Environment the Eye-Stopper at Mexico Show

Mexico City — About 15 Canadian exhibitors interested in participating in **EnviroPro Mexico 94** may be accommodated at the Canadian National Pavilion, organized by the Department of Foreign Affairs and International Trade (DFAIT).

The event, being held September 7-9, 1994, will be the largest environment show in Mexico and will cover all aspects of environmental protection.

Speakers also are being solicited to participate in this **Second Annual Enviro-Pro Environmental Trade Show and Conference.**

The market for environmental equipment and services in Mexico is estimated at over $3 billion, with a 15 per cent annual growth rate through to the year 2000.

For further information on *exhibiting* in the trade show, contact Suzanne Szukits, DFAIT. Fax: (613) 943-8806.

If you are interested in *participating as a speaker*, contact Paul St. Amour, Canadian Embassy, Mexico City. Tel.: (011-525) 724-7900. Fax: (011-525) 724-7982.

Brazil Ropes in Livestock ...

Porto Alegre — One of Latin America's most important livestock and agricultural trade shows, **EXPOINTER**, will take place August 27 to September 4, 1994 in this southern region of Brazil.

Foreign Affairs and International Trade is recruiting Canadian companies to its information booth in what will mark Canada's ninth consecutive participation in this event.

Organizers say that, this year, with the prospects of a more stable economy, breeders are encouraged to invest in livestock activities and the improvement of cattle herds.

Indeed, Canada has gained a reputation as a supplier of first class genetics to the Brazilian livestock market, the second largest livestock herd in the world. As a result, sales of Canadian breeding stock, genetic material and artificial insemination technology to Brazil have increased significantly over the past decade.

Canadian participants in previous **EXPOINTER** fairs are now well established in the Brazilian market. Their participation in this year's event can only enhance their profile — in a market where there are "excellent prospects for additional sales."

This year, Canada is entitled to exhibit live animals as a means of more effectively promoting Canada's genetic capabilities. This also means that, aside from the amenities provided by the 200-square-metre pavilion, Canadians have the opportunity to show their products first hand.

Companies interested in participating in **EXPOINTER'94** or wanting details on making appropriate arrangements should contact Danièle Ayotte, Foreign Affairs and International Trade, Latin America and Caribbean Trade Division (LGT), 125 Sussex Drive, Ottawa K1A 0G2. Tel.:(613) 996-5549. Fax: (613) 943-8806.

... And is Informatically Informed

Sao Paulo/Buenos Aires — Foreign Affairs and International Trade is recruiting companies to participate in **COMDEX'94**, Sao Paulo, Brazil's international informatics trade show, being held September 12-16, 1994.

Companies participating in the event, the third time Canada has exhibited at **COMDEX**, will also have the opportunity to partici-

pate in a follow-on mission (September 19 and 20, 1994) to Buenos Aires, Argentina to explore potential markets in that country.

With the recent changes in Brazilian government policies toward the importation of advanced technology equipment and services and the termination of the market reserve for these products,

Vietnam Business, Study Trip on the Agenda

A business study trip to Hanoi City and Ho Chi Minh City is being organized July 23-30, 1994 by the Vietnam Canada Trade Council.

In Hanoi City, participants will, among other things, meet with the Ministry of Foreign Affairs, the Ministry of Trade, the State Bank of Vietnam. In

Ho Chi Minh City, events include a meeting with the Vietcom Bank, the Institute for Economic Research.

For cost and other information, contact T. Tran, Executive Director, Vietnam Canada Trade Council, 70 Gloucester Street, Suite Gr.8., Ottawa, Ontario K2P 0A2. Fax: (613) 235-1515.