



news release

Date **November 7, 1991**

No. 249

For release

CANADA FEATURED ATTRACTION AT NEW YORK TRADE SHOW

The spotlight will be on Canada November 9th, at the 76th New York International Hotel/Motel and Restaurant Show (IHMS). The Minister of State for Small Businesses and Tourism, the Honourable Tom Hockin, and 47 Canadian companies will celebrate Canada's role as the first "guest nation" at the show. Mr. Hockin will be representing the Minister of Industry, Science and Technology and Minister for International Trade, the Honourable Michael H. Wilson.

A program of special events promoting the Canadian food service and hospitality industry will be featured during the four-day event. The special cultural exhibit will highlight an Inuit craftsman, the Bonhomme from the Quebec Winter Carnival, and a folk singer from Prince Edward Island. During the event, a Canadian brewmaster will lecture on the art of brewing beer, and a fashion show will feature winter clothing by an Edmonton designer.

Canadian exhibitors range from manufacturers of restaurant equipment and hotel furniture to suppliers of processed food and promotional material. These companies will present the latest in refrigeration technologies, odour-control equipment, restaurant management software and cash-card systems for points of sale.

"Displays of all-natural, specialty and frozen foods prove that Canadians are aggressive suppliers to the food service industry. The finest fabric, carpets, leisure furniture and ornaments demonstrate Canadian ability to adorn hotels and restaurants around the world," Mr. Hockin said.

"The Canadian companies participating in the show demonstrate that Canadians have world-class products and services to offer this \$300-billion market. As tariffs are reduced and eliminated

under the Canada-U.S. Free Trade Agreement, Canadian firms will have better access to this market," added the Minister.

The show attracts 1,500 exhibiting firms and 60,000 visitors from the U.S., Canada and Europe.

Canada's participation in the IHMRS is only one element in Canada's trade development strategy for the U.S.

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