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CANADEXPO 84 HIGHLIGHTS CANADA MONTH IN HONG KONG

The Honourable Gerald Regan, Minister for International Trade, announced today that CANADEXPO 84, will be held in Hong Kong from May 16 to 20. One of the largest trade shows ever organized by the Canadian government, and the largest national trade fair ever held in Hong Kong, CANADEXPO 84 will highlight Canada Month in Hong Kong. A series of activities has been organized in Hong Kong to improve awareness of Canada, its products, capabilities, culture and accomplishments.

First announced by Mr. Regan last year, CANADEXPO 84 is a major trade promotion activity organized by the Department of External Affairs to provide a showcase for some 80 Canadian exporting companies and seven provincial governments. Areas of concentration will be high technology equipment, for example in the communications field, as well as consumer goods, food products and industrial equipment. Target markets for the show's exhibitors are Hong Kong, the People's Republic of China and the ASEAN countries. CANADEXPO has received enthusiastic support from the private sector and the provinces and exhibit space is sold out.

Of the Canadian companies confirmed for the show, about 20 percent are expected to come from the hi-tech sector. Participating companies will exhibit products ranging from sophisticated microwave communication systems and computer software to the "black boxes" used for data switching. Equipment for the construction industry, transportation equipment, both urban and inter-urban, oil and gas industry technology and financial services will also be highlighted.

Some 50 Canadian firms have branches and subsidiaries in Hong Kong, most of them also doing business in China and throughout South East Asia. Approximately 250 other Canadian companies are active in the Hong Kong market through agents and distributors. In 1983, 20 Canadian sales and marketing missions went to Hong Kong and 700 business visitors called on the Canadian Trade Commissioner for commercial assistance. CANADEXPO 84 will bring to Hong Kong experienced Canadian exporters seeking sales possibilities in one of the most dynamic markets in the world.

Canada-Hong Kong trade (two way) in 1983 exceeded one billion dollars with the balance in Hong Kong's favour by a ratio of approximately three to one.

Other activities during Canada Month include performances by Les Grands Ballets Canadiens, a series of public affairs seminars with the participation of visiting Canadian academics, and food and fashion shows. A major travel promotion show will be sponsored by Tourism Canada in June.

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