS AROUND THE WORLD

Innovators and Investors Focus of Fest in Burnaby

Burnaby — Those involved in the business of innovation are well advised to mark March 29-30, 1996 on their calendars. That's when Canada's largest innovation show will take place.

IDEAS FEST'96 is the venue at which Canadian entrepreneurs, buyers and investors have the opportunity to get first options on the country's engineer-

ing, science and technology innovations.

This **Festival of Creativity, Innovation, Engineering, Science & Technology** also is the venue at which the more than 100 exhibitors, in all fields of innovation, have the opportunity to meet manufacturers and agents, to gain access to investment capital, and to tap into

potential markets.

For more information on **IDEAS FEST'96**, contact the Canadian Young Inventors' Fair Society, Box 12151, 1220-808 Nelson Street, Vancouver V6Z 2H2, Tel.: (604) 687-2107; Fax: (604) 684-4589; Email: cwebb@wimsey.com. Website <http://www.Ideas.wis.net/ideas96.html>.

Auto Industry on Highway to Germany

Leipzig, Germany — It's a fair bet that companies interested in the automotive business soon will be on the autobahn to **AUTO MOBIL INTERNATIONAL**, being held here April 13-21, 1996.

Exhibitors at **AMI'96** focus on cars, commercial vehicles, replacement parts/accessories, car care/lubricants, workshop and

filling station equipment, and car services.

Last year's event featured 290 exhibitors from 21 countries, with visitors totalling 185,000. Larger participation is expected this year as **AMI'96** is being held in the just-inaugurated exhibition centre, an ultra-modern complex with a gross exhibition

area of 102,000 m².

Further details on **AMI'96** are available from the show organizer's Canadian representative: Carlos Pechtel De Avila, Agent General, Leipzig Fair Canada Office, 11231 Jasper Avenue, Edmonton T5K 0L5, Tel.: 1-800-661-2221 or (403) 482-3427; Telex: 037-2991; Fax: (403) 488-0350.

BorderNet Bolsters Business — *Continued from page 1*

strategic alliances easy to form and maintain.

A wealth of opportunity in many complementary industry sectors make the region one of the largest economic zones in North America — a fact that is not yet fully appreciated by businesses on both sides of the border, but one that should be more readily grasped through **BorderNet**.

Rob Mackenzie, Canadian Consul General in Buffalo, is confident that business will come to realize that, in the global economy, two communities are stronger than one — and that **BorderNet** is one step to

enhancing the region's business potential.

Mackenzie contends that, if all goes well, five years from now there no longer will be a need for **BorderNet** because local companies will be doing more business with each other and the area will be recognized as an international trade corridor.

North America's Benelux Buffalo's Lauren Rachlin, President of Western New York International Trade Council and the person who led the private-sector campaign to make **BorderNet** a reality, believes that some day Western New

York and Southern Ontario will be known around the globe as a centre for trade — just like the Benelux countries (Belgium, the Netherlands and Luxembourg).

At this point, **BorderNet** is at the model stage, but it is a model that other regions in Canada might find useful in their business dealings.

Those "others" wanting more information on **BorderNet** may contact in Toronto: <http://www.bordernet.org>; or the Canadian Manufacturers' Association, Fax: (416) 798-8050; E-mail: Bordernet@cma.online.com.