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MARKETING PLANS

1993/94

USA Trade, Tourism & Investment Development Bureau (UTD)

External Affairs and
International Trade Canada

Canada

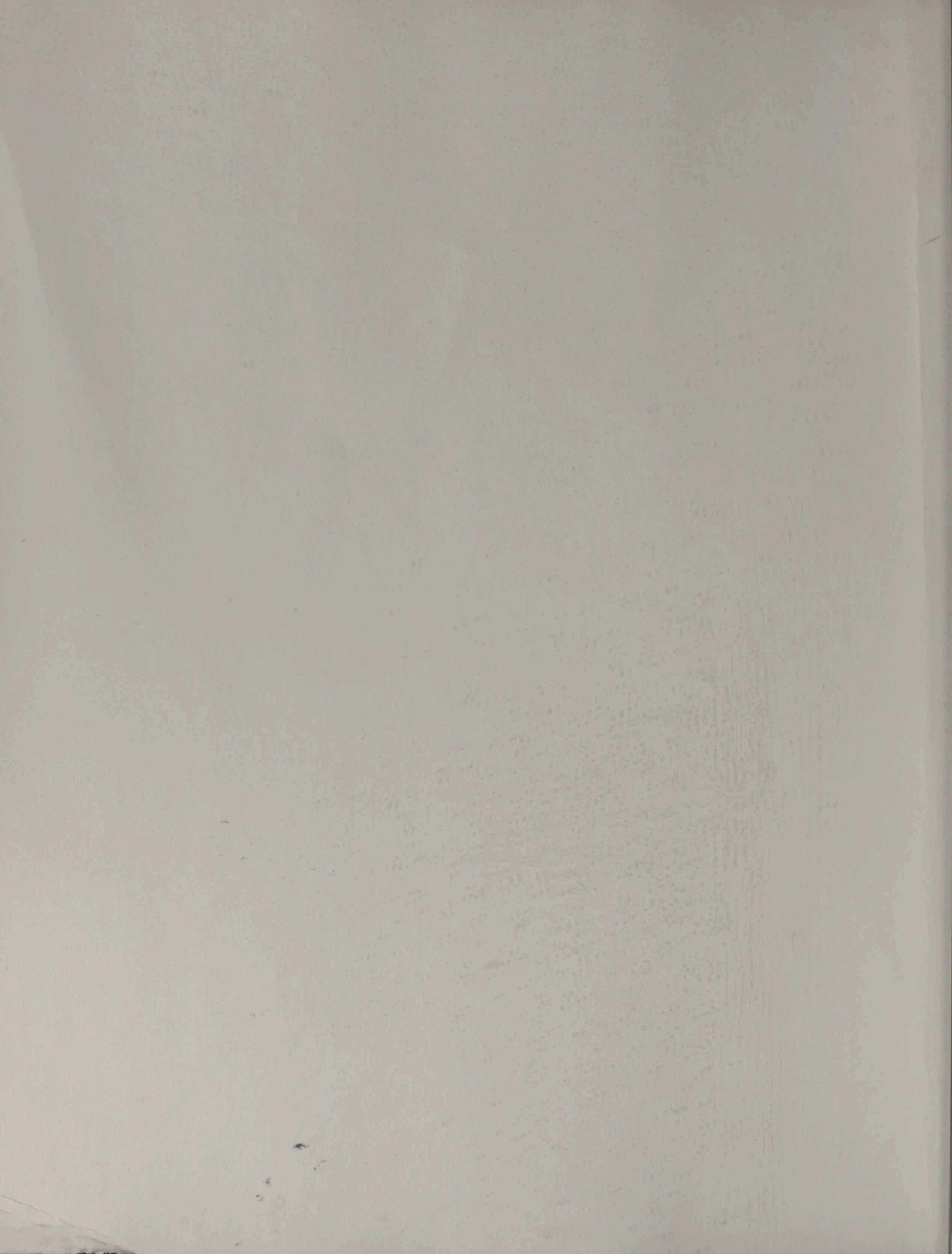


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UNITED STATES TRADE PROMOTIONAL ACTIVITIES

APRIL 1, 1993 - MARCH 31, 1994

This is a compendium of the trade promotional activities the United States Trade, Tourism and Investment Development Bureau (UTD) of External Affairs and International Trade Canada (EAITC) proposes to undertake in the United States market in fiscal year 1993/94.

This program specifically addresses the following goals:

- to pursue efforts in the following priority sectors: computers and semi-conductors, instrumentation, health and medical equipment and telecommunications. This is in recognition of the growing emphasis in trade in these sectors and their potential high growth;
- to continue to emphasize opportunities in the services sector, government procurement and environmental products and services;
- to continue to identify new exporters and recognize their special needs for export education through the New Exporters to Border States (NEBS) program;
- to make special efforts to assist those sectors with particular circumstances.

EAITC plans to invest approximately \$14 million in the 1993/94 U.S. marketing program. The U.S. Trade, Tourism and Investment Development Bureau (UTD) coordinates EAITC's network of trade offices in the US and their staff of 135 Trade Commissioners and Commercial Officers. In addition, UTD has a staff of 17 officers in Ottawa and each sector in this publication bears the name of the responsible officer. Enquiries should be directed to the appropriate officer.

The document is the result of extensive consultations between UTD marketing officers, private sector partners, the US post personnel, EAITC sector specialists, Industry, Science and Technology Canada (ISTC) specialists, regional offices, and provincial and territorial trade departments. In developing the program, partners carefully assessed market potential and Canadian capabilities in each sector.

Expected results: Based on experience, UTD's marketing mix produces an average of \$87 of export sales for each dollar invested. On this basis, the 1993/94 promotional program should yield approximately \$1 billion in new business for Canadian companies.

SECTOR: Agriculture and Food Products and Services
SUB-SECTOR: SEMI-PROCESSED AND PROCESSED FOOD & BEVERAGES
Officer: P. Egyed, Tel: (613) 944-9483

EVENT: Cross-Canada Seminar Series - "US Nutrition Labelling Regulations", 5-16 April 1993
PRODUCTS: Agri-food and seafood products
SCOPE: Export marketing seminars featuring US and Canadian government experts, including those from the US FDA and USDA, to be held in 7 Canadian cities
ATTENDANCE: Canadian agri-food and seafood exporters
CONTACT: HQOTT, Peter Egyed (613) 944-9483

EVENT: Arizona Retail Grocers' Association Show, 21-23 May 1993, Phoenix AZ - Info Booth with Stand
PRODUCTS: Equipment, services and food products for the retail grocery trade
SCOPE: Regional trade show held annually for independent owner/operators in the US Southwest - 350 exhibits
ATTENDANCE: 4,000 visitors - owner/operators, food brokers, distributors, agents for the retail grocery trade
CONTACT: LNGLS, Carl Light (213) 687-7432

EVENT: National Food Distributors' Association Show, 31 July to 2 August 1993, San Diego CA - Natl Stand
PRODUCTS: Food and beverage products
SCOPE: Summer version of national convention and exhibiting showcase for suppliers of food and beverage products
ATTENDANCE: 1,000 highly targetted audience of food distributors from across North America seeking both national and regional distribution opportunities with qualified suppliers - primarily for the retail food trade
CONTACT: LNGLS, Carl Light (213) 687-7432

EVENT: Summer International Fancy Food and Confection Show, 20-23 June 1993, New York NY - Natl Stand
PRODUCTS: Volume buying of gourmet and specialty foods, confections, beverages, wines, liquors, gourmet cookware, and accessories
SCOPE: Summer version of national trade show for specialty retail food and confectionery products; 1,000 exhibits
ATTENDANCE: 15,000 visitors - dealers, distributors, retailers, wholesalers and agents for the specialty food trade.
CONTACT: HQOTT, Peter Egyed (613) 944-9483

SECTOR: Agriculture and Food Products and Services
SUB-SECTOR: SEMI-PROCESSED AND PROCESSED FOOD & BEVERAGES
Officer: P. Egyed, Tel: (613) 944-9483

EVENT: Natural Products Expo East, 9-12 September 1993, Baltimore, MD - National Stand
PRODUCTS: Natural organic foods, personal care and cosmetic products, vitamins and supplements, herbal and environmentally sound products
SCOPE: National show held twice annually on Eastern and Western coasts of the United States, approximately 650 exhibits
ATTENDANCE: Retailers and distributors
CONTACT: WSHDC, Cynthia Stevenson (202) 682-1740

EVENT: National Prepared Frozen Food Festival - A Foodservice Trade Show, 22 September 1993, East Rutherford NJ - National Stand
PRODUCTS: Food products only - refrigerated and frozen - for the institutional foodservice trade
SCOPE: Annual trade show; 130 exhibits
ATTENDANCE: 4,100 qualified buyers from the Tri-state area foodservice trade- owner/operators of restaurants, diners, hotels, food brokers and distributors, chefs
CONTACT: CNGNY, Richard Campanale (212) 768-2400

EVENT: Private Label Manufacturers Association Show, 14-16 November 1993, Chicago IL - National Stand
PRODUCTS: More than 15,000 products for supermarkets, drug chains, and mass merchandisers - food, snacks, beverages, household and kitchen products, OTC, H&BA, etc.
SCOPE: Annual show - only PLMA members may exhibit; largest concentration of private label manufacturers in the world - nearly 850 exhibit booths.
ATTENDANCE: 4,000 retail and wholesale executives and buyers from leading international companies
CONTACT: CHCGO, Karen Willhite (312) 616-1860

SECTOR: Agriculture and Food Products and Services
SUB-SECTOR: SEMI-PROCESSED AND PROCESSED FOOD & BEVERAGES
Officer: P. Egyed, Tel: (613) 944-9483

EVENT: National Food Brokers' Association Show, 3-7
December 1993, Chicago IL - National Stand
PRODUCTS: Food and beverage products
SCOPE: Annual show, 250 exhibit booths
ATTENDANCE: 15,000 attendees including NFBA members from
across North America
CONTACT: CHCGO, Karen Willhite (312) 616-1860

ATTENDANCE: 50,000 visitors, including farm equipment
dealers, manufacturers, reps and distributors from
Western Canada and the Midwest U.S.
CONTACT: HQOTT, Peter Egyed (613) 944-9483

EVENT: Winter International Fancy Food and Confection
Show, 4-7 March 1994, San Francisco CA - National
Stand
PRODUCTS: Volume buying of gourmet and specialty foods,
confections, beverages, wines, liquors, gourmet
cookware, and accessories
SCOPE: Winter version of national trade show for
specialty retail food and confectionery products;
1,000 exhibits
ATTENDANCE: 15,000 visitors - dealers, distributors,
retailers, wholesalers and agents for the
specialty food trade.
CONTACT: HQOTT, Peter Egyed (613) 944-9483

EVENT: Winter Harvest Days, 13-14 September 1993, Grand
EVENT: Natural Products Expo West, 23-25 March 1993,
Anaheim CA - National Stand
PRODUCTS: Organic and health foods, lifestyle products for
specialty retail outlets
SCOPE: Annual trade show; 1,500 exhibits
ATTENDANCE: 12,000 qualified visitors - specialty food
distributors, owner/operators of health food
stores, food brokers, retail grocery buyers
CONTACT: LNGLS, Carl Light (213) 687-7432

EVENT: Buyers to Canadian International Farm Equipment
Show, 8-11 February 1994, Toronto ON
PRODUCTS: Agricultural products and services
SCOPE: Largest Canadian national indoor show, held
annually and featuring more than 380,000 square
feet of space for more than 700 exhibitors
ATTENDANCE: 50,000 visitors primarily from Central and Eastern
Canada, Upstate New York and the Great Lakes
region
CONTACT: HQOTT, Peter Egyed (613) 944-9483

SECTOR: Agriculture, Food Products and Services
SUB-SECTOR: AGRICULTURAL EQUIPMENT AND SERVICES
Officer: P. Egyed, Tel: (613) 944-9483

EVENT: US Buyers to Western Canada Farm Progress Show,
16-19 June 1993, Regina SK
PRODUCTS: World's largest showcase of dryland farming
equipment and services, livestock equipment
SCOPE: Annual show; more than 500 exhibits with outdoor
and indoor displays
ATTENDANCE: 60,000 visitors, including farm operators,
dealers, manufacturers reps and distributors from
Western Canada and the Midwest U.S.
CONTACT: HQOTT, Peter Egyed (613) 944-9483

EVENT: Empire Farm Days, 10-12 August 1993, Seneca Falls
NY - National Stand
PRODUCTS: Livestock and rowcrop farming equipment and
services
SCOPE: Regional show for upstate New York, held annually
ATTENDANCE: 30,000 visitors, including dairy and corn farmers,
manufacturers reps, dealers and distributors
CONTACT: BFALO, Jay Mileham (716) 852-1247

EVENT: Husker Harvest Days, 12-14 September 1993, Grand
Island NE - National Stand
PRODUCTS: Dryland farming equipment and services
SCOPE: Regional show for the Upper Midwest states, held
annually
ATTENDANCE: 200,000 visitors, including grain farmers, farm
equipment distributors and manufacturers reps
CONTACT: MNPLS, Lisa Swenson (612) 333-4641

EVENT: Buyers to Canadian International Farm Equipment
Show, 8-11 February 1994, Toronto ON
PRODUCTS: Agricultural products and services
SCOPE: Largest Canadian national indoor show, held
annually and featuring more than 380,00 square
feet of space for more than 700 exhibitors
ATTENDANCE: 50,000 visitors primarily from Central and Eastern
Canada, Upstate New York and the Great Lakes
region
CONTACT: HQOTT, Peter Egyed (613) 944-9483

SECTOR: Agriculture, Food Products and Services
SUB-SECTOR: AGRICULTURAL EQUIPMENT AND SERVICES
Officer: P. Egyed, (613) 944-9483

EVENT: National Farm Machinery Show, 16-19 February 1994,
Louisville KY - National Stand
PRODUCTS: Cross-section of the farm product industry
including tractors, combines, implements, storage
bins, chemicals, seed hybrids, fencing and related
services; featuring more than 700 exhibit booths
SCOPE: Largest indoor show in North America, held
annually
ATTENDANCE: 225,000 visitors from all over North America and
the world
CONTACT: CNATI, Steve Pickens (513) 762-7655

SECTOR: Agriculture, Food Products and Services
SUB-SECTOR: HOTELS, RESTAURANTS, SUPERMARKETS AND INSTITUTIONS
Officer: P. Egyed, Tel: (613) 944-9483

EVENT: Northeast Foodservice and Lodging Expo, 25-27
April 1993, Boston MA - National Stand
PRODUCTS: Food and beverage products, equipment, services,
amenities, contract furnishings for the
restaurant, institutional foodservice and
hotel/motel trade
SCOPE: Regional show held annually, with more than 800
exhibit booths
ATTENDANCE: 25,000 trade visitors only
CONTACT: BOSTN, Jack McManus, (617) 262-3760

EVENT: National Restaurant Association, 22-26 May 1993,
Chicago IL - National Stand
PRODUCTS: Food products, equipment and services, contract
furnishings for the institutional foodservice and
hospitality trade
SCOPE: National trade show and industry convention held
annually; 2,000 exhibits
ATTENDANCE: 100,000 visitors, including the entire range of
buyers for the institutional foodservice and
hospitality trade (Owner/operators, distributors,
brokers, agents, chefs)
CONTACT: CHCGO, Karen Willhite (312) 616-1860

EVENT: Florida Restaurant Association Southeastern US
Foodservice Expo, 27-29 August 1993, Orlando FL -
National Stand
PRODUCTS: Showcase for goods and services specifically
designed for and customarily used by the
foodservice segment of the hospitality industry
SCOPE: Regional show held annually; 1,200 exhibit booths
ATTENDANCE: 18,000 trade visitors
CONTACT: ATNTA, Ray Munoz (404) 577-6810

OFFICE: 1100 G Street, N.W. (202) 544-2402
FEDERAL BUREAU OF INVESTIGATION
WASHINGTON, D.C. 20535

EVENT: National Restaurant Association, 22-24 May 1982
PRODUCTS: Food products, equipment and services, contract
SCOPE: National trade show and industry convention held
ATTENDANCE: 100,000 visitors, including the entire range of
CONTACT: Richard J. Williams (202) 544-1222

EVENT: National Restaurant Association, 22-24 May 1982
PRODUCTS: Food products, equipment and services, contract
SCOPE: National trade show and industry convention held
ATTENDANCE: 100,000 visitors, including the entire range of
CONTACT: Richard J. Williams (202) 544-1222

EVENT: National Restaurant Association, 22-24 May 1982
PRODUCTS: Food products, equipment and services, contract
SCOPE: National trade show and industry convention held
ATTENDANCE: 100,000 visitors, including the entire range of
CONTACT: Richard J. Williams (202) 544-1222

SECTOR: Fisheries, Sea Products and Related Equipment

SUB-SECTOR: FISH, SHELLFISH AND OTHER MARINE

Officer: Peter Egyed, (613) 944-9483

EVENT: Incoming Fish Buyers' Missions to Atlantic Canada, Ongoing in 1993-94 (Atlanta, Boston, Chicago, Detroit, Minneapolis)

PRODUCTS: Fish and seafood products

SCOPE: Each mission to take place at different times during the year in order to avoid duplication, to visit Atlantic and Pacific fish processors

ATTENDANCE: A limited number (4-5 per mission) of qualified fish buyers from the US Southeast, New England, the Great Lakes region and the Midwest

CONTACT: ATNTA, Ray Munoz (404) 577-6810
BOSTN, Jack McManus (617) 262-3760
CHCGO, Karen Willhite (312) 616-1860
DTROT, Ron Biddle (313) 567-2340
MNPLS, Margaret Mearns (612) 333-4641

EVENT: Value-added Fish Products Seminar, August 1993, Boston MA

PRODUCTS: Fish and seafood products

SCOPE: One-day seminar (with presentations, product display and chef de cuisine demonstration) focussing on availability and marketability of Canadian value-added fish products

ATTENDANCE: Canadian speakers/suppliers and potential US buyers from the New England wholesale and foodservice trade

CONTACT: BOSTN, Mike Rooney (612) 262-3760

EVENT: Canadian Seafood Mission to US Tri-State Area and Mid-Atlantic States, New York NY and Washington October 1993

PRODUCTS: Fish and seafood products

SCOPE: Mission of 8-10 Canadian processors/suppliers from Atlantic Canada, with emphasis on non-traditional species, exploring new market opportunities in Mid-Atlantic States

ATTENDANCE: Individualized visits to local seafood buyers, including distributors, foodservice and retail operators

CONTACT: CNGNY, Richard Campanale (212) 768-2400
WSHDC, Cynthia Stevenson (202) 682-1740

SECTOR: Fisheries, Sea Products and Related Equipment
SUB-SECTOR: FISH, SHELLFISH AND OTHER MARINE
Officer: Peter Egyed, (613) 944-9483

EVENT: Canadian Seafood Promotion, October 1993, New York
PRODUCTS: Non-traditional fish species that are available on a commercial basis - each species to be selected in consultation with Canadian industry
SCOPE: Solo Canadian event, featuring product display and chef de cuisine demonstration
ATTENDANCE: Fish brokers, wholesalers, importers, foodservice operators and media from the Tri-state area of New York, New Jersey and Connecticut
CONTACT: CNGNY, Richard Campanale (212) 768-2400

EVENT: Canadian Seafood Mission to US Midwest, January 1994, Chicago IL and Minneapolis MN
PRODUCTS: Fish and seafood products
SCOPE: Mission of 8-10 Canadian processors/suppliers from Atlantic Canada and B.C. exploring new market opportunities in Mid and Upper Midwest states of the US - emphasis on shellfish and farmed products
ATTENDANCE: Individualized visits to local seafood buyers/distributors, foodservice and retail operators
CONTACT: CHCGO, Karen Willhite (312) 616-1860
MNPLS, Margaret Mearns (612) 333-4641

EVENT: Canadian Seafood Treasures Seminar and Sampling, January 1994, Chicago IL
PRODUCTS: Shellfish and farmed fish and seafood products
SCOPE: Solo Canadian event intended to highlight innovative means of serving available fish products, with direct participation of suppliers
ATTENDANCE: Local seafood buyers/distributors, foodservice and retail operators
CONTACT: CHCGO, Karen Willhite (312) 616-1860

EVENT: International Boston Seafood Show, 15-17 March 1994
PRODUCTS: Live fresh, frozen and value-added fish and seafood
SCOPE: Info booth and related coordinating activities at the world's largest seafood show, featuring many independent Canadian exhibitors and provincial government stands
ATTENDANCE: 20,000 seafood professionals and more than 1,000 exhibits from around the world
CONTACT: BOSTN, Jack McManus (617) 262-3760

SECTOR: Defence Products and Related Equipment and Services

SUB-SECTOR: DEFENCE PRODUCTS AND SERVICES

Officer: R. Webb, Tel. (613) 944-9481

EVENT: Sea-Air-Space '93, Washington, D.C. - April 1993

DESCRIPTION: This defence trade show is organized by the US Navy League. Canadian participation in the show is being coordinated by the Canadian Maritime Industries Association and supported by External Affairs and International Trade Canada. Membership in US Navy League is a requirement to exhibit. Contact: USA Trade and Tourism Development Division (UTO), Ottawa, Canada. Tel: (613) 944-9481; Fax: (613) 944-9119.

EVENT: Incoming Mission of McDonnell Douglas to Canadian Sub-contractors, Minneapolis - October 1993

DESCRIPTION: Qualified Canadian aerospace and electronics companies to meet with McDonnell Douglas during their visit to major Canadian centres. Contact: Canadian Consulate General, Minneapolis, Tel: (612) 333-4641; Fax: (612) 332-4061.

EVENT: Incoming Mission of US Navy Officials from Aviation Supply Office, Philadelphia - June 1993

DESCRIPTION: US Navy Officials to visit selected Canadian defence contractors for aviation components, systems etc. Contact: Canadian Trade Office, Philadelphia, PA Tel: (215) 667-8210; Fax: (215) 667-8148.

EVENT: Incoming International R&D Mission of USAF Wright Patterson staff, to Canada - June 1993

DESCRIPTION: Selected Canadian defence companies with required R&D capabilities will participate in an incoming mission from Wright Patterson Air Force Base to discuss USAF requirements. Contact: Canadian Government Defence Trade Office, Dayton, OH Tel: (513) 255-4382; Fax: (513) 255-1821.

EVENT: Helicopter America International, Information Booth, - February 1994

DESCRIPTION: This will be the first participation of Canada in the Helicopter America Show. With the wider use of these vehicle by many US agencies, information on sub-systems developed by Canadian companies will be displayed at the Canadian information booth. Contact: Canadian Consulate General, Los Angeles - Defence Programs Division, Tel: (213) 687-7432; Fax: (213) 620-8827.

SECTOR: Defence Products and Related Equipment and Services
SUB-SECTOR: DEFENCE PRODUCTS AND SERVICES
Officer: R. Webb, Tel. (613) 944-9481

EVENT: Outgoing mission of BC and Alberta companies to the Bremerton Naval Base, near Seattle
DESCRIPTION: Qualified companies from Alberta and British Columbia in the Defence Electronics and Aerospace sub-sectors will participate in an outgoing mission to the Bremerton Naval Base to meet US Navy officials.
Contact: Canadian Consulate General, Seattle.
Tel: (206) 443-1777; Fax: (206) 443-1782.

EVENT: Sub Contractor VI Exhibition, Abbotsford, BC - August 1993 (in conjunction with Airshow Canada)
DESCRIPTION: The sixth event of this series will have Canadian aerospace and high technology subcontractors presenting their products and services to US defence prime contractors and Canadian prime contractors in a solo Canadian trade event.
Contact: USA Trade and Tourism Development Division (UTO), Ottawa, Canada.
Tel: (613) 944-9481; Fax: (613) 944-9119.

EVENT: CANEX '93 Phase 2, Vendors to Primes, Philadelphia - October 1993
DESCRIPTION: Outgoing mission to US Navy, Defence Logistics Agencies, and US primes in the Philadelphia and Washington area to highlight Canadian capabilities and ascertain buying processes.
Contact: Canadian Trade Office, Philadelphia, PA
Tel: (215) 667-8210; Fax: (215) 667-8148.

EVENT: Incoming R&D Mission from Philips Laboratory to Eastern Canada - September 1993
DESCRIPTION: Selected Canadian companies will be invited to participate in this mission to discuss USAF requirements with respect to this defence laboratory.
Contact: Canadian Consulate General, Dallas,
Tel: (214) 922-9806; Fax: (214) 922-9815.

SECTOR: Defence Products and Related Equipment and Services
SUB-SECTOR: DEFENCE PRODUCTS AND SERVICES
Officer: R. Webb, (613) 944-9481

EVENT: Outgoing Mission to "Canada Day" - US Army Communication Electronics Command, Fort Monmouth, New Jersey - June 1993

DESCRIPTION: Participation will be by Canadian electronics and communications defence companies in a 'solo' show. Discussions with US military staff of USCECOM R&D and Procurement facilities will take place. Contact: Canadian Trade Office, Princeton, NJ, Tel: (609) 452-2632; Fax: (609) 452-1929.

EVENT: Armed Forces Communications Electronics Association (AFCEA) Show, WSHDC - June 1993

DESCRIPTION: The Canadian Embassy in Washington will support those Canadian companies exhibiting or attending this show by providing a meeting place for selected US officials and US prime contractors to meet the Canadian companies off the show premises. Contact: Canadian Embassy, Washington, Tel: (202) 682-1740; Fax: (202) 682-7726.

EVENT: Canadian Defence Preparedness Association (CDPA) mission to the United States Marine Corps Show, Washington - August 1993

DESCRIPTION: The Canadian Embassy in Washington through the CDPA will support those Canadian companies exhibiting or attending this show by providing an information booth and meeting place for selected US officials and US prime contractors to meet the Canadian companies. Contact: Canadian Embassy, Washington. Tel (202) 682-1740; Fax: (202) 682-7726.

EVENT: Incoming Mission of the Defence General Supply Office to western & central Canada - September 1993

DESCRIPTION: Officials of the DGSC will visit selected Canadian defence contractors in the systems and electronics sector in B.C., Manitoba and Ontario. Contact: Canadian Trade Office, Philadelphia, PA Tel: (215) 667-8210; Fax: (215) 667-8148.

SECTOR: Defence Products and Related Equipment and Services

SUB-SECTOR: DEFENCE PRODUCTS AND SERVICES

Officer: R. Webb, (613) 944-9481

EVENT: Technology Innovation Shows (Canadian) Washington - June 1993 & January 1994

DESCRIPTION: The Canadian Embassy will stage two shows in the Embassy to highlight technically innovative companies and products to appropriate US military officials from the Pentagon, Military services headquarters, and leading Washington area prime contractors or representatives.

Contact: Canadian Embassy, Washington,
Tel: (202) 682-1740; Fax: (202) 682-7726.

EVENT: Outgoing Mission of Canadian companies to ATCOM (US Army Aviation & Troop Command) Symposia, St Louis, Missouri - November 1993

DESCRIPTION: "Open House" presentation by ATCOM to Canadian suppliers on how to do business with the Command, and the Command's needs in support of the US Army. Contact: Canadian Consulate General, Chicago, IL, Tel: (312) 616-1860; Fax: (312) 616-1877.

EVENT: Outgoing Defence Simulation Product Mission, Boston - September 1993

DESCRIPTION: This outgoing mission to US military officials and prime contractors in the Boston territory will consist of Canadian companies with proven capabilities in products and technologies in operational, training, and logistical simulation devices and systems.

Contact: Canadian Consulate General, Boston,
Tel: (617) 262-3760; Fax: (617) 262-3415.

EVENT: Outgoing mission to the Defence Electronics Supply Centre in Columbus - February 1994

DESCRIPTION: This outgoing mission will consist of Canadian companies in the Defence electronics sector with capabilities to meet USAF Military Specifications, or equivalent specifications as required. The companies will meet with the R&D and procurement officials to discuss products and technology.

Contact: Canadian Government Defence Trade Office, Dayton, Tel: (513) 255-4382; Fax: (513) 255-1821.

SECTOR: Defence Products and Related Equipment and Services
SUB-SECTOR: DEFENCE PRODUCTS AND SERVICES
Officer: R. Webb, (613) 944-9481

EVENT: Outgoing Mission of Canadian companies to Fort Gordon, Augusta, Georgia - December 1993
DESCRIPTION: AFCEA sponsors this annual event which attracts Canadian companies in the defence electronics industry. The Canadian consulate in Atlanta assists Canadian companies attending this event. Contact: Canadian Consulate General, Atlanta, GA, Tel: (404) 577-6810; Fax: (404) 524-5046.

EVENT: Incoming Mission of US Army Officials from the Armament Munitions and Chemical Command, St. Louis - October 1993
DESCRIPTION: US Army officials will visit various Canadian defence companies across Canada in the armaments/munitions sector; Contact: Canadian Consulate General, Chicago, IL, Tel: (312) 616-1860; Fax: (312) 616-1877.

EVENT: Outgoing mission to the Defence Industrial Supply Centre (DISC), Philadelphia - November 1993
DESCRIPTION: This mission is coordinated by the Aerospace Industries Association of Canada and supported by the Canadian Trade office in Philadelphia. The DISC is the procurement centre for many industrial type products for the Military. Contact: Canadian Trade Office, Philadelphia, PA Tel: (215) 667-8210; Fax: (215) 667-8148.

EVENT: Outgoing Mission of Canadian companies to Warner Robins Air Force Base, Atlanta, Georgia - March 1994
DESCRIPTION: Purpose is to identify and discuss potential opportunities as contractors to the USAF. Contact: Canadian Consulate General, Atlanta, GA, Tel: (404) 577-6810; Fax: (404) 524-5046.

EVENT: Incoming R&D mission to eastern Canada from Wright Laboratories staff, Dayton, OH - October 1993
DESCRIPTION: This incoming mission will consist of visits by R&D and procurement staff from Wright Laboratories to companies in eastern Canada with capabilities to meet USAF Military Specifications, in the Defence electronics sector. The companies will meet with the R&D and procurement officials to discuss their products and technology. Contact: Canadian Government Defence Trade Office, Dayton, Tel: (513) 255-4382; Fax: (513) 255-1821.

SECTOR: Defence Products and Related Equipment and Services

SUB-SECTOR: DEFENCE PRODUCTS AND SERVICES

Officer: R. Webb, Tel. (613) 944-9481

EVENT: Outgoing mission to "Canada Day" at US Army Tank-Automotive Command, Warren, MI - September 1993

DESCRIPTION: Qualified Canadian companies in the defence electronics, simulation, robotics and vehicle systems will visit this R&D procurement agency. Companies will be briefed on TACOM interests and have the opportunity to exhibit and demonstrate their innovative products and technologies. Contact: Canadian Government Defence Trade Office, TACOM, Warren, MI
Tel: (313) 567-2340 Fax: (313) 567-2164

EVENT: Incoming Mission of US Army Officials from the Aviation & Troop Command, St. Louis - September 1993

DESCRIPTION: US Army staff will visit various Canadian cities giving seminars on procurement and R&D ventures to the Canadian defence and aerospace industry. Contact: Canadian Consulate General, Chicago, IL, Tel: (312) 616-1860; Fax: (312) 616-1877.

EVENT: Outgoing mission to the COMDEF show and visit to HMCS Algonquin docked nearby in Norfolk, Washington D.C. - June 1993

DESCRIPTION: The Canadian Embassy in Washington will support those Canadian companies involved in systems used on HMCS Algonquin with a visitor tour of the ship and an information booth at the COMDEF show covering defence and aerospace sectors. Contact: Canadian Embassy, Washington, Tel: (202) 682-1740; Fax: (202) 682-7726.

EVENT: Outgoing mission to the Dual Use Technologies Conference, Utica, NY, - May 1993

DESCRIPTION: This conference is sponsored by the Institute of Electrical Engineers to assist the industry get acquainted with the promotion of dual use technologies in Military and commercial fields. Contact: The Canadian Consulate, Buffalo, NY, Tel: (716) 852-1247 Fax: (716) 852-4340

EVENT: Outgoing mission to Rome Laboratory, Griffiths AFB, Utica, NY, - October 1993

DESCRIPTION: This mission is for selected Canadian companies in the Defence electronics and Communications sectors. Contact: The Canadian Consulate, Buffalo, NY, Tel: (716) 852-1247 Fax: (716) 852-4340

SECTOR: Defence Products and Related Equipment and Services
SUB-SECTOR: DEFENCE PRODUCTS AND SERVICES
Officer: R. Webb, Tel. (613) 944-9481

EVENT: Washington Embassy Hosting a Canadian company presentation - several sessions during 1993/1994
DESCRIPTION: The Canadian Embassy will stage several single company presentations in the Embassy to highlight technically innovative products from the aerospace and defence related sectors to a very focused group of appropriate US military officials from the Pentagon, Military services headquarters, and leading Washington area prime contractors.
Contact: Canadian Embassy, Washington,
Tel: (202) 682-1740; Fax: (202) 682-7726.

EVENT: An Information Booth at the Simulation and Training Devices Fair, Orlando - November 1993
DESCRIPTION: Canadian government participation in this trade event will be in the form of an information booth where Canadian company literature will be exposed to prime contractors and the Military.
Contact: Canadian Consulate General, Atlanta, GA,
Tel: (404) 577-6810; Fax: (404) 524-5046.

EVENT: Meeting of the Armed Forces Communications and Electronics Association West, San Diego, CA - January 1994
DESCRIPTION: The Defence Programs Division of the Canadian Consulate General in Los Angeles will support Canadian companies attending this event with an information booth and meeting area.
Contact: Canadian Consulate General, Los Angeles - Defence Programs Division,
Tel: (213) 687-7432; Fax: (213) 620-8827.

EVENT: Mission & Information Booth at the Association of Unmanned Vehicle Systems, Washington - June 1993
DESCRIPTION: Selected and qualified companies will visit the Robotics show where Canada will display company information and meetings with Military and US Primes will be arranged by the Washington Embassy.
Contact: Canadian Embassy, Washington, DC, Defence Programs Division.
Tel: (202) 682-1740; Fax: (202) 682-7726.

SECTOR: Defence Products and Related Equipment and Services

SUB-SECTOR: DEFENCE PRODUCTS AND SERVICES

Officer: R. Webb, Tel. (613) 944-9481

EVENT: Outgoing mission of Canadian companies to US Primes, Huntsville - September 1993

DESCRIPTION: Selected and qualified Canadian companies in the Robotics field will visit US Primes and Military Officials in the Huntsville area as a follow-up to the incoming mission to Ottawa in March 1993. Contact: Canadian Consulate General, Atlanta, Tel: (404) 577-6810; Fax: (404) 524-5046.

EVENT: Incoming mission of US Primes and Military staff, Ottawa - March 1994

DESCRIPTION: The second incoming mission and conference for Research & Development staff of US Primes and Military personnel in the Unmanned Vehicle Systems development area. Contact: Canadian Consulate General, Atlanta, Tel: (404) 577-6810; Fax: (404) 524-5046.

SECTOR: Defence Products and Related Equipment and Services
SUB-SECTOR: CIVIL AEROSPACE & SPACE
Officer: R. Webb, Tel. (613) 944-9481

EVENT: Space Week '92, Vandenburg Air Force Base, California - July 1993
DESCRIPTION: Canadian space and space-related companies may attend this USAF sponsored Space Week, consisting of seminars, workshops, and exhibits. The event may include the repeat of a "CANADA" portion in the schedule to highlight Canadian capabilities. Contact: Canadian Consulate General, Los Angeles, CA, Attention Defence Programs Division, Tel: (213) 687-7432; Fax: (213) 620-8827.

EVENT: National Business Aircraft Association Show, Atlanta - September 1993
DESCRIPTION: A Canadian national stand for participating commercial aircraft suppliers and those in repair and overhaul services at one of the largest commercial aircraft shows in the world. Contact: Canadian Consulate General, Atlanta, GA, Tel: (404) 577-6810; Fax: (404) 524-5046.

EVENT: Outgoing Mission of Repair & Overhaul service companies to the southern USA - January 1994
DESCRIPTION: Selected, qualified Canadian contractors in the repair and overhaul service sector to visit US aerospace companies in the southern USA. Contact: USA Trade and Tourism Development Division (UTO), Ottawa, Canada. Tel: (613) 944-9481; Fax: (613) 944-9119.

EVENT: Technical and Business Exhibition Symposium, Huntsville, Alabama - May 1993
DESCRIPTION: Canadian government participation in this major trade event in Huntsville will be in the form of an information booth. Canadian company literature will be exposed to prime contractors and commercial businesses in the defence-aerospace and space sectors. Contact: Canadian Consulate General, Atlanta, Tel: (404) 577-6810; Fax: (404) 524-5046.

ATTENDANCE: 9,800 visitors, predominantly security managers from private companies.

SECTOR: Defence Products and Related Equipment and Services

SUB-SECTOR: CIVIL AEROSPACE & SPACE

Officer: R. Webb, Tel. (613) 944-9481
944-9481

EVENT: Outgoing R&D Mission to Kirtland US Air Force Base, New Mexico - July 1993

DESCRIPTION: Selected Canadian companies will be invited to participate in this mission to discuss USAF requirements for appropriate defence laboratories. Contact: Canadian Consulate General, Dallas, Tel: (214) 922-9806; Fax: (214) 922-9815.

EVENT: Society for the Advancement of Materials and Process Engineering Show, Anaheim, CA - May 1993
A small Canadian National Stand will accommodate a few Canadian companies specializing in this field. Contact: Canadian Consulate General, Los Angeles, CA, Attention Defence Programs Division, Tel: (213) 687-7432; Fax: (213) 620-8827.

EVENT: Incoming missions of Boeing staff to Canadian companies in eastern and western Canada, - June and October 1993

DESCRIPTION: Boeing procurement officers will visit qualified Canadian companies, looking for motivated and innovative suppliers who can produce to TQM standards at competitive prices. Eastern Canada in June 1993 and Alberta/B.C. in October 1993. Contact: Canadian Consulate General, Seattle, WA, Tel: (206) 443-1777 Fax: (206) 443-1782

EVENT: Outgoing Mission of aerospace companies to St. Louis - January 1994

DESCRIPTION: Selected, qualified Canadian aerospace industry sub-contractors on an outgoing "Technology Licencing" mission for licensing opportunities. Contact: Canadian Consulate General, Chicago, IL, Tel: (312) 616-1860; Fax: (312) 616-1877.

SECTOR: Defence Products and Related Equipment and Services
SUB-SECTOR: SECURITY EQUIPMENT
Officer: P.-A. Rolland, Tel. (613) 944-9475

EVENT: COPEX USA '93, May 25-26, 1993, Baltimore

PRODUCTS: Security and surveillance equipment for covert police and paramilitary operations, including surveillance, property and personal protection, anti-drug and anti-terrorist activities, internal security, counter insurgency and special operations.

SCOPE: Major national show, but with important attendance from agencies in Washington DC area; 250 exhibitors

ATTENDANCE: 2,500 attendees, from Armed Forces, special agencies, public and private law enforcement organizations

EVENT: ISC East '93, August 1993, New York

PRODUCTS: Security equipment for the protection of persons and property in residences, protected premises, and public areas.

SCOPE: Regional show serving Northeastern States; 325 exhibitors

ATTENDANCE: 8,000 visitors, comprising security equipment retailers, contractors, architects, engineers, building, hospital, airport managers.

EVENT: American Society for Industrial Security (ASIS), August 23-25, 1993, Washington D.C.

PRODUCTS: Security equipment for the protection of personnel, premises and capital equipment in plants, head offices and other industry locations.

SCOPE: Major national show; 350 exhibitors.

ATTENDANCE: 9,500 visitors, predominantly security managers from private companies.

SECTION: THE SECURITY OF INFORMATION AND COMMUNICATIONS
SUB-SECTION: SECURITY OF INFORMATION AND COMMUNICATIONS
DATE: 1998-01-15

EVENT: THE SECURITY OF INFORMATION AND COMMUNICATIONS
SCOPE: THE SECURITY OF INFORMATION AND COMMUNICATIONS
ATTENDANCE: THE SECURITY OF INFORMATION AND COMMUNICATIONS
PRODUCTS: THE SECURITY OF INFORMATION AND COMMUNICATIONS

EVENT: THE SECURITY OF INFORMATION AND COMMUNICATIONS
SCOPE: THE SECURITY OF INFORMATION AND COMMUNICATIONS
ATTENDANCE: THE SECURITY OF INFORMATION AND COMMUNICATIONS
PRODUCTS: THE SECURITY OF INFORMATION AND COMMUNICATIONS

EVENT: THE SECURITY OF INFORMATION AND COMMUNICATIONS
SCOPE: THE SECURITY OF INFORMATION AND COMMUNICATIONS
ATTENDANCE: THE SECURITY OF INFORMATION AND COMMUNICATIONS
PRODUCTS: THE SECURITY OF INFORMATION AND COMMUNICATIONS

SECTOR: Advanced Technology Products, Systems and Services
SUB-SECTOR: ELECTRONIC COMPONENTS
Officer: A. McBride, Tel: (613) 944-5149

EVENT: Mid-West Electronics Show, Minneapolis, May 1993
PRODUCTS: Electronic components, test equipment, CAD/CAE equipment, automated manufacturing systems, surface mounted assemblies, printed circuit boards, and software.
SCOPE: Regional Mid-West show run in conjunction with technical conferences sponsored by IEEE. PCB Expo (Printed Circuit Board Expo.) runs concurrently.
ATTENDANCE: 8000 - Procurement, product design, engineering and production personnel of leading companies such as 3M, Honeywell, Cray Research and IBM.

EVENT: Electronics Show - San Diego, March 1994
PRODUCTS: Electronic components, equipment and systems.
SCOPE: Regional show featuring electronic components, printed circuit boards, specialty circuit boards, switches, connectors, systems etc.
ATTENDANCE: 10,000 +

Electronic Technology Products, Systems and Services
10000 Wilshire Blvd., Suite 1000, Beverly Hills, CA 90210
Tel: (310) 204-2111

Mid-Year Electronics Show - Anaheim, May 1988
Electronic components, test equipment, CAD, CAM
equipment, automated manufacturing systems,
surface mounted assemblies, printed circuit
boards, and software.
Regional Mid-Year show run in conjunction with
technical conferences sponsored by IEEE, FOR Expo,
Printed Circuit Board Expo, etc. concurrently.
1988 - Presentation, product design, engineering
and production personnel of leading companies such
as GE, Honeywell, Gray Research and IBM.

Electronics Show - San Diego, March 1984
Electronic components, equipment and systems.
Regional show featuring electronic components,
printed circuit boards, specialty circuit boards,
switches, connectors, systems etc.

GUIDE DES FOIRES COMMERCIALES DU
VETEMENT AUX ETATS-UNIS

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Technology Products, Systems and Services
CATIONS

Officer: D. Shaw, Tel. (613) 944-9474

s. Telecom Assoc. - Meridian MS. - April 13-

cations customer premises equipment and
nt equipment.

l (two states) - National Stand
dent telecom company managers, engineers.

93 - Atlanta - National Stand, April 19-22/93
cations equipment, services and software.

al
hibitors - 375

. Broadcasters - Las Vegas - Nat'l. Stand,
, 1993

g - Radio, Television; Cable and Satellite
ecialty audio and video production and mixing
nd High Definition Television.

al - 700 Exhibitors
itors

CANADA, USA TRADE, TOURISM &
INVESTMENT DEVELOPMENT BUREAU,
MARKETING PLANS

CA1

EA409

M16

International Symposium on the Super Collider -
May 5-8, 1993

ions products, electronics, magnetics,
cryogenics, gases, instrumentation, cable and
products.

ors- Exhibitors 135 - Scientists, engineers &
actors on Super-conductor, Super Collider

- Dallas - Info. Booth, May 16-20, 1993
and telecommunications products.

al
nd users - Many top Fortune 1000 companies

Telecommunications Assoc. - Nashville TN -
and, August 30 - September 1, 1993

cations equipment, software and services (PBX,
key systems and network management software).

ors-Exhibitors 107

43-265-999

Technology Products, Systems and Services
Office: 2. North, Tel: (612) 241-2144

Electronics Expo, Minneapolis, May 1993
to components, test equipment, CAD, etc.
integrated manufacturing systems,
related assemblies, printed circuit
and software.
Mid-West show run in conjunction with
conferences sponsored by IEEE, IEC, etc.
Electronics Board Expo, same concurrently.
equipment, product design, engineering
action personnel of leading companies such
as Intel, Grey Research and IBM.

Los Angeles - San Diego, March 1994
to components, equipment and systems.
show featuring electronic components,
printed boards, specialty circuit boards,
connectors, systems etc.

SECTOR: Advanced Technology Products, Systems and Services
SUB-SECTOR: TELECOMMUNICATIONS

Officer: D. Shaw, Tel. (613) 944-9474

EVENT: Alabama-Miss. Telecom Assoc. - Meridian MS. - April 13-15, 1993

PRODUCTS: Telecommunications customer premises equipment and outside plant equipment.

SCOPE: Sub-Regional (two states) - National Stand

ATTENDANCE: 400 Independent telecom company managers, engineers.

EVENT: Supercomm '93 - Atlanta - National Stand, April 19-22/93

PRODUCTS: Telecommunications equipment, services and software.

SCOPE: International

ATTENDANCE: 16,000 - Exhibitors - 375

EVENT: Nat'l Assoc. Broadcasters - Las Vegas - Nat'l. Stand, April 19-22, 1993

PRODUCTS: Broadcasting - Radio, Television; Cable and Satellite systems. Specialty audio and video production and mixing equipment and High Definition Television.

SCOPE: International - 700 Exhibitors

ATTENDANCE: 50,000+ visitors

EVENT: ISSC - International Symposium on the Super Collider - Info Booth, May 5-8, 1993

PRODUCTS: Communications products, electronics, magnetics, chemicals, cryogenics, gases, instrumentation, cable and metallized products.

SCOPE: National

ATTENDANCE: 1500 visitors- Exhibitors 135 - Scientists, engineers & prime contractors on Super-conductor, Super Collider Project.

EVENT: ICA-Comnet - Dallas - Info. Booth, May 16-20, 1993

PRODUCTS: Voice, data and telecommunications products.

SCOPE: International

ATTENDANCE: Corporate end users - Many top Fortune 1000 companies

EVENT: South East Telecommunications Assoc. - Nashville TN - National Stand, August 30 - September 1, 1993

PRODUCTS: Telecommunications equipment, software and services (PBX, electronic key systems and network management software).

SCOPE: Regional

ATTENDANCE: 1,320 visitors-Exhibitors 107

SECTOR: Advanced Technology Products, Systems and Services
SUB-SECTOR: TELECOMMUNICATIONS

Officer: D. Shaw, Tel. (613) 944-9474
944-9474

EVENT: TeleCommunications Assoc. - San Diego, CA - Nat'l Stand,
September 20-24, 1993

PRODUCTS: Voice and data communications products and services.

SCOPE: National

ATTENDANCE: Corporate end users, Independent telcos.

EVENT: Communications Managers Assoc. - New York, - Nat'l Stand
November 2-4, 1993

PRODUCTS: Telecommunications products and services

SCOPE: National

ATTENDANCE: 6000 Corporate telecommunications managers.

SECTOR: Advanced Technology Products, Systems and Services
SUB-SECTOR: COMPUTER HARDWARE, SOFTWARE, INFORMATICS, DATA
PROCESSING, OFFICE AUTOMATION
Officer: G. Willows, Tel. (613) 944-6576

EVENT: Air-Conditioning, Heating and Refrigeration
Exposition (ASHRAE), New Orleans, February 24-25,
1993.

EVENT: COMDEX/Spring - Windows™ World '93, Atlanta, GA.,
May 24-27, 1993
PRODUCTS: Small computer systems, hardware, software,
peripherals and accessories.
SCOPE: International Show, 1,000+ exhibitors.
ATTENDANCE: 75,000 corporate buyers, independent resellers,
OEMs, press. One of the leading computer shows in
the US.

EVENT: PC Expo New York, New York, June 29 - July 1, 1993
PRODUCTS: Computer Hardware and software, peripherals and
accessories.
SCOPE: International Show, 800+ exhibitors.
ATTENDANCE: 80,000+ corporate buyers, resellers, and press.
One of the leading computer shows in the US.

EVENT: NetWorld Dallas, Dallas TX, October 5-7, 1993
PRODUCTS: PC based computer networking hardware, software,
peripherals and accessories.
SCOPE: International Show, 450+ exhibitors.
ATTENDANCE: 37,000+ resellers, corporate buyers and press.

EVENT: Comdex Fall, Las Vegas NV, November 15-19, 1993
PRODUCTS: Small computer systems, hardware and software,
peripherals and accessories.
SCOPE: International Show, 2,000+ exhibitors.
ATTENDANCE: 145,000+ independent resellers, corporate buyers,
OEMs, press. The largest trade show of any kind
in the US.

SECTOR: Power and Energy Equipment and Services
SUB-SECTOR: HEATING EQUIPMENT
Officer: R. McNally, Tel: (613) 944-7486

EVENT: Air-Conditioning, Heating and Refrigeration
Exposition (ASHRAE), New Orleans, January 24-26,
1994.

PRODUCTS: All aspects of heating, ventilation and air-
conditioning.

SCOPE: Largest show of the type in the USA with 850
exhibitors.

ATTENDANCE: In 1993 this show attracted over 34,000 buyers
representing contractors, engineers and
construction planners, industrial plant operators
and public utilities.

PRODUCTS: Wide variety of trucking parts and accessories,
for both the original equipment and aftermarket
sectors.

SCOPE: National Exhibition, with over 400 exhibitors.

ATTENDANCE: More than 30,000 buyers, fleetmanagers, owners,
and operators.

EVENT: Dana/Big "I" Show, Las Vegas NV, November 2-4,
1993

PRODUCTS: Parts and accessories for specialty and high
performance vehicles.

SCOPE: National show with over 2,000 exhibitors
representing the entire automotive aftermarket.

ATTENDANCE: 50,000 expected

SECTOR: Transportation Systems, Related Equipment
SUB-SECTOR: AUTOMOTIVE AND URBAN TRANSIT
Officer: A. McBride, Tel. (613) 944-5149

EVENT: SAE (Society of Automotive Engineers), Detroit, Michigan, February 1994
PRODUCTS: Automotive original equipment sector
SCOPE: National, the only automotive trade show in the U.S. which deals exclusively with the OE market; 750 exhibitors.
ATTENDANCE: 40,000+ automotive specialists, design/development engineers, engineering and production managers, corporate officials

EVENT: Mid-American Trucking Show, Louisville, Kentucky, March, 1994
PRODUCTS: Wide variety of trucking parts and accessories, for both the original equipment and aftermarket sectors.
SCOPE: National Exhibition, with over 400 exhibitors.
ATTENDANCE: More than 30,000 buyers, fleetmanagers, owners, and operators.

EVENT: Sema/Big "I" Show, Las Vegas NV, November 2-5, 1993
PRODUCTS: Parts and accessories for specialty and high performance vehicles.
SCOPE: National show with over 2,000 exhibitors representing the entire automotive aftermarket.
ATTENDANCE: 50,000 expected

PRODUCTS: Supply of equipment
SCOPE: Supply of equipment
ATTENDANCE: Attendance at IPTS is expected to exceed 11,000 public officials, private fleet owners, designers, and industry suppliers
PRODUCTS: The Orange County Fixed Guideway Agency has expanded its membership. The Vancouver Skytrain System is the system that most closely resembles the type of system the Agency would like to see operating in their area.
ATTENDANCE: It is expected 5-6 officials will be invited to participate in this mission.

SECTOR: Transportation Systems, Related Equipment
SUB-SECTOR: AUTOMOTIVE AND URBAN TRANSIT

Officer: A. McBride, Tel. (613) 944-5149

EVENT: Alternate Fuel Show in Dallas

PRODUCTS: Automotive conversion kits, CNG-powered vehicles, propane powered vehicles, industrial alternatively-fueled vehicles, municipal fleet vehicles, OE equipment manufacturers.

SCOPE: National Show in which Canada would have an Information Booth.

ATTENDANCE: 2,500 expected

EVENT: Automotive Outgoing Mission (Boston), September 1993

PRODUCTS: The export of rebuilt automotive parts and accessories, for the aftermarket segment of the automotive sector in this region, with special focus on rebuilt electrical equipment.

SCOPE: Regional mission consisting of firms with the expertise to provide services and products to this particular marketplace.

ATTENDANCE: Would invite 6 - 7 Canadian firms to participate in the mission.

EVENT: International Public Transit Exposition, October 1993

PRODUCTS: Supply of equipment, technologies, and services to the Urban Transit Sector.

SCOPE: The IPTE is the world's premier public transportation exposition. Top executives from 57 nations visited the 426 transit industry suppliers during the 1990 exposition. Thirty-eight Canadian firms participated in the National Stand and a similar, or larger, number are expected for 1993.

ATTENDANCE: Attendance at IPTE is expected to exceed 13,000 public officials, private fleet owners, designers, and OE equipment manufacturers.

SECTOR: Transportation Systems, Related Equipment
SUB-SECTOR: AUTOMOTIVE AND URBAN TRANSIT
Officer: A. McBride, Tel. (613) 944-5149

EVENT: Mass Transit Mission: Seattle to Canada, April 1993

PRODUCTS: Urban transit equipment and technology.
SCOPE: A small delegation from selected Washington and Oregon State Transit Authorities will visit selected facilities in Canada to observe and view equipment and technologies available from Canadian manufacturers and suppliers.
ATTENDANCE: Invitation for up to 6 state representatives to travel to Canada to meet with industry and transit officials and observe local public transit operations.

EVENT: Urban Transit Mission: Detroit to Canada May 1993

PRODUCTS: Alternate fueled vehicles used in the urban transit sector, such as LNG buses, and trolley buses.
SCOPE: A delegation from the Detroit Regional Transit Authority and the Detroit's SMART Authority will visit the Toronto Transit Authority to view alternate fueled vehicles used by the TTC, the facilities used to service these vehicles, and discussions on the advantages of using alternate fueled vehicles.
ATTENDANCE: It is expected that up to 6 Detroit transit specialists will be invited to visit Canada for a 2 - 3 day period to view Canadian technology in this sector.

EVENT: Urban Transit Mission: L.A. to Vancouver May 1993

PRODUCTS: Automated urban transit systems and equipment.
SCOPE: The Orange County Fixed Guideway Agency has expanded its membership. The Vancouver Skytrain System is the system that most closely resembles the type of system the Agency would like to see operating in their area.
ATTENDANCE: It is expected 4-6 officials will be invited to participate in this mission.

SECTOR: Transportation Systems, Related Equipment
SUB-SECTOR: AUTOMOTIVE AND URBAN TRANSIT

Officer: A. McBride, Tel. (613) 944-5149

EVENT: Solo Mass Transit Show - Cleveland OH, July 1993

PRODUCTS: Mass transit equipment designed for the disabled.

SCOPE: Canadian firms have developed equipment and operating systems designed to facilitate the travel on public transportation by persons with physical handicaps. These products range from wheelchair lifts to kneeling buses. With the "Americans with Disabilities Act" coming into force, transit operators will have the opportunity to observe equipment already in place to assist the disabled, and thereby meet the requirements of the Act.

ATTENDANCE: Selected Canadian manufacturers will display their products to officials of Ohio's three major transit operators, Cleveland, Cincinnati and Columbia.

SECTOR: Transportation Systems, Related Equipment
SUB-SECTOR: RECREATIONAL AND WORKING BOATS AND ACCESSORIES
Officer: J.-P. Petit, Tel. (613) 944-9482

EVENT: IMTEC (International Marine Trade Exhibit and Convention) Chicago, September 9-12, 1993.
PRODUCTS: Recreational boats and marine accessories.
SCOPE: Largest marine trade show in the world in terms of exhibits space and number of visitors.
PARTICIPANTS: 20-25 manufacturers, primarily new exporters or firms unfamiliar with IMTEC or marketing boats and marine accessories in the USA, regrouped in a national stand.

EVENT: The Fort Lauderdale International Boat Show. (October-November, 1993). Dates to be confirmed.
PRODUCTS: Recreational boats and marine accessories.
SCOPE: Largest "In-water" boat show in the world.
ATTENDANCE: 800 exhibitors and 85,000 trade visitors, including distributors, dealers, retailers, wholesalers and agents.
PARTICIPANTS: 10-15 Canadian manufacturers of recreational boats and marine accessories, regrouped in a national stand.

EVENT: The Miami International Boat and Sailboat Show, Miami Florida, February 1994. (Specific dates to be known later in the year)
PRODUCTS: Recreational boats and marine accessories.
SCOPE: The 1993 show attracted 1,200 exhibitors and 100,000 visitors. It caters to U.S., Latin American, European and Middle East markets. Open to trade and to the public.
PARTICIPANTS: Some 20 Canadian manufacturers of recreational boats and marine accessories will participate in our national stand.

SECTOR: Oil and Gas Products and Related Equipment and Services

SUB-SECTOR: OIL AND GAS EQUIPMENT

Officer: R. McNally, Tel. (613) 944-7486

EVENT: Offshore Technology Conference (OTC), Houston, May 3-6, 1993.

PRODUCTS: Equipment and services for the marine and offshore oil and gas industries.

SCOPE: This is the major North American show for this industry. Over 1,200 companies exhibit at this show and last year 261 technical papers were presented.

ATTENDANCE: Over 27,000 buyers attend this show from all over the world and is sponsored by eleven engineering associations with a combined membership of 750,000 engineers, scientists and managers.

EVENT: SPE Alaska Oil & Gas Show, May 26-28, 1993

PRODUCTS: Equipment and related services for the oil and gas sector.

SCOPE: Small National Stand organized in conjunction with the Alberta Government.

ATTENDANCE: Attendees are devoted exclusively to arctic operations and last year 1,100 specialists attended.

EVENT: Outgoing Mission of Canadian Injection Molders to Buffalo, May 26-28, 1993

PRODUCTS: Plastic tool, die and injection molding equipment.

TARGET: Engineers, plastic producers in Upper New York.

PARTICIPANTS: Expect to recruit 10 to 14 qualified Canadian manufacturers.

SECTOR: Chemicals, Petrochemicals and Related Equipment and Services

SUB-SECTOR: CHEMICALS

Officer: R. McNally, Tel. (613) 944-7486

EVENT: Chem Show, New York - Ntl. Stand, December 6-9, 1993

PRODUCTS: Chemical processing equipment such as, pumps, valves, heat exchangers, and instrumentation.

SCOPE: Annual conference and exhibition with over 750 exhibitors.

ATTENDANCE: This show attracts over 15,000 high-calibre buyers covering all aspects of the Chemical Processing Industry.

SUB-SECTOR: PLASTICS

EVENT: Incoming Mission from New York to Toronto Plastics Industry, May 19-21, 1993

PRODUCTS: Plastic tool, die and injection molding equipment.

TARGET: Engineers and purchasing agents from qualified companies interested in injection equipment.

PARTICIPANTS: Consulate in New York expects to recruit 14 companies through the help of the Canadian Association of Mold Makers.

EVENT: Outgoing Mission of Canadian Injection Molders to Buffalo, May 26-28, 1993

PRODUCTS: Plastic tool, die and injection molding equipment.

TARGET: Engineers, plastic producers in upper New York.

PARTICIPANTS: Expect to recruit 10 to 14 qualified Canadian manufacturers.

SECTOR: Consumer Products and Services
SUB-SECTOR: APPAREL AND FOOTWEAR
Officer: N. Peacock, Tel. (613) 944-9476

EVENT: CANADA MODE, Solo Show, New York, September 1993
PRODUCTS: Women's Bridge/Designer Fashions
SCOPE: 36-50 exhibitors
ATTENDANCE: Targeted at specific buyer group, approx. 350-400 expected

EVENT: CANADA MODE, February 1994
PRODUCTS: Women's Bridge/Designer Fashions
SCOPE: 36-50 exhibitors
ATTENDANCE: 350-400 expected

EVENT: EUROSTYLE, August 1993
National stand - New York
PRODUCTS: Men's clothing and accessories
SCOPE: 175 exhibitors (25 Canadian)
ATTENDANCE: Approx. 1000 men's wear specialty and boutique buyers

EVENT: EUROSTYLE, February 1994
PRODUCTS: Men's clothing and accessories
SCOPE: 175 exhibitors (25 Canadian)
ATTENDANCE: Approx. 1000 men's wear specialty and boutique buyers

EVENT: Mid West Men's Wear Collective, Chicago - National Stand, August 1993
PRODUCTS: Men's Clothing and Accessories
SCOPE: Approx. 250 exhibitors (15 Canadian)
ATTENDANCE: Approx. 3000-4000 Mid-West buyers

EVENT: Mid West Men's Wear Collective, February 1994
PRODUCTS: Men's Clothing and Accessories
SCOPE: Approx. 250 exhibitors (15 Canadian)
ATTENDANCE: Approx. 3000-4000 Mid-West buyers

SECTOR: Consumer Products and Services
SUB-SECTOR: APPAREL AND FOOTWEAR
Officer: N. Peacock, Tel. (613) 944-9476

EVENT: New York Fashion Creators, November 1993
Los Angeles -- National Stand, January 1994
and March 1994
PRODUCTS: Women's Bridge/Designer Collections
SCOPE: Approx. 150 exhibitors (10 Canadian)
ATTENDANCE: Approx. 3000 boutique/specialty department
store buyers

EVENT: Western Shoe Associates Show, February 1994
PRODUCTS: Winter boots/shoes men & women
SCOPE: 975 exhibitors
ATTENDANCE: Approx. 20,000 buyers

EVENT: Apparel rep locator mission to Minneapolis,
January 1994
PRODUCTS: Men's/Women's/Children's apparel
SCOPE: Up to 15 Canadian firms
ATTENDANCE: n/a

EVENT: Apparel rep locator mission to Buffalo,
February 1994
PRODUCTS: Men's/Women's/Children's apparel
SCOPE: Up to 15 Canadian firms
ATTENDANCE: n/a

EVENT: Children's Wear Image/Export Development
Programme, Ongoing
PRODUCTS: Children's apparel
SCOPE: Approx. 35 firms
ATTENDANCE: n/a

SECTOR: Consumer Products and Services
SUB-SECTOR: CULTURAL INDUSTRIES: Book Publishing; Film & Video; Performing Arts; Sound Recording
Officer: D. Shaw, Tel. (613) 991-9474

EVENT: ABA Anaheim, May 1993
PRODUCTS: Finished Books and Rights
SCOPE: Largest book show in North America. International show with over 1600 exhibits.
ATTENDANCE: 35,911 - Trade Only -Retail Booksellers, Agents Distributors and Publishers.

EVENT: NEBS-Mission out to Folio, New York, November 1993
ATTENDANCE: 4-6 Canadian magazine publishers with potential to export to the U.S.

FILM & VIDEO/CINÉMA ET VIDÉO

EVENT: Location Expo - National Stand, March 1994
PRODUCTS: Canadian locations for film and video production
SCOPE: U.S. film producers
ATTENDANCE: 171 film commissioners from 17 countries exhibit - 3000 industry professionals attend.

EVENT: Showbiz Expo '93 - National Stand, June 1993
PRODUCTS: Canadian technology, services, and equipment and locations.
SCOPE: Film industry professionals - Largest fair of its kind
ATTENDANCE: 21,600 visitors and 443 exhibitors

EVENT: TV - Scouting Mission In -Station KERA, TBD
Dallas to Ottawa, Toronto, Montreal

EVENT: TV & Film Producers Mission In (Part 1), October 1993, Los Angeles to Prairie Provinces

PERFORMING ARTS/ARTS D'INTERPRÉTATION

EVENT: Mission In - Performing Arts Showcase, October 1993, Dallas (MAAA) to Toronto
PRODUCTS: Theatrical and musical productions
SCOPE: Incoming buyers
ATTENDANCE: Mid-America Arts Alliance impresarios.

EVENT: Mission In-Theatre Festival Of The Americas, TBD
Montreal (or other appropriate Showcase)
Los Angeles, San Francisco
PRODUCTS: Theatrical productions
SCOPE: Incoming buyers
ATTENDANCE: Mid-America Arts Alliance impresarios

SECTOR: Consumer Products and Services
SUB-SECTOR: CULTURAL INDUSTRIES: Book publishing; Film and Video; Performing Arts, Sound Recording
Officer: D. Shaw, Tel. (613) 991-9474

SOUND RECORDING/ENREGISTREMENT SONORE

EVENT: New Music Seminar New York, June 1993
PRODUCTS: Sound recording
SCOPE: International
ATTENDANCE: 8000+ - Sound recording producers, distributors and critics. 324 Canadian artists, producers, manufacturers and distributors.

EVENT: Canadian Music CD Promotion, April 1993
SCOPE: Canadian Music CDs will be provided to selected radio stations in the U.S.

SECTOR: Consumer Products and Services

SUB-SECTOR: FURNITURE

Officer: M. Samson, Tel. (613) 944-9479

EVENT: Solo office Furniture Show,
Washington, D.C., May 11-12, 1993
PRODUCTS: Office/contract furniture and seating
SCOPE: Solo show, 15 exhibitors
ATTENDANCE: 2,000 architects, specifiers, designers

EVENT: Incoming Mission to Salon International du design
de Montreal (SIDIM), Montreal, May 28-30, 1993
PRODUCTS: Office/contract furniture and accessories
SCOPE: Regional, 150 exhibitors
ATTENDANCE: Architects, specifiers, agents, interior designers

EVENT: Incoming Mission to Montreal Furniture
Market, Montreal, June 13-16, 1993
PRODUCTS: Contemporary residential furniture, accessories,
and bedding
SCOPE: Regional show, 400 exhibitors
ATTENDANCE: Furniture retailers, wholesalers,
manufacturers representatives

EVENT: Outgoing Designers Mission to NEOCON
Chicago, June 14-16, 1993
PRODUCTS: Furniture, Construction Technology and Design
SCOPE: Educational, investigation of market opportunities
combines with the NEOCON conference and expo.
ATTENDANCE: 10 to 20 designers

EVENT: National stand, Designfest Office Furniture Show,
Orlando, July 23-24, 1993
PRODUCTS: Office/contract furniture and seating
SCOPE: National show, 400 exhibitors
ATTENDANCE: 4,000 U.S. designers, architects, specifiers and
manufacturers reps.

EVENT: Solo Contract Furniture Show, Cincinnati,
September 29, 1993
PRODUCTS: Office/contract furniture and seating
SCOPE: Solo show, 10-15 exhibitors
ATTENDANCE: 100 buyers, specifiers and architects.

SECTOR: Consumer Products and Services
SUB-SECTOR: FURNITURE

Officer: M. Samson, Tel. (613) 944-9479

EVENT: Solo Contract Furniture Show, Detroit,
October 18, 1993
PRODUCTS: Office/contract furniture and seating
SCOPE: Solo show, 10-15 exhibitors
ATTENDANCE: 100 qualified buyers and office furniture
specifiers

EVENT: Incoming Mission to International Interior
Design Exposition (IIDEX), Toronto
November 19-21, 1993
PRODUCTS: Office/contract furniture and accessories
SCOPE: National show, 450 exhibitors
ATTENDANCE: Architects, specifiers, agents, interior designers

EVENT: Incoming Mission to Toronto Furniture Market,
Toronto, January 9-11, 1994
PRODUCTS: Full range of residential furniture, accessories,
and bedding
SCOPE: Regional show, 400 exhibitors
ATTENDANCE: North American furniture retailers,
wholesalers, manufacturers representatives

EVENT: Solo Institutional Furniture Show,
Minneapolis, March 24-25, 1994
PRODUCTS: Healthcare, institutional furniture
SCOPE: Solo show, 15 exhibitors
ATTENDANCE: 500 designers, architects, purchasing officials,
facilities administrators, and products engineers.

SECTOR: Consumer Products and Services
SUB-SECTOR: ARTS, CRAFTS, GIFTWARE, JEWELLERY
Officer: M. Samson, Tel. (613) 944-9479

EVENT: Solo crafts/giftware rep locator show
Minneapolis, June 14-16, 1993
PRODUCTS: Arts, crafts, giftware
SCOPE: Solo show, 16 exhibitors
ATTENDANCE: 125 independant sales agent (reps) and some buyers

EVENT: National Stand, Washington Gift Show,
Washington, June 19-22, 1993
PRODUCTS: Crafts, giftware
SCOPE: National show, 500 exhibitors
ATTENDANCE: Trade attendees (approximately 10,000) include
specialty, chain, department and independents
retail stores, imports/export firms, boutiques,
gift and card shops, mail order/catalogue houses,
craft shops and distributors.

EVENT: National stand, Charlotte Gift & Jewellery Show,
Charlotte N.C., June 26-29, 1993
PRODUCTS: Gift, Craft, Jewellery, Houseware, Stationary,
Gourmet food
SCOPE: National show, 600 exhibitors
ATTENDANCE: 7,000 retailers, wholesalers, reps.

EVENT: National Stand, Western N.Y. Gift Show
Rochester, N.Y., July 18-21, 1993
PRODUCTS: Giftware and Craft
SCOPE: Regional show, 350 exhibitors
ATTENDANCE: 2,800 retailers, wholesalers and reps.

EVENT: Solo show of Indian Crafts, Washington D.C.,
October 29, 1993
PRODUCTS: Native arts
SCOPE: Solo exhibit with five galleries/companies
ATTENDANCE: U.S. buyers, wholesalers

EVENT: Incoming Buyers to Salon des Metiers d'Art
Montreal, December 3, 1993
PRODUCTS: Arts and Crafts
SCOPE: Regional show, 300 exhibitors
ATTENDANCE: U.S. buyers and commercial officers U.S. posts

SECTOR: Consumer Products and Services
SUB SECTOR: ARTS, CRAFTS, GIFTWARE, JEWELLERY
Officer: M. Samson, Tel. (613) 944-9479

EVENT: National stand, Charlotte Gift Show
Charlotte, N.C., January 22-25, 1994
PRODUCTS: Gift, Craft, Jewellery, Houseware
Gourmet food
SCOPE: National show, 600 exhibitors
ATTENDANCE: 7,000 retailers, wholesalers and reps

EVENT: National stand, Chicago Gift Show
Chicago, January 23-27, 1994
PRODUCTS: Giftware, crafts and jewellery, stationary,
SCOPE: National show, 1000 exhibitors
ATTENDANCE: 20,000 buyers from specialty and department
stores, importers, distributors, agents, chain
stores, gift shops and boutiques.

EVENT: Incoming Buyers to Atlantic Craft Trade Show
Halifax, February 6-8, 1994
PRODUCTS: Arts, crafts, apparel, giftware
SCOPE: Regional show, 200 exhibitors
ATTENDANCE: U.S. buyers and commercial officers U.S. posts

EVENT: National stand, Western N.Y. Gift Show
Rochester, N.Y., February 6-9, 1994
PRODUCTS: Giftware and Crafts
SCOPE: Regional show, 350 exhibitors
ATTENDANCE: 2800 retailers, wholesalers, reps.

EVENT: Incoming Buyers to Toronto Spring Gift Show
Toronto, February 20-23, 1994
PRODUCTS: Giftware, crafts, jewellery
SCOPE: National show, 2000 booths
ATTENDANCE: U.S. buyers and commercial officers U.S. posts

SECTOR: Consumer Products and Services
SUB-SECTOR: SPORTING GOODS EQUIPMENT & APPAREL
Officer: M. Nepinak, Tel. (613) 944-6134

EVENT: National Sporting Goods Association (NSGA) World Sports Expo, Chicago, Ill., August 1-3, 1993
PRODUCTS: Athletic Footwear, Equipment, Apparel and Licensed Products.
SCOPE: National Stand within a world international show.
ATTENDANCE: 86,168 sporting goods industry retailers, manufacturers, distributors, sales agents.

EVENT: Interbike - International Bicycle Expo, Las Vegas, Nevada, September 17-20, 1993
PRODUCTS: All bicycle types, equipment and related accessories and apparel.
SCOPE: National Stand within the biggest bicycle business event in the world.
ATTENDANCE: 30,000 and 685 Exhibitors.

EVENT: National Spa & Pool Institute (NSPI) International Expo, Anaheim, CA., November 3-5, 1993.
PRODUCTS: Equipment, accessories, construction and other services related to pools, whirlpools, suanas and patios.
SCOPE: National Stand within a world international event.
ATTENDANCE: 12,000 from over 61 countries, with over 450 Exhibitors.

EVENT: Sporting Goods Manufacturing Association (SGMA), Super Show, Atlanta, GA., February 4-7, 1994
PRODUCTS: Sporting goods equipment, apparel (which includes activewear and footwear) and licensed products.
SCOPE: Information Booth along with samples and directions or locator to Canadian exhibitors at this world premier event
ATTENDANCE: Over 100,000 with approximately 3,550 exhibitors

PRODUCTS: A horizontal show catering to the nursing home market. Long term health care aspects involving support life systems, health equipment and related equipment are also exhibited at this show.
SCOPE: Canada will participate with an information booth.
ATTENDANCE: 100 exhibitors will be present at this event and an attendance of 500 health specialists, gerontologists, dealers and trade representatives is expected.

SECTOR: Educational and Training, Medical, Health Care and Related Products
SUB-SECTOR: PHARMACEUTICAL, BIOTECHNOLOGY, HOSPITAL AND MEDICAL EQUIPMENT AND SERVICES
Officer: J.-P. Petit, Tel. (613) 991-9482

EVENT: American Society for Microbiology, annual meeting, Atlanta, Georgia, May 12-15 1993.
PRODUCTS: The conference focuses on biological engineering, biotechnology and microbiology and life sciences in general. The concurrent exhibition features new materials and instruments used in research and production of bio-materials, diagnostic equipment and research services.
SCOPE: A leading US conference and exhibition event dedicated to the advancement of microbiology research and biotechnology. In 1992, five Canadian companies exhibited successfully in the National Stand adjacent to an information booth shared with Ontario.
A national stand will be mounted in 1994.
ATTENDANCE: 14,000 participants and 800 exhibiting firms were registered in 1992.

EVENT: National Home Health Care Exposition, November 14-16, 1993, Atlanta
PRODUCTS: Home health care equipment and devices, medical equipment and devices.
SCOPE: Largest home health care show in the world. Canada participates with a National Stand and 19 companies.
ATTENDANCE: 950 exhibitors and 16,500 visitors in 1992. Also in attendance were 1,500 trade representatives from Europe and Japan. Visitors include dealers, distributors, pharmacy and hospital procurement agents, and rehabilitation specialists.

EVENT: Washington Health Care Association, May 17-19, 1993, Tacoma, WA
PRODUCTS: A horizontal show catering to the nursing home market. Long term health care aspects involving, support life systems, health equipment and related equipment are also exhibited at this show.
SCOPE: Canada will participate with an information booth.
ATTENDANCE: 100 exhibitors will be present at this event and an attendance of 600 health specialists, gerontologists, dealers and trade representatives is expected.

SECTOR: Educational and Training, Medical, Health Care and Related Products

SUB-SECTOR: PHARMACEUTICAL, BIOTECHNOLOGY, HOSPITAL AND MEDICAL EQUIPMENT AND SERVICES

Officer: J.-P. Petit, Tel. (613) 991-9482

EVENT: South Florida Health Care Conference & Expo 93
Mid-October 1993, dates to be confirmed.

PRODUCTS: Health care products and services.

SCOPE: A two-day Health care seminar and a trade show for Canadian suppliers of health care products and services. The seminar deals with the means to enhance the quality of medical care while maximizing cost containment. The Canadian system is touted as a possible solution to many of the ills besetting the South Florida Health Care System. The South Florida Market comprises 74 hospitals, 128 nursing homes, 35,000 beds and amounts to US\$3.4 Billion of business.

ATTENDANCE: The first edition of this seminar saw 11 Canadian companies participating and 15 Canadian companies will be invited in 1993.

EVENT: Middle Atlantic Health Congress (MAHC) 1993, New York, May 19-20, 1993

PRODUCTS: Hospital equipment, products and services.

SCOPE: This show caters to one-fifth of the U.S. hospital industry representing 214,000 hospital beds, 723,000 employees and \$39 billion in expenditures annually. The show aims at enabling MAHC members to stay abreast of the latest technological developments in the health care area. In addition various seminars are conducted on various topics related to advances in health care technology, procedures and administration.

ATTENDANCE: In 1992 the show had over 5,000 paid attendees and over 370 exhibiting companies offering health care products and services. Canada participated last year with an information booth. Canada will participate in 1993 with a National Stand and 8 Canadian firms.

SECTOR: Educational and Training, Medical, Health Care and Related Products
SUB-SECTOR: PHARMACEUTICAL, BIOTECHNOLOGY, HOSPITAL AND MEDICAL EQUIPMENT AND SERVICES
Officer: J.-P. Petit, Tel. (613) 991-9482

EVENT: Medical Design and Manufacturing East Conference and Expo, May 25-27, 1993 - New York.
PRODUCTS: Adhesives, disposables, raw materials, advanced design software, diagnostic equipment, electronic components and consulting services.
SCOPE: The MDM show features suppliers to the medical products manufacturing industry.
ATTENDANCE: 450 companies are exhibiting and 7,000 professionals are in attendance. The majority of attendees are corporate managers and product engineers. Last year Canada participated with an information booth. This year we will have a National Stand and five Canadian companies.

EVENT: Radiological Society of North America (RSNA), December 1-3, 1993, Chicago
PRODUCTS: Radiology, imaging equipment, components and supplies.
SCOPE: The RSNA event is the largest and most comprehensive show of its kind in the world. It is considered the premier opportunity to view the state-of-the-art in radiology and imaging technology supplies, services and components.
ATTENDANCE: 55,000 trade only people from 82 countries and 600 exhibitors. All leading international manufacturers of radiology equipment and services, plus makers of advanced interventional systems exhibit or participate in the trade and scientific conferences of RSNA. In 1993 Canada will be present at that show with a National Stand and 7 companies.

SECTOR: Educational and Training, Medical, Health Care and Related Products
SUB-SECTOR: PHARMACEUTICAL, BIOTECHNOLOGY, HOSPITAL AND MEDICAL EQUIPMENT AND SERVICES
Officer: J.-P. Petit, Tel. (613) 991-9482

EVENT: Incoming Strategic Partners Mission to MEDTECH International, London, Ontario. November 15-16, 1993.

PRODUCTS: Imaging equipment, instrumentation and supplies. Surgical instrumentation, equipment and supplies.

SCOPE: To invite 15 US firm representatives from border states to visit this show who caters to manufacturers of instruments, equipment and supplies related to surgery and imaging.

ATTENDANCE: 120 exhibitors and 3,000 visitors will be in attendance of this biennial Canadian health care show.

EVENT: Outgoing NEBS Mission to Veterans Affairs Hospital Procurement Centre, Chicago. December 1993, dates to be determined later

PRODUCTS: All sectors. The VAHPC has a US \$2 billion procurement budget and comprises more than 100 hospitals across the USA.

SCOPE: To introduce 10 Canadian Health Care sector firms to the VAHPC to be briefed on their import procedures with the long term objective of increasing their sales to this important US Government Agency.

ATTENDANCE: Open to all Canadian firms who are interested in that market and export-ready.

EVENT: Outgoing Trade Mission to Houston and Galveston, September 1993

PRODUCTS: Cardiology technology, diabetes treatment equipment, cancer treatment, medical devices, etc.

SCOPE: The Texas Medical Centre is the largest Medical centre in the world, with a yearly operational budget of US \$1 billion. It employs 60,000 people. The TCM is expanding its facilities with a budget of \$2.3 billion, and is looking for health care top-notch novel technology and equipment.

ATTENDANCE: The mission will be composed of 10 Canadian companies.

SECTOR: Educational and Training, Medical, Health Care and Related Products

SUB-SECTOR: PHARMACEUTICAL, BIOTECHNOLOGY, HOSPITAL AND MEDICAL EQUIPMENT AND SERVICES

Officer: J.-P. Petit, Tel. (613) 991-9482

EVENT: Outgoing Mission in Health Care Products to Indiana, September 1993, specific dates to be determined

PRODUCTS: Health care equipment, products and supplies.

SCOPE: To bring Canadian health care products suppliers to Indiana State health care facilities to renew and raise awareness among Canadian suppliers of opportunities existing in this territory.

ATTENDANCE: A mission of 10 to 15 Canadian health care products manufacturers will have the opportunity to meet with the Indiana health care institutions and prime US health care importers.

EVENT: Seminar during the Health Industry Distributors Association Exhibition and Conference (HIDA), in Kansas City, September 1993, exact dates to be determined later

PRODUCTS: Products exhibited cover the medical equipment and supplies fields, diagnostic equipment, surgical products, disposables and sanitation equipment and products.

SCOPE: A mission of 10 to 15 Canadian health care suppliers of equipment and supplies, participating in HIDA will be briefed on the trade opportunities existing in the Upper Midwest States.

ATTENDANCE: HIDA attracts 400 exhibitors and 6,500 visitors. This Seminar will allow an important group of Canadian companies to be briefed on this important market which represents 15% of the US market.

EVENT: American Society for Neurological Sciences, October 1993, dates to be determined later

PRODUCTS: Microbiology equipment, supplies and services.

SCOPE: Canada will participate in this event with an information booth and a mission of 15 Canadian firms. Possible niche market opportunities for Canadian expertise and products will be identified in using this event as a gateway to the US microbiology market.

ATTENDANCE: This is one of the biggest medical event taking place in the US with an attendance of 12,000 people and around 1,000 exhibitors.

SECTOR: Educational and Training, Medical, Health Care and Related Products
SUB-SECTOR: PHARMACEUTICAL, BIOTECHNOLOGY, HOSPITAL AND MEDICAL EQUIPMENT AND SERVICES
Officer: J.-P. Petit, Tel. (613) 991-9482

EVENT: Association of Biotechnology Companies, 7th International Biotechnology Meeting and Exhibition, Raleigh N.C. April 12-15, 1993
PRODUCTS: Catalog show and information on biotechnology products and services.
SCOPE: Canada will participate with a large information booth, to allow participating Canadian firms to exhibit their catalogs and brochures and to network with US firms. Two breakfast seminars are also organized by Canada, one on Strategic partnering and the other on Success Stories.
ATTENDANCE: Since 1987 the ABC has held annual meetings to encourage interaction between industry executives and government representatives on issues facing the biotechnology industry. It is an excellent forum for information exchange and networking. Last year, 1,500 company executives participated in the 6th Meeting of the ABC. Next year the meeting will take place in Toronto, Ontario.

EVENT: Incoming Missions from Cripps and Salk Institutes from San Diego to Vancouver, Toronto and Montreal. June 1993, dates to be determined
PRODUCTS: Biotechnology products and services.
SCOPE: To organize three information seminars where the top representatives of these two prominent US Biotechnology institutions will brief Canadian Biotech firms on prospects, latest industrial trends and partnering prospects in their territory.
ATTENDANCE: It is expected that 50 to 100 Canadian biotech firm representatives and Research centre representatives will be in attendance in each city.

SECTOR: Educational and Training, Medical, Health Care and Related Products
SUB-SECTOR: PHARMACEUTICAL, BIOTECHNOLOGY, HOSPITAL AND MEDICAL EQUIPMENT AND SERVICES
Officer: J.-P. Petit, Tel. (613) 991-9482

EVENT: Outgoing Strategic Partnering Mission to San Francisco, October 1993, dates to be determined
PRODUCTS: Biotechnology products, and services.
SCOPE: A mission composed of 10 to 15 participants which will have the opportunity to describe their biotech products and services to a pre-selected group of interested US biotech firms. This one-day seminar will lead to collaborative research, laboratory contracts and joint ventures.
ATTENDANCE: It is expected that 30 US firms will be in attendance and that 10 to 15 Canadian firms will have the opportunity to develop strategic partnering with this pre-selected pool of US firms.

EVENT: Incoming Illinois Mission to Canadian Biotechnology Plant Facility in Saskatoon, October 1993, dates to be determined
PRODUCTS: Plants for biotech research.
SCOPE: To allow leaders from the Midwest Plant Biotech Consortium to meet with their Canadian Biotech Plant counterparts in order to establish a permanent ongoing relationship, which will lead to strategic partnerships in that field where Canada has a lead.
ATTENDANCE: 11 universities and 40 biotech firms from the Midwest Plant Biotech Consortium.

EVENT: 10 Biotechnology Breakfast Seminars in San Diego, dates to be determined, in 1993-94
PRODUCTS: Biotechnology products and services.
SCOPE: To allow Canadian firms to describe to a selected group of US biotech firms their products and services.
ATTENDANCE: 5 Canadian firms will be invited per breakfast and 15 to 20 US firms will be in attendance at every breakfast.

SECTOR: Educational and Training, Medical, Health Care and Related Products
SUB-SECTOR: PHARMACEUTICAL, BIOTECHNOLOGY, HOSPITAL AND MEDICAL EQUIPMENT AND SERVICES
Officer: J.-P. Petit, Tel. (613) 991-9482

EVENT: 10 Biotechnology Breakfast Seminars in San José, 1993-1994, dates to be determined later
PRODUCTS: Same as above.
SCOPE: Same as above.
ATTENDANCE: Same as above.

EVENT: 10 Biotechnology Breakfast Seminars in Los Angeles, 1993-94, dates to be determined
PRODUCTS: Same as above.
SCOPE: Same as above.
ATTENDANCE: Same as above.

EVENT: 10 Biotechnology Breakfast Seminars in New York, 1993-94, dates to be determined
PRODUCTS: Same as above.
SCOPE: Same as above.
ATTENDANCE: Same as above.

EVENT: 10 Biotechnology Breakfast Seminars in Princeton, 1993-94, dates to be determined
PRODUCTS: Same as above.
SCOPE: Same as above.
ATTENDANCE: Same as above.

EVENT: 10 Biotechnology Breakfast Seminars in Philadelphia, 1993-94, dates to be determined
PRODUCTS: Same as above.
SCOPE: Same as above.
ATTENDANCE: Same as above.

EVENT: 8 Biotechnology Breakfast Seminars in Chicago, 1993-94, dates to be determined
PRODUCTS: Same as above.
SCOPE: Same as above.
ATTENDANCE: Same as above.

EVENT: 7 Biotechnology Breakfast Seminars in Seattle, 1993-94, dates to be determined
PRODUCTS: Same as above.
SCOPE: Same as above.
ATTENDANCE: Same as above.

SECTOR: Construction and Related Products

SUB-SECTOR: HARDWARE HOME IMPROVEMENT

Officer: R. McNally, Tel. (613) 944-7486

EVENT: National Hardware Show, Chicago, August 15-18, 1993

PRODUCTS: Hardware, home improvement (do-it-yourself), housewares, lawn & garden, pet supplies, and automarket aftermarket supplies.

SCOPE: The largest show of this type in the U.S.A. in its 47th year.

ATTENDANCE: The 1991 show attracted 75,000 buyers from major chains, individual retailers, distributors, manufacturers agents and reps.

EVENT: Pacific Coast Builders Show (PCBC), San Francisco, June 16-19, 1993

PRODUCTS: Construction products, building materials and related services.

SCOPE: Regional show attracting buyers involved in residential construction and to a lesser degree light commercial builders.

ATTENDANCE: Over 15,000 buyers attend this show representing architects, contractors, engineers and developers.

EVENT: International Tile Show, Miami, April 21-24, 1993

PRODUCTS: Construction products, building materials and related services.

SCOPE: National show drawing companies from all over the world to promote stone and tile.

ATTENDANCE: Show draws over 20,000 visitors representing a cross section of architects, interior designers, distributors, builders, general contractors and tile installers.

EVENT: National Association of Home Builders (NAHB), Las Vegas, February 19-22, 1994

PRODUCTS: Construction products, building material and related services.

SCOPE: Largest building show in North America with over 1,200 exhibitors.

ATTENDANCE: Over 65,000 visitors representing all aspects of the building trade including architects, contractors, distributors, manufacturers reps, agents and housing developers.

SECTOR:
SUB-SECTOR:

Construction and Related Products
HARDWARE HOME IMPROVEMENT

Officer: R. McNally, Tel. (613) 944-7486

EVENT:

Kitchen & Bath Show, Atlanta, May 1-3, 1993

PRODUCTS:

Wide variety of kitchen cabinets, sinks, k&b design, whirlpools, spas and appliances.

SCOPE:

The Kitchen & Bath show was formed to capitalize on the interest generated in renovation and remodelling and attracts over 700 exhibitors.

ATTENDANCE:

Over 20,000 buyers attend this show covering all aspects of the kitchen and bath industry.

SECTOR: Industrial Machinery, Environmental Equipment and Related Services
SUB-SECTOR: MATERIALS HANDLING
Officer: P.-A. Rolland, Tel. (613) 944-9475

EVENT: Powder & Bulk Solids Conference/Exposition, Chicago, May 1993
PRODUCTS: Equipment designed especially for handling and storing merchandise in powder and bulk solid form
SCOPE: National show, 550 exhibitors
ATTENDANCE: 10,000 visitors, comprising transportation and distribution managers, and manufacturers

EVENT: Association of Iron and Steel Engineers, Pittsburgh, September 1993
PRODUCTS: Steelmaking equipment and equipment used in metals production and processing.
SCOPE: Major national show
ATTENDANCE: 20,000 visitors from various categories including metal producers and fabricators, machinery and electrical machinery, and engineering and construction.

EVENT: North American Material Handling Show, Detroit, April 1994
PRODUCTS: Materials handling equipment and systems including movement, storage, control and protection of products throughout the process of their manufacture, distribution, consumption and disposal.
SCOPE: International show, 300 exhibitors.
ATTENDANCE: 10,000 visitors, comprising transportation and distribution managers, and manufacturers

EVENT: Air & Waste Management Association, Denver, CO, June 13-18, 1993
PRODUCTS: Showcase of products and services for air pollution control and waste management such as instrumentation, control equipment, engineering and consultant services.
SCOPE: National show, 400 exhibitors.
ATTENDANCE: Engineers, waste management specialists, federal, state and municipal environmental control personnel.

SECTOR: Industrial Machinery, Environmental Equipment
and Related Services
SUB-SECTOR: ENVIRONMENTAL PRODUCTS/SERVICES
Officer: D. Marsan, Tel. (613) 944-9478

A- Trade Fairs:

EVENT: New England Environmental Expo.
Boston, MA, April 13-15, 1993
PRODUCTS: Environmental products and services.
SCOPE: National Show, 400 exhibitors
ATTENDANCE: Region's largest event in environment and is
targeted at companies in both the products and
service area. Over 8000 Presidents, CEO's,
environmental managers, Federal, States and local
officials are expected to participate.

EVENT: American Water Works Association
San Antonio, Texas, June 6-10, 1993
PRODUCTS: Water meters, pipes, valves and other components
for the water works industry.
SCOPE: National show, 750 exhibitors
ATTENDANCE: 9,000. Municipal and state officials, engineers,
contractors, environmental professionals.

EVENT: Hazardous Materials Management Conference,
Atlantic City, June 9-11, 1993
PRODUCTS: Equipment for the handling, treatment, storage and
transportation of hazardous materials and waste.
SCOPE: National show, 650 exhibitors.
ATTENDANCE: 12,000. Plant engineers, environmental engineers,
municipal waste management officials, chemists,
technicians, emergency response personnel.

EVENT: Air & Waste Management Association,
Denver, CO, June 13-18, 1993
PRODUCTS: Showcase of products and services for air
pollution control and waste management such as
instrumentation, control equipment, engineering
and consultant services.
SCOPE: National show, 400 exhibitors.
ATTENDANCE: Engineers, waste management specialists, federal,
state and municipal environmental control
personnel.

SECTOR: Industrial Machinery, Environmental Services
and Related Services

SUB-SECTOR: ENVIRONMENTAL PRODUCTS/SERVICES
Officer: D. Marsan, Tel. (613) 944-9478

EVENT: Waste Expo '93
Chicago, IL, June 23-25, 1993

PRODUCTS: Solid and hazardous waste collection,
transportation and disposal equipment, related
support equipment, products and services.

SCOPE: International show, 350 exhibitors.

ATTENDANCE: 12,000 private and public-sector officials and
businesses involved in solid waste treatment and
disposal

EVENT: Solid Waste Association of North America,
San Jose, CA, August 2-5, 1993

PRODUCTS: Manufacturers and distributors of solid waste
handling equipment; trucks and bodies, land fill
compactors, incinerators, consulting services.

SCOPE: National show, 250 exhibitors.

ATTENDANCE: Municipal engineers, waste haulers, city and
street engineers.

EVENT: American Public Works Association - International
Public Works Congress & Expo
Phoenix, Arizona, September 18-23, 1993

PRODUCTS: The show features exhibits of Public Works equipment
and supplies: road machinery, vehicles, solid waste
collection systems, equipment services, water
resource and buildings & ground maintenance.

SCOPE: International, 350 exhibitors.

ATTENDANCE: 10,000 Public Works professionals from local county,
states and federal governments.

EVENT: Instrument Society of America, Instrument
International Automation Conference & Exhibition
Chicago, IL, September 19-24, 1993

PRODUCTS: Principal exhibits on display are instrumentation
and automatic control systems.

SCOPE: International, 600 booths.

ATTENDANCE: 30,000 professionals, Presidents, CEO's from all
industrial and services sectors, Federal, States and
local county officials are expected to visit.

SECTOR: Industrial Machinery, Environmental Equipment
and Related Services
SUB-SECTOR: ENVIRONMENTAL PRODUCTS/SERVICES
Officer: D. Marsan, Tel. (613) 944-9478

EVENT: Water Environment Federation,
Anaheim, CA, October 3-7, 1993
PRODUCTS: Municipal and industrial wastewater treatment
equipment, hazardous waste handling, treatment and
disposal equipment.
SCOPE: National show, 300 exhibitors.
ATTENDANCE: Engineers, municipal and industrial waste
treatment managers, municipal officials, consulting
firms, contractors.

EVENT: Hazardous Materials & Environmental Management
Conference & Exhibition (HazMat West)
Long Beach, CA, November 16-18, 1993
PRODUCTS: Equipment for the handling, treatment, storage and
transportation of hazardous materials and wastes.
SCOPE: National show, 525 exhibitors
ATTENDANCE: Plant engineers, environmental engineers, municipal
waste management officials, chemists, technicians,
emergency response personnel.

EVENT: 10th Annual New Jersey Environmental Expo
Somerset NJ, October 1993
PRODUCTS: Environmental services and equipment for solid
waste management, water resource management,
environmental assessment equipment, air pollution
control and site reclamation.
SCOPE: Regional show, 250 exhibitors.
ATTENDANCE: 3000 industry, Municipal, State and Federal
visitors.

EVENT: Oil Spill Prevention & Response Exposition
San Francisco, CA, November 10-12, 1993
PRODUCTS: The field of exhibitors is quite broad and includes
companies and agencies concerned with meeting the
new mandates for spill prevention and response, to
those providing transportation and clean-up,
manufacturers of oil sorbents, protective clothings.
SCOPE: Regional show, 67 exhibitors.
ATTENDANCE: 500 professionals from environmental waste clean-up
companies, maritime vessels owners/operators, oil
cooperatives, machinery suppliers, oil companies,
government regulators and Coast Guard.

SECTOR: Industrial Machinery, Environmental Equipment
and Related Services
SUB-SECTOR: ENVIRONMENTAL PRODUCTS/SERVICES
Officer: D. Marsan, Tel. (613) 944-9478

EVENT: Hazardous Materials Control (SUPERFUND '93)
Washington DC, November 30-December 2, 1993
PRODUCTS: Systems and services for the collection,
containment, and disposal of toxic/hazardous
materials generated by the municipal and industrial
processes.
SCOPE: National Show, 480 exhibitors
ATTENDANCE: Environmental consultants, plant engineers, state
and local government procurement officials,
technicians and chemists, as well as
buyers from US federal government
departments such as EPA, DOD and DOE.

B- Mission:

EVENT: Mission - Restoration Opportunities - Idaho National
Engineering Laboratory (INEL),
Idaho Falls, ID, May 1993
PRODUCTS: INEL is a multi-program laboratory operated for the
US Department of Energy (DOE) by several US
contractors. The focus of this laboratory is
research and development in reactor physics and
technology, materials and heat transfer, nuclear
waste management and R&D testing for the DOE and
NRC reactor safety programs.
TARGET: The purpose of the mission is to identify
opportunities for remediation test projects,
research directions, liaison with local business
community for possible partnering efforts.
PARTICIPANTS: Mission will consist of highly specialized Canadian
companies that offer products or services applicable
to nuclear site remediation.

EVENT: Mission - Hazardous Materials Environmental
Management Conference & Exhibition (HazMat/North
Am), Detroit, MI, October 1993
PRODUCTS: Products and services for hazardous materials
management, hazardous waste disposal, polluting and
abatement, and environmental remediation.
TARGET: 2,000 attendees are industrial executives,
engineers, environmental managers and directors of
environmental engineering.
PARTICIPANTS: Mission will consist of 10 - 12 Canadian firms
active in this environmental sub-sector.

SECTOR: Industrial Machinery, Environmental Equipment
and Related Services
SUB-SECTOR: ENVIRONMENTAL PRODUCTS/SERVICES
Officer: D. Marsan, Tel. (613) 944-9478

C- Workshops/Seminars:

EVENT: Environmental Strategy Matching/Partnering
Workshops/Industrial Waste Water

DESCRIPTION: To conduct in cooperation with the Canadian
Trade Offices in Pittsburgh and Cincinnati
workshops for Canadian companies active in this
sub-sector, matched with selected US firms with
similar interests for possible technology sharing,
strategic alliances, sub-contracting arrangements
etc.

LOCATION(S): Pittsburgh, PA, Cincinnati, OH

DATE(S): June 1993

EVENT: Canada-US Environmental Forum (CUE)

DESCRIPTION: The CUE workshop will showcase technologies in five
major areas of environmental concern - air, waste,
water, management and engineering. Joining an
exposition format with an open discussion forum,
this unique one and a half day event is designed to
promote teaming between U.S. organizations and
their Canadian counterparts to form partnerships,
collaborations, joint venture agreements, research
contracts, and strategic alliances.

LOCATION(S): Raleigh, NC

DATE(S): September 1993, February 1994.

EVENT: Analytical Laboratory Certification Seminar

DESCRIPTION: Objective is to organize a seminar in Canada or a
Mission to Washington D.C. to learn about the
requirements to subcontract analytical laboratory
services to firms in the United States.

LOCATION: Washington D.C.

DATES: September 1993

EVENT: Environmental Partnering Workshops

DESCRIPTION: Provide a venue for introducing Canadian companies
in the Environmental Products and Services field to
selected local businesses with similar interest for
possible technology sharing, strategic alliances,
sub-contracting arrangements etc.

LOCATION: Seattle, WA

DATES: October 1993, January 1994

SECTOR: Industrial Machinery, Environmental Equipment
and Related Services

SUB-SECTOR: ENVIRONMENTAL PRODUCTS/SERVICES

Officer: D. Marsan, Tel. (613) 944-9478

EVENT: Environmental Matching/Partnering Workshops
Hazardous Waste

DESCRIPTION: To conduct workshops for Canadian companies involved in this environmental sub-sector, to be matched with appropriate selected US firms with similar interests for possible technology sharing, strategic alliances, sub-contracting arrangements etc.

LOCATION: Pittsburgh, PA, Cincinnati, OH.

DATES: January 1994.

EVENT: Hanford Tour & Partnering Opportunity Exchange

DESCRIPTION: Mission to DOE site at Hanford for site inspection "opportunities" session with technical staff and purchasing departments, and partnering meeting with area businesses involved with environmental restoration projects.

LOCATION: Seattle, WA

DATES: March 1994

SECTOR: Industrial Machinery, Environment Equipment and
Related Services
SUB-SECTOR: PACKAGING EQUIPMENT
Officer: M. Nepinak, Tel. 944-6134

SECTOR: Industrial Machinery, Environment Equipment
and Related Services
SUB-SECTOR: PRODUCTION EQUIPMENT

EVENT: Westpack '93, Anaheim Ca., September 21-23, 1993
PRODUCTS: Packaging Machinery, equipment and supplies
SCOPE: National Stand within this major international
event
ATTENDANCE: 22,734 qualified packaging decision makers and as
well 520 exhibitors.

EVENT: Fastener Show, Columbus, Ohio,
May 1993

PRODUCTS: Fastening tools, systems, machinery and materials,
fastener-producing machinery, fastening systems
and the fasteners themselves, such as screws,
bolts, nuts, and more recently developed plastic
fastening devices.

SCOPE: Regional show covering important industrial area
330 exhibitors.

ATTENDANCE: 4000 attendees, including plant managers and
planners, product development and manufacturing
design engineers, distributors, agents and buyers,
who are involved with the purchasing of machinery,
complete systems or fasteners in bulk, depending
on the complexity of the manufacturing or
packaging job at hand.

EVENT: Fabtech '93, Rosemont, Illinois, October 1993

PRODUCTS: Sheetmetal fabrication and processing machinery
SCOPE: Major international show, 350 exhibitors from 20
countries.

ATTENDANCE: 14,283 visitors, comprising production engineers,
managers, and job shop owners, and various other
clients involved in fabricating operations.

SECTOR: Industrial Machinery, Environmental Equipment and Related Services
SUB-SECTOR: PRODUCTION EQUIPMENT
Officer: P.-A. Rolland, Tel. (613) 944-9475

EVENT: National Industrial Fastener Show, Columbus, Ohio, May 1993

PRODUCTS: Fastening tools, systems, machinery and materials, fastener-producing machinery, fastening systems and the fasteners themselves, such as screws, bolts, nuts, and more recently developed plastic fastening devices.

SCOPE: Regional show covering important industrial area 330 exhibitors.

ATTENDANCE: 4000 attendees, including plant managers and planners, product development and manufacturing design engineers, distributors, agents and buyers, who are involved with the purchasing of machinery, complete systems or fasteners in bulk, depending on the complexity of the manufacturing or packaging job at hand.

EVENT: Fabtech '93, Rosemont, Illinois, October 1993

PRODUCTS: Sheetmetal fabrication and processing machinery

SCOPE: Major international show, 550 exhibitors from 20 countries.

ATTENDANCE: 14,283 visitors, comprising production engineers, managers, and job shop owners, and various other clients involved in fabricating operations.

SECTOR: Industrial Machinery, Environmental Equipment and Related Services
SUB-SECTOR: PRINTING EQUIPMENT AND SERVICES
Officer: M. Samson, Tel. (613) 944-9479

EVENT: National stand, Graph-Expo equipment trade show, Chicago, October 31-November 3, 1993
PRODUCTS: Printing Machinery & Systems, Supplies & Accessories/Postpress Equipment & Accessories
SCOPE: International show, 600+ exhibitors
ATTENDANCE: 49,000 commercial printers, agents and reps. from 71 nations and all 50 states.
ATTENDANCE: 12,000 attendees, executives, managers, engineers, research scientists and technologists in the pulp, packaging, converting, paper, non wove and allied industries.

SECTOR: Industrial Machinery, Environmental Equipment and Related Services

SUB-SECTOR: EQUIPMENT AND SERVICES FOR THE PULP AND PAPER INDUSTRY

Officer: P.-A. Rolland, Tel. (613) 944-9475

EVENT: TAPPI'94, Atlanta, February 1994
PRODUCTS: Pulp and paper equipment and machinery - Pumps and compressors; valves; pulping equipment; recovery boilers, and refiners; waste water treatment equipment.
SCOPE: Major national show, with important offshore attendance. 450 exhibitors
ATTENDANCE: 12,000 attendees: executives, managers, engineers, research scientists and technologists in the pulp, packaging, converting, paper, non woven and allied industries.

EVENT: Trade mission to U.S. eastern seaboard hydroelectric sites to explore site rehabilitation opportunities; May 1993
SERVICES: Consulting engineering, maintenance software
SCOPE: State and municipal hydro officials
PARTICIPANTS: Ten Canadian companies

EVENT: Trade mission to U.S. western seaboard hydroelectric sites to explore site rehabilitation opportunities; June 1993
SERVICES: Consulting engineering, maintenance software
SCOPE: State and municipal hydro officials
PARTICIPANTS: Six Canadian companies

EVENT: Media tour to meet editors of geomatics trade publications; Boston, June 1993
SERVICES: Secretarial
SCOPE: Editors of information technology and geomatics-related publications
PARTICIPANTS: Four Canadian companies

SECTOR: Services Industries and Non-Defence Government Procurement

SUB-SECTOR: SERVICES INDUSTRIES

Officer: D. Conrad, Tel. (613) 944-9440

EVENT: Intermodal Transportation Show, Atlanta
April, 1993

SERVICES: Transportation services and freight forwarding

SCOPE: 5,000 international shipping and port executives

PARTICIPANTS: Ten Canadian companies

EVENT: Partnering trade mission for business industrial efficiency consultants;
April, 1993; Buffalo

SERVICES: Financial and business services consultants

SCOPE: Representatives of large U.S. manufacturing firms

PARTICIPANTS: Ten Canadian companies

EVENT: Trade mission to U.S. eastern seaboard hydroelectric sites to explore
site rehabilitation opportunities; May 1993

SERVICES: Consulting engineering, maintenance software

SCOPE: State and municipal hydro officials

PARTICIPANTS: Ten Canadian companies

EVENT: Trade mission to U.S. western seaboard hydroelectric sites to explore
site rehabilitation opportunities; June 1993

SERVICES: Consulting engineering, maintenance software

SCOPE: State and municipal hydro officials

PARTICIPANTS: Six Canadian companies

EVENT: Media tour to meet editors of geomatics trade publications; Boston, June 1993

SERVICES: Geomatics

SCOPE: Editors of information technology and geomatics-related publications

PARTICIPANTS: Four Canadian companies

SECTOR: Services Industries and Non-Defence Government
Procurement

SUB-SECTOR: SERVICES INDUSTRIES
Officer: D. Conrad, Tel. (613) 944-9440

EVENT: Consulting Engineering/architectural
export conference; Minneapolis; June, 1993

SERVICES: Consulting engineering, architectural

SCOPE: U.S. engineers and architects

PARTICIPANTS: Ten Canadian companies

EVENT: Trade mission aimed at specialty air services;
Seattle; October 1993

SERVICES: Specialty air services/geomatics

SCOPE: State, local and municipal buyers and
potential U.S. partners

PARTICIPANTS: Ten Canadian companies

EVENT: Architectural/interior design trade mission
Washington DC; October 1993

SERVICES: Architectural and interior design

SCOPE: U.S. architects and industry associations

PARTICIPANTS: Twelve Canadian companies

EVENT: Professional Services Trade Mission;
Detroit, Indianapolis; November, 1993

SERVICES: Business support, training, management
consulting, legal and accounting, health
care and public transit

SCOPE: The mission will include one-on-one
meetings with potential clients and
partners in these sub-sectors.

PARTICIPANTS: Eight Canadian companies

EVENT: Media Tour for high technology services;
San Jose, San Francisco; January, 1994

SERVICES: High technology, software

SCOPE: Editors of high technology trade press

PARTICIPANTS: Four Canadian companies

SECTOR: Services Industries and Non-Defence Government Procurement
SUB-SECTOR: SERVICES INDUSTRIES
Officer: D. Conrad, Tel. (613) 944-9440

EVENT: Architectural trade mission to Lake Superior Design Conference; Minneapolis, January, 1994

SERVICES: Architectural and design
SCOPE: Over 100 U.S. architects and specifiers
PARTICIPANTS: Twelve Canadian companies

EVENT: Health care consulting services trade mission; Minneapolis, February 1994

SERVICES: Consulting, specialized in the design of health care programs

SCOPE: State officials involved in recently-legislated state health care programs

PARTICIPANTS: Ten Canadian companies

EVENT: Trade mission to Technical Association of Pulp & Paper Industry (TAPPI) Show; Atlanta, March 1994

SERVICES: Pulp and paper, forestry, consulting
SCOPE: Exhibitors and visitors to TAPPI

PARTICIPANTS: Ten Canadian companies

EVENT: Intergovernmental Technology Conference trade mission; Columbus, Ohio, May 1993

SERVICES: Information technology
SCOPE: State and multiple users and purchasers from six states, U.S. systems integrators

PARTICIPANTS: Ten Canadian companies

SECTOR: Services Industries and Non-Defence Government Procurement

SUB-SECTOR: NON-DEFENCE GOVERNMENT PROCUREMENT

Officer: D. Conrad, Tel. (613) 944-9440

EVENT: Geomatics Media Tour: Denver; October 1993
SERVICES: Geographic Information Systems (GIS) and environmental services
SCOPE: Editors of geomatics-related publications and visit to conference
PARTICIPANTS: Four Canadian companies

EVENT: Federal Office Systems Exposition (FOSE) trade show; Washington DC, April 1993
PRODUCTS: Information technology
SCOPE: Over 70,000 Federal government users, purchasing officials, U.S. systems integrators
PARTICIPANTS: Ten Canadian exhibitors

EVENT: Federal Computer Conference West trade show; Anaheim, May 1993
PRODUCTS: Information technology
SCOPE: Over 10,000 government users, military and systems integrators
PARTICIPANTS: Seven Canadian companies

EVENT: Seminar to promote Marketing Strategies for Government; Calgary, Winnipeg, Toronto Ottawa and Montreal; September 1993
PRODUCTS: Information technology
SCOPE: Washington-based consultant will offer an overview of channels and strategies for marketing information technology to the U.S. federal government.
PARTICIPANTS: One hundred Canadian companies

EVENT: Intergovernmental Technology Conference trade mission; Columbus, Ohio, May 1993
PRODUCTS: Information technology
SCOPE: State and municipal users and purchasers from six states, U.S. systems integrators
PARTICIPANTS: Ten Canadian companies

SECTOR: Services Industries and Non-Defence Government Procurement

SUB-SECTOR: NON-DEFENCE GOVERNMENT PROCUREMENT
Officer: D. Conrad, Tel. (613) 944-9440

EVENT: Schedule Contracting Mission to the General Services Administration. Washington D.C. May 1993

PRODUCTS: Scientific instrumentation

SCOPE: Buyers representing the U.S. General Services Administration

PARTICIPANTS: Ten Canadian companies

EVENT: Trade Mission on selling to State and local governments. San Diego, Long Beach, Los Angeles; July 1993

PRODUCTS: Geographic Information Systems (GIS) and information technology

SCOPE: Purchasers representing the State of California, the County of Los Angeles and the cities of San Diego, Long Beach and Los Angeles

PARTICIPANTS: Fifteen Canadian companies

EVENT: FedMicro trade show; Washington DC; August 1993

PRODUCTS: Microcomputer hardware, software, networking

SCOPE: Over 50,000 federal government buyers and end users, U.S. systems integrators

PARTICIPANTS: Ten Canadian exhibitors

EVENT: Preliminary briefing for "Technology Partnership Program"; Montreal, Ottawa, Toronto; August 1993

PRODUCTS: Information technology

SCOPE: This briefing will be mandatory for all companies selected to participate in the Department's "Technology Partnership Program". The program matches Canadian informatics firms with systems integrators in the Washington, DC area to explore business opportunities.

PARTICIPANTS: One hundred Canadian companies across Canada

EVENT: State government trade mission to the New York tri-state area; September 1993

PRODUCTS: All sectors

SCOPE: State purchasing officials representing the New York tri-state area

PARTICIPANTS: Eight Canadian companies

SECTOR: Services Industries and Non-Defence Government Procurement
SUB-SECTOR: NON-DEFENCE GOVERNMENT PROCUREMENT
Officer: D. Conrad, Tel. (613) 944-9440

EVENT: Trade mission to visit TechExpo systems integrator mini trade show; Washington DC October 1993
PRODUCTS: Information technology
SCOPE: Over 100 U.S. systems integrators
PARTICIPANTS: Twelve Canadian companies

EVENT: U.S. federal government trade mission; Washington DC, December 1993
PRODUCTS/SERVICES: Geomatics (GIS) and information technology
SCOPE: U.S. federal government purchasers and end users
PARTICIPANTS: Twelve Canadian companies

EVENT: Trade mission to the U.S. General Services Administration (GSA), Fort Worth, January 1994
PRODUCTS: Consumer products
SCOPE: Federal government purchasers will offer briefings on selling to the government
PARTICIPANTS: Eight Canadian companies

EVENT: Communications Networks (ComNet) trade show; Washington DC, February 1994
PRODUCTS: Voice, data and telecommunications networks
SCOPE: Over 25,000 U.S. federal government purchasers and end users; private sector companies
PARTICIPANTS: Ten Canadian exhibitors

EVENT: Trade mission to workshop, "Marketing to State Governments"; Tucson, March 1994
PRODUCTS: All sectors
SCOPE: Senior purchasing officials representing over 30 states will offer a workshop to 300 vendors
PARTICIPANTS: Twenty Canadian companies

EVENT: Trade mission to visit TechExpo systems integrator trade show; Washington DC March 1994
PRODUCTS: Information technology
SCOPE: Over 100 U.S. systems integrators will exhibit at a one-day mini trade fair
PARTICIPANTS: Twenty Canadian companies

SECTOR: Services Industries and Non-Defence Government
Procurement
SUB-SECTOR: NON-DEFENCE GOVERNMENT PROCUREMENT
Officer: D. Conrad, Tel. (613) 944-9440

EVENT: Trade mission to the U.S. General
Services Administration (GSA) and visit
Inter-Op show; Washington DC; March 1994
PRODUCTS: Information technology (interoperability)
SCOPE: Purchasing officials representing the
GSA will offer presentations to mission
participants; followed by visit to Inter-Op
trade show with over 20,000 attendees
PARTICIPANTS: Twelve Canadian companies

Services Industries and Non-Defense Government
Procurement
NON-DEFENSE GOVERNMENT PROCUREMENT
Office: 6. Central, Tel. (413) 544-2440

SECTION:

SUB-SECTION:

Trade mission to the U.S. General
Services Administration (GSA) and visit
Inter-Op event; Washington DC; March 2004
Information technology (interoperability)
Procurement officials representing the
GSA will offer presentations to mission
participants, followed by visit to Inter-Op
Trade show with over 20,00 attendees
Twelve Canadian companies

EVENT:

PRODUCTS:

SCOPE:

PARTICIPANTS:

SECTOR: Sectors and Services not elsewhere specified

SUB-SECTOR: PUERTO RICO

Officer: M. Nepinak, Tel. (613) 944-6134

EVENT: Variety of Trade Shows in San Juan, Puerto Rico
PRODUCTS: To participate in six separate trade shows in following industries: Ag/food, Healthcare, Environment, Telecommunications, Consumer Goods and Hardware & Furniture.

SCOPE: Info Booths.

ATTENDANCE: N/A

SCOPE: Investigation of market opportunities immediately across the U.S./Canada border.
ATTENDANCE: 10-20 Potential Exporters per mission.

EVENT: Detroit: 7 Missions
PRODUCTS: Sector Specific and Multi-Sectoral Missions including PROFIT.
SCOPE: Investigation of regional markets immediately across Cda/U.S. border.
ATTENDANCE: 10 to 20 Potential exporters.

EVENT: Minneapolis: 4 Missions
PRODUCTS: Sector-Specific Missions to be determined including farm equipment, electronic components and software.
SCOPE: Investigation of regional sector specific markets
ATTENDANCE: 10 to 15 export ready firms.

EVENT: Seattle: 20 Missions
PRODUCTS: Sector-specific and multi-sectoral missions
SCOPE: Investigation of regional markets immediately across the Cda./U.S. border.
ATTENDANCE: 10 to 20 potential exporters per mission

SECTOR: Services and Services not elsewhere specified
SUB-SECTOR: OTHER
OFFICER: M. Rajan, Tel. (222) 222-2222

EVENT: Variety of trade shows in San Juan, Puerto Rico
PRODUCTS: To participate in six separate trade shows
in following industries: Ag/Food, Healthcare,
Environment, Telecommunications, Consumer Goods
and Hardware & Furniture.
SCOPE: Int'l
ATTENDANCE: N/A

SECTOR: Sectors and Services Not Elsewhere Specified
SUB-SECTOR: NEW EXPORTERS TO BORDER STATES (NEBS)
Officer: D. Shaw, Tel. (613) 944-9474

EVENT: Boston: 20 NEBS Missions
PRODUCTS: Various and Multi-Sectoral
SCOPE: Investigation of markets immediately across U.S./Cda border.
ATTENDANCE: 10-20 Potential Exporters per mission.

EVENT: Buffalo: 17 Missions
PRODUCTS: Various Sector Specific and Multi-Sectoral
SCOPE: Investigation of market opportunities immediately across the U.S./Canada border.
ATTENDANCE: 10-20 Potential Exporters per mission.

EVENT: Detroit: 7 Missions
PRODUCTS: Sector Specific and Multi-Sectoral Missions including PROFIT.
SCOPE: Investigation of regional markets immediately across Cda/U.S. border.
ATTENDANCE: 10 to 20 Potential exporters.

EVENT: Minneapolis: 4 Missions
PRODUCTS: Sector-Specific Missions to be determined including farm equipment, electronic components and software.
SCOPE: Investigation of regional sector specific markets
ATTENDANCE: 10 to 15 export ready firms.

EVENT: Seattle: ~~20~~ Missions
PRODUCTS: Sector-specific and multi-sectoral missions
SCOPE: Investigation of regional markets immediately across the Cda./U.S. border.
ATTENDANCE: 10 to 20 potential exporters per mission

SECTOR: INVESTMENT

FOUNDED DEVELOPMENT PROGRAM
Office: J. K. ... Vol. (416) 944-8333

A number of initiatives aimed at promoting investments into Canada have also been proposed. For further details on specific projects, please contact Mr. Louis Gaétan (944-7348).

EVENT: Spotlight Canada - Buffalo, March 1994
PRODUCTS: All travel-trade customer segments
SCOPE: Marketplace in Buffalo Territory
ATTENDANCE: Canadian sellers to meet U.S. buyers
CONTACT: L. Niederlander (716) 837-1267

EVENT: Spotlight Canada - Dallas, February 1994
PRODUCTS: All travel-trade customer segments
SCOPE: Marketplace in Dallas Territory
ATTENDANCE: Canadian sellers to meet U.S. buyers
CONTACT: J. Roudeau (214) 822-9006

EVENT: Spotlight Canada - Detroit, June 1993
PRODUCTS: All travel-trade customer segments
SCOPE: Marketplace in Detroit Territory
ATTENDANCE: Canadian sellers to meet U.S. buyers
CONTACT: M. Rice (313) 567-2088

EVENT: Spotlight Canada - Los Angeles, May 1993
PRODUCTS: All travel-trade customer segments
SCOPE: Marketplace in Los Angeles Territory
ATTENDANCE: Canadian seller to meet U.S. buyers
CONTACT: J. Kammussen (213) 678-7432

EVENT: Spotlight Canada - Los Angeles, February 1994
PRODUCTS: All travel-trade customer segments
SCOPE: Marketplace in Los Angeles Territory
ATTENDANCE: Canadian seller to meet U.S. buyers
CONTACT: J. Kammussen (213) 678-7432

EVENT: Spotlight Canada - Minneapolis, March 1994
PRODUCTS: All travel-trade customer segments
SCOPE: Marketplace in Minneapolis Territory
ATTENDANCE: Canadian sellers to meet U.S. buyers
CONTACT: ... (612) 331-4441

SECTOR: Tourism
SUB-SECTOR: TOURISM DEVELOPMENT PROGRAM
Officer: J. Kern, Tel. (613) 944-8823

EVENT: Spotlight Canada - Buffalo, September 1993
PRODUCTS: All travel trade customers segments
SCOPE: Marketplace in Buffalo Territory
ATTENDANCE: Canadian sellers to meet U.S. buyers
CONTACT: L.Niederlander (716)852-1247

EVENT: Spotlight Canada - Buffalo, March 1994
PRODUCTS: All travel trade customers segments
SCOPE: Marketplace in Buffalo Territory
ATTENDANCE: Canadian sellers to meet U.S. buyers
CONTACT: L.Niederlander (716)852-1247

EVENT: Spotlight Canada - Dallas, February 1994
PRODUCTS: All travel trade customer segments
SCOPE: Marketplace in Dallas Territory
ATTENDANCE: Canadian sellers to meet U.S. buyers
CONTACT: J.Rondeau (214)922-9806

EVENT: Spotlight Canada - Detroit, June 1993
PRODUCTS: All travel trade customer segments
SCOPE: Marketplace in Detroit Territory
ATTENDANCE: Canadian sellers to meet U.S. buyers
CONTACT: M.Rice (313)567-2086

EVENT: Spotlight Canada - Los Angeles, May 1993
PRODUCTS: All travel trade customer segments
SCOPE: Marketplace in Los Angeles Territory
ATTENDANCE: Canadian seller to meet U.S. buyers
CONTACT: J.Rasmussen (213)678-7432

EVENT: Spotlight Canada - Los Angeles, February 1994
PRODUCTS: All travel trade customer segments
SCOPE: Marketplace in Los Angeles Territory
ATTENDANCE: Canadian seller to meet U.S. buyers
CONTACT: J.Rasmussen (213)678-7432

EVENT: Spotlight Canada - Minneapolis, March 1994
PRODUCTS: All travel trade customer segments
SCOPE: Marketplace in Minneapolis Territory
ATTENDANCE: Canadian sellers to meet U.S. buyers
CONTACT: S.Dowling (612)333-4641

SECTOR: Tourism
SUB-SECTOR: TOURISM DEVELOPMENT PROGRAM
Officer: J.Kern, Tel. (613) 944-8823

EVENT: Spotlight Canada - New York, June 1993
PRODUCTS: All travel trade customer segments
SCOPE: Marketplace in New York Territory
ATTENDANCE: Canadian sellers to meet U.S. buyers
CONTACT: H.Davidson (212)596-1600

EVENT: Spotlight Canada - Pittsburgh, April 1993
PRODUCTS: All travel trade customer segments
SCOPE: Marketplace in Pittsburgh Territory
ATTENDANCE: Canadian sellers to meet U.S. buyers
CONTACT: V.Boehm (412)392-2308

EVENT: Spotlight Canada - San Fransisco, February 1994
PRODUCTS: All travel trade customer segments
SCOPE: Marketplace in San Fransisco Area
ATTENDANCE: Canadian sellers to meet U.S. buyers
CONTACT: J.Duffy (213)678-7432

EVENT: Spotlight Canada - Seattle, October 1993
PRODUCTS: All travel trade customer segments
SCOPE: Marketplace in Seattle Territory
ATTENDANCE: Canadian sellers to meet U.S. buyers
CONTACT: R.Brown (206)443-1777

EVENT: Spotlight Canada - Cleveland, May 1993
PRODUCTS: All travel trade customer segments
SCOPE: Ed. Fam. Tour from Cleveland Territory to Province of Quebec
ATTENDANCE: U.S. buyers to meet Canadian sellers
CONTACT: M.Rice (313)567-2086

EVENT: Spotlight Canada - Cincinnati, April 1993
PRODUCTS: All travel trade customer segments
SCOPE: Ed. Fam. Tour from Cincinnati Territory to Ontario
ATTENDANCE: U.S. buyers to meet Canadian sellers
CONTACT: J. Wellman (513)762-7655

EVENT: Spotlight Canada - Pittsburgh, October 1993
PRODUCTS: All travel trade customer segments
SCOPE: Seminar in Pittsburgh Territory
ATTENDANCE: U.S. buyers
CONTACT: V.Boehm (412)392-2308

SECTOR: Tourism
SUB-SECTOR: TOURISM DEVELOPMENT PROGRAM
Officer: J. Kern, Tel: (613) 944-8823

EVENT: Spotlight Canada - British Columbia, September 1993
PRODUCTS: All travel trade customer segments
SCOPE: Ed. Fam. Tour to B.C.
ATTENDANCE: U.S. buyers to meet B.C. sellers
CONTACT: J.Rondeau (214)922-9806

EVENT: Showcase Canada - Buffalo, February 1994
PRODUCTS: Meet./Conv./Incentive travel
SCOPE: Marketplace in Buffalo Territory
ATTENDANCE: Canadian MC & IT sellers and U.S. MC & IT buyers
CONTACT: L. Niederlander (716)852-1247

EVENT: Showcase Canada - Detroit, November 1993
PRODUCTS: Meet./Conv./Incentive travel
SCOPE: Marketplace in Detroit Territory
ATTENDANCE: Canadian MC & IT sellers and U.S. MC & IT buyers
CONTACT: M.Rice (313)567-2086

EVENT: Showcase Canada - Los Angeles, March 1994
PRODUCTS: Meet./Conv./Incentive travel
SCOPE: Marketplace in Los Angeles Territory
ATTENDANCE: Canadian MC & IT sellers and U.S. MC & IT buyers
CONTACT: J. Rasmussen (213)687-7432

EVENT: Showcase Canada - New York, November 1993
PRODUCTS: Meet./Conv./Incentive travel
SCOPE: Marketplace in New York Territory
ATTENDANCE: Canadian MC & IT sellers and U.S. MC & IT buyers
CONTACT: H. Davidson (212)596-1600

EVENT: Showcase Canada - Pittsburgh, April 1993
PRODUCTS: Meet./Conv./Incentive travel
SCOPE: Marketplace in Pittsburgh Territory
ATTENDANCE: Canadian MC & IT sellers and U.S. MC & IT buyers
CONTACT: V.Boehm (412)392-2308

EVENT: Showcase Canada - Atlanta, April 1993
PRODUCTS: Meet./Conv./Incentive travel
SCOPE: Marketplace in Atlanta Territory
ATTENDANCE: Canadian MC & IT sellers and U.S. MC & IT buyers
CONTACT: M.Goodie (404)577-6810

SECTOR: Tourism
SUB-SECTOR: TOURISM DEVELOPMENT PROGRAM
Officer: J. Kern, Tel. (613)944-8823

EVENT: Showcase Canada - Houston/Dallas, April 1993
PRODUCTS: Meet./Conv./Incentive travel
SCOPE: Marketplaces in Dallas Territory
ATTENDANCE: Canadian MC & IT sellers and U.S. MC & IT buyers
CONTACT: J.Rondeau (214)922-9806

EVENT: Showcase Canada - Minneapolis, April 1993
PRODUCTS: Meet./Conv./Incentive travel
SCOPE: Marketplace in Minneapolis Territory
ATTENDANCE: Canadian MC & IT sellers and U.S. MC & IT buyers
CONTACT: S.Dowling (612)333-4641

EVENT: Showcase Canada - Washington D.C., November 1993
PRODUCTS: Meet./Conv./Incentive travel
SCOPE: Marketplace in Washington D.C. Territory
ATTENDANCE: Canadian MC & IT sellers and U.S. MC & IT buyers
CONTACT: S.Iris (202)682-1740

EVENT: Showcase Canada - San Fransisco, March 1994
PRODUCTS: Meet./Conv./Incentive travel
SCOPE: Marketplace in San Fransisco Territory
ATTENDANCE: Canadian MC & IT sellers and U.S. MC & IT buyers
CONTACT: J.Duffy (213)687-7432

EVENT: Showcase Canada - Seattle, March 1994
PRODUCTS: Meet./Conv./Incentive travel
SCOPE: Marketplaces in Seattle Territory
ATTENDANCE: Canadian MC & IT sellers and U.S. MC & IT buyers
CONTACT: B.Brown (403)443-1777

EVENT: Showcase Canada - St.Louis, May 1993
PRODUCTS: Meet./Conv./Incentive travel
SCOPE: Marketplace in Chicago Territory (St.Louis)
ATTENDANCE: Canadian MC & IT sellers and U.S. MC & IT buyers
CONTACT: B.Bouma (312)616-1860

EVENT: NEBS Mission - Atlanta, July 1993
PRODUCTS: Seniors segment
SCOPE: In Atlanta Territory - Workshop / Seminar / Marketplace
ATTENDANCE: Canadian sellers from Atlantic provinces
CONTACT: M.Goodie (404)577-6810

SECTOR: Tourism
SUB-SECTOR: TOURISM DEVELOPMENT PROGRAM
Officer: J. Kern, Tel. (613) 944-8823

EVENT: NEBS Mission - Atlanta, August 1993
PRODUCTS: Baby Boomers Segment
SCOPE: In Atlanta Territory - Workshop / Seminar /
Marketplace
ATTENDANCE: Canadian sellers from Quebec
CONTACT: M.Goodie (404)577-6810

EVENT: NEBS Mission - Boston, September 1993
PRODUCTS: Adventure Product
SCOPE: In Boston Territory - Workshop / Seminar /
Marketplace
ATTENDANCE: Canadian sellers from Atlantic Canada
CONTACT: R.Johansen (617)536-1731

EVENT: NEBS Mission - Chicago, December 1993
PRODUCTS: Business Travel - Association Segment
SCOPE: In Chicago Territory - Workshop / Seminar /
Marketplace
ATTENDANCE: Canadian sellers from B.C., ALTA, Que., N.S.
CONTACT: B.Bouma (312)616-1860

EVENT: NEBS Mission - Chicago, July 1993
PRODUCTS: Business Travel - Incentive Segment
SCOPE: In Chicago Territory - Workshop / Seminar /
Marketplace
ATTENDANCE: Canadian sellers from B.C., ALTA, Ont., N.S.
CONTACT: B.Bouma (312)616-1860

EVENT: NEBS Mission - Dallas, March 1994
PRODUCTS: Baby Boomers and Middle-Aged Segments
SCOPE: In Dallas Territory - Workshop / Seminars /
Marketplace
ATTENDANCE: Canadian sellers from Ontario
CONTACT: J.Rondeau (214)922-9806

EVENT: NEBS Mission - Minneapolis, October 1993
PRODUCTS: All Customer Segments
SCOPE: In Minneapolis Territory - Workshop / Seminar /
Marketplace
ATTENDANCE: Canadian sellers from Saskatchewan
CONTACT: S.Dowling (612)333-4641

SECTOR: Tourism
SUB-SECTOR: TOURISM DEVELOPMENT PROGRAM
Officer: J. Kern, Tel. (613) 944-8823

EVENT: NEBS Mission - New York City, August 1993
PRODUCTS: Working Seniors
SCOPE: In New York Territory - Workshop / Seminars / Marketplace
ATTENDANCE: Canadian sellers from Ontario and Quebec
CONTACT: H. Davidson (212)596-1600

EVENT: NEBS Mission - New York City, November 1993
PRODUCTS: Middle-Aged Segment
SCOPE: In New York Territory - Workshop / Seminar / Marketplace
ATTENDANCE: Canadian sellers from Alberta and B.C.
CONTACT: H.Davidson (212)596-1600

EVENT: NEBS Mission - Seattle, May 1993
PRODUCTS: Touring Product
SCOPE: In Seattle Territory - Workshop / Seminars / Marketplace
ATTENDANCE: Canadian sellers from B.C. and Alberta
CONTACT: R.Brown (206)443-1777

EVENT: Dateline Canada - New York City, March 1994
PRODUCTS: All Customer Segments
SCOPE: Marketplace in New York City
ATTENDANCE: All Canadian Provinces and Territories to meet U.S. Media Infl.
CONTACT: H.Davidson (212)596-1600

EVENT: Dateline Canada - Los Angeles, March 1994
PRODUCTS: All Customer Segments
SCOPE: Marketplace in Los Angeles
ATTENDANCE: All Canadian Provinces and Territories to meet U.S. Media Infl.
CONTACT: J.Rasmussen (213)687-7432

EVENT: Canada Salutes U.S. Seniors - Boston, January 1994
PRODUCTS: Seniors Segment
SCOPE: Marketplace in Boston Territory
ATTENDANCE: Canadian sellers and U.S. Seniors Infl. buyers
CONTACT: R.Johansen (617)536-1731

SECTOR: Tourism
SUB-SECTOR: TOURISM DEVELOPMENT PROGRAM
Officer: J. Kern, Tel: (613) 944-8823

EVENT: Canada Salutes U.S. Seniors - Detroit, December 1993
PRODUCTS: Seniors Segment
SCOPE: Marketplace in Detroit Territory
ATTENDANCE: Canadian sellers and U.S. Seniors Infl. buyers
CONTACT: J. Rondeau (214) 922-9806

EVENT: Canada Salutes U.S. Seniors - Chicago, May 1993
PRODUCTS: Seniors Segment
SCOPE: Marketplace in Chicago Territory
ATTENDANCE: U.S. Seniors Infl. buyers
CONTACT: B. Bouma (312) 616-1860

EVENT: Adventure Canada - Boston, March 1994
PRODUCTS: Outdoor / Adventure Segment
SCOPE: Marketplace in Boston Territory
ATTENDANCE: Canadian Outdoor/Adventure sellers and U.S. buyers
CONTACT: R. Johansen (617) 536-1731

EVENT: Adventure Canada - Dallas, October 1993
PRODUCTS: Outdoor / Adventure Segment
SCOPE: Marketplace in Dallas Territory
ATTENDANCE: Canadian Outdoor/Adventure sellers and U.S. buyers
CONTACT: J. Rondeau (214) 922-9806

EVENT: Adventure Canada - Detroit, February 1994
PRODUCTS: Outdoor / Adventure Segment
SCOPE: Marketplace in Detroit Territory
ATTENDANCE: Canadian Outdoor/Adventure sellers and U.S. buyers
CONTACT: M. Rice (313) 567-2086

EVENT: Golf Canada - Washington, September 1993
PRODUCTS: Golf
SCOPE: Marketplace in Washington Territory
ATTENDANCE: Canadian sellers from Quebec, B.C., Alberta, and Ontario to meet U.S. buyers
CONTACT: S. Iris (202) 682-1740

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