



news release

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CANADIAN PARTICIPATION AT ANTAD '93 WILL BE LARGEST EVER IN A TRADE SHOW OF THIS KIND IN LATIN AMERICA

The Honourable Michael Wilson, Minister of Industry, Science and Technology and Minister for International Trade, today announced that 68 Canadian companies will be participating at ANTAD '93 in Guadalajara, Mexico, March 28 to 30, 1993.

Canada's participation at Mexico's Department Stores and Supermarkets Association's ANTAD '93 will be the largest ever undertaken in a trade show of this kind in Latin America.

"Mexico is Canada's most important trading partner in Latin America, and our agri-food exports represent one of the fastest growing sectors in our rapidly expanding trade with Mexico," Mr. Wilson said.

The Honourable Mary Collins, Minister of Western Economic Diversification, Minister of State for the Environment and Minister Responsible for the Status of Women, who will be visiting the Canadian Pavilion at ANTAD '93 and meeting with some of the exhibitors, said: "I am pleased to attend ANTAD '93 and help Canadian businesses expand their markets in Mexico."

ANTAD is Mexico's primary marketplace for processed food, beverages, store equipment, sporting goods, housewares and giftware. In the imported processed food sector alone, the Mexican market has doubled in the last three years to over \$650 million annually.

"Participating in ANTAD '93 gives Canadian firms an excellent chance to make contacts and increase sales in an expanding and diversifying Mexican market of over 85 million consumers," Minister Wilson said.

"Events such as this, as well as Canadian solo trade shows, are an essential part of the Access North America initiative that I recently announced," Mr. Wilson added.

Today, many Canadian exporters already enjoy success in the Mexican market. Two-way trade should reach \$5 billion by the end of the decade.

A list of companies participating in ANTAD '93 is attached.

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For further information, media representatives may contact:

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**CANADIAN COMPANIES PARTICIPATING AT ANTAD '93
IN GUADALAJARA, MEXICO**

March 28-30, 1993

A. Pellerin & Fils Ltée
St. Adrien, Quebec

Aberfoyle Springs
Guelph, Ontario

ADM/Ogilvie
Montreal, Quebec

Allen Simpson Marketing
& Design Ltd.
Eden Mills, Ontario

Amusement Leisure Equipment Ltd.
Calgary, Alberta

Atlantic Traders Ltd.
Halifax, Nova Scotia

Ault Foods Ltd.
Etobicoke, Ontario

Basic Foods Inc.
Port Coquitlam, British Columbia

British Columbia Blueberry Council
Victoria, British Columbia

British Columbia Raspberry Growers
Association
Clearbrook, British Columbia

British Columbia Trade
Vancouver, British Columbia

British Columbia Tree Fruits Ltd.
Kelowna, British Columbia

Burns Meats Ltd.
Winnipeg, Manitoba

Cambrian Wild Rice Marketing
St. George, Manitoba

Canada Pure Sparkling Water
Downsview, Ontario

Can-Oat Milling Products Inc.
Portage la Prairie, Manitoba

Clarity Export
Keswick, Ontario

Colombo Prosciutto Corp.
Mississauga, Ontario

Connor's Bros.
Saint John, New Brunswick

Culinar Sales Corp.
Montreal, Quebec

Delft Blue Veal Inc.
Cambridge, Ontario

Distribuidora International Ltd.
Toronto, Ontario

Ecolo Odor Control Systems
Mississauga, Ontario

Entreprise H. Aida Inc.
Valleyfield, Quebec

Export Packers Company Ltd.
Brampton, Ontario

Extrufix Inc.
Pefferlaw, Ontario

Flo-Mexa
Oakville, Ontario

Ganong Bros. Ltd.
St. Stephen, New Brunswick

Graphica Playing Cards Inc.
Sherbrooke, Quebec

Group Procycle Inc.
Ville St. Georges, Beauce, Quebec

IMO Foods Ltd.
Halifax, Nova Scotia

Issy Steen-Sids Sunflower
Seeds (1974) Ltd.
Regina, Saskatchewan

J.S. McMillan Fisheries Ltd.
Vancouver, British Columbia

Jet Set Sam Industries Inc.
Richmond, British Columbia

Jim Scharf Holdings Ltd. Perdue, Saskatchewan	Quebec Balsams Export Inc. North Hatley, Quebec
KB Forwarders Ltd. Montreal, Quebec	Sable Fish Packers (1988) Ltd. South Side, Shelburne County Nova Scotia
L'Art au Quotidien Inc. Montreal, Quebec	Saskatchewan Pulse Crop Development Board Regina, Saskatchewan
Lawson Mardon Group Mississauga, Ontario	Siena Foods Ltd. Toronto, Ontario
Lazy K Products Ltd. Blairmore, Alberta	Soapberry Shop Rexdale, Ontario
Linsey Foods Ltd. Scarborough, Ontario	Stack a Shelf Limited Waterloo, Ontario
Lovell & Christmas (Canada) Inc. Montreal, Quebec	Sun-Rype Products Ltd. Kelowna, British Columbia
Lumar Ideal 1981 Inc. Montreal, Quebec	The Revcorp Group Markham, Ontario
Maritime Marketing Services Inc. Charlottetown, P.E.I.	The RNP Group Toronto, Ontario
McCain Foods Ltd. Mexico City	Trade Strategies Inc. Toronto, Ontario
Mexi-Can Networks Toronto, Ontario	Transbex International St. Leonard, Quebec
Micro Mac Products Ltd. Calgary, Alberta	Trojan Technologies Inc. London, Ontario
Micro Thermo Inc. Laval, Quebec	Vivant Natural Spring Water Calgary, Alberta
National Cheese Co. Ltd. Concord, Ontario	W.C. Wood Guelph, Ontario
Parent Seed Farms Ltd. St. Joseph, Manitoba	Westglen Milling (1989) Ltd. Barrhead, Alberta
Paturel Seafood Ltd. Shediac, New Brunswick	Zesto Food Equipment Mfg. Co. Montreal, Quebec
Postime Inc. Winnipeg, Manitoba	
Potato Growers of Alberta Calgary, Alberta	