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1978/79

PROFILES

TRADE FAIRS AND INFORMATION BOOTHS

1978-1979

Promotional Projects Branch
Office of International Marketing



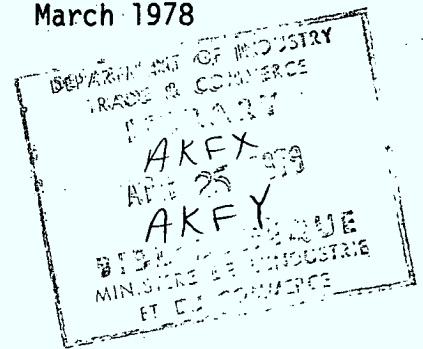
Government
of Canada

Gouvernement
du Canada

Industry, Trade
and Commerce

Industrie
et Commerce

March 1978



1978/79 PROMOTIONAL PROJECTS
TRADE FAIRS/INFORMATION BOOTHS

1. European Division
Promotional Projects Branch
(613) 995-7334

<u>Project No.</u>	<u>Event</u>	<u>Date</u>	<u>Project Manager</u>
<u>April 1978</u>			
78/40529	15th Children's Bologna Book Fair, Bologna, Italy	Apr 1-4, 78	Miss L. Sarda
78/40506	EUROSHOP '78 - International Fair and Congress, Duesseldorf, West Germany	Apr 7-11, 78	R.K. Munro
78/40523	Milan International Trade Fair, Milan, Italy, (Information Booth)	Apr 14-23, 78	Miss M.P. Pearce
78/40527	Internationaler Treffpunkt, Hanover Fair 78, Hanover, West Germany, (Information Booth)	Apr 19-27, 78	H.G. Schroeter
<u>May 1978</u>			
78/42501	45th International Agricultural Fair, Novi Sad, Yugoslavia	May 12-21, 78	Miss L. Sarda
78/40510	I.D.E.A. - 3rd International Domestic Electrical Appliances Trade Fair, Birmingham, England	May 15-17, 78	Miss M.P. Pearce
78/42504	Warsaw International Book Fair, Warsaw, Poland	May 17-22, 78	Miss L. Sarda

<u>Project No.</u>	<u>Event</u>	<u>Date</u>	<u>Project Manager</u>
<u>May 1978 (continued)</u>			
78/41502	INTER-IDEX '78 - 2nd World Exhibition for Industrial Development and Turnkey Construction, Basel, Switzerland, (Information Booth)	May 23-26, 78	R.K. Munro
<u>June 1978</u>			
78/41505	POSIDONIA '78 - International Shipping Exhibition, Athens, Greece	June 5-10, 78	Miss M.P. Pearce
78/40502	INTERPACK '78 - 8th International Fair for Packaging Machinery, Packaging Materials and Confectionery Machinery, Duesseldorf, West Germany	June 8-14, 78	H.G. Schroeter
78/42503	Poznan International Trade Fair, Poznan, Poland, (Information Booth)	June 11-20, 78	J.A. Quarrington
78/40532	Royal Highland Agricultural Show, Ingliston, Edinburgh, Scotland, (Information Booth)	June 20-23, 78	R.K. Munro
<u>September 1978</u>			
78/41506	ONS-78 - Offshore North Sea Technology Conference and Exhibition, Stavanger, Norway, (Information Booth)	Sept 5-8, 78	J.A. Quarrington
78/42502	Brno International Engineering Trade Fair, Brno, Czechoslovakia, (Information Booth)	Sept 13-21, 78	R.K. Munro

<u>Project No.</u>	<u>Event</u>	<u>Date</u>	<u>Project Manager</u>
<u>September 1978 (continued)</u>			
78/40504	AUTOMECHANIKA '78 - International Trade Fair for Motor Car Workshop and Service Station Equipment, Automobile Spare Parts and Accessories, Frankfurt, West Germany	Sept 23-27, 78	R.K. Munro
<u>October 1978</u>			
78/40515	SPOGA '78 - International Trade Fair of Sports Goods, Camping Equipment and Garden Furniture, Cologne, West Germany	Oct 1-3, 78	H.G. Schroeter
78/40530	30th Frankfurt International Book Fair, Frankfurt, West Germany	Oct 18-25, 78	Miss L. Sarda
78/40526	EUROPEC - European Offshore Petroleum Conference and Exhibition, London, England	Oct 24-27, 78	J.A. Quarrington
<u>November 1978</u>			
78/40511	ELECTRONICA '78 - International Trade Fair for Components and Assemblies in Electronics, Munich, West Germany	Nov 9-15, 78	H.G. Schroeter
<u>January 1979</u>			
78/40507	MIDEM - International Record and Music Market, Cannes, France	Jan 19-25, 79	Miss M.P. Pearce
78/41503	RAIL '79 - The World Railways Engineering Exhibition, Basle, Switzerland, (Information Booth)	Jan 23-27, 79	J.A. Quarrington

<u>Project No.</u>	<u>Event</u>	<u>Date</u>	<u>Project Manager</u>
<u>February 1979</u>			
78/40508	BATIBOUW '79 - International Building and Decoration Show, Brussels, Belgium	Feb 9-18, 79	J.A. Quarrington
78/40514	ISPO '79 - 10th International Sports Equipment Fair, Munich, West Germany	Feb 22-24, 79	H.G. Schroeter
78/40521	International Men's Fashion Week, Cologne, West Germany	Feb 1979	Miss M.P. Pearce
<u>March 1979</u>			
78/40518	GDS - 44th International Footwear Fair, Duesseldorf, West Germany	Mar 24-26, 79	R.K. Munro
78/40509	SIMA - International Agricultural Machinery Show, Paris, France	Mar 1979	Miss L. Sarda

P R O F I L E S

1978/79 TRADE FAIRS AND INFORMATION BOOTHS

European Division

15th Children's Bologna Book Fair
Bologna, Italy
April 1-4, 1978

The Children's Bologna Book Fair, an annual event, is an autonomous enterprise sponsored by the fair authorities, with no associations involved. In 1977, the fair covered a total area of 10,000 square metres with 382 stands representing 572 publishing firms from fifty countries. This event is the most important children's book show in the world for the promotion of copyrights and translation rights.

The Department is sponsoring this event for the third consecutive year, renting space to seven publishing firms.

EUROSHOP '78 - International Fair and Congress
Duesseldorf, West Germany
April 7-11, 1978

Held every three years, EUROSHOP is the most important trade fair in the world for the promotion of show windows, display and publicity, building systems and trade fair stand construction systems, fittings and equipment, show and storage fittings, refrigerated display cases, invoicing and control systems.

The Department participated in this event in 1970. Once more in 1978, Canadian companies are given the opportunity to introduce their products to the EEC market with a sales potential estimated at a minimum \$10 million.

Milan International Trade Fair
Milan, Italy
(Information Booth)
April 14-23, 1978

After more than fifty years of existence, the Milan Trade Fair has developed into a major trade centre for businessmen from all countries.

Participation by the Milan Consulate-General has become part of the Commercial Division's activities and the benefits received to date justify maintaining Canada's presence with an Information Stand. In 1977, nine Canadian companies had their products represented.

Internationaler Treffpunkt - Hanover Fair '78
Hanover, West Germany
(Information Booth)
April 19-27, 1978

The Hanover Fair, with 5,000 exhibitors and 500,000 visitors, is the most prestigious industrial trade fair in West Germany. Its international significance is represented by the almost 1,200 foreign exhibitors that participate.

While Canada does not have a national booth in the industrial sector of the fair, the Department continues to support a Post Information Stand in the Internationaler Treffpunkt. The stand serves as a base of operation for generating trade opportunities among the business visitors to the fair. It provides marketing and administrative assistance to the over 300 Canadian businessmen who visit the fair. It also provides tourist and public affairs information and material.

45th International Agricultural Fair
Novi Sad, Yugoslavia
May 12-21, 1978

The Novi Sad Agricultural Fair is an important market for live-stock machinery and equipment for agriculture, forestry, the food industry, livestock and poultry, the transport and marketing of goods. It is attended by some 1,600 companies from 55 countries. The fair is a centre for transacting business and for reviewing the latest developments to encourage modern methods of production.

The Department's participation in 1978 will concentrate on sales of Canadian livestock, semen and embryo transplant.

I.D.E.A. - 3rd International Domestic Electrical
Appliances Trade Fair
Birmingham, England
May 15-17, 1978

This exhibition is sponsored by the Association of Manufacturers of Domestic Electrical Appliances. Emphasis is on domestic electrical appliances, decorative and domestic lighting, garden and workshop appliances. The all-important servicing aspect of appliances will be the theme of the 1978 event.

Under the sponsorship of the Department, Canadian companies are invited for the third time to assess market opportunities which exist, not only in Great Britain, but also in the Middle East, Africa and the E.E.C. From \$5 million in 1973, Canadian exports could conceivably reach \$20 million by 1980.

Warsaw International Book Fair
Warsaw, Poland
May 17-22, 1978

The Warsaw International Book Fair started in 1956 within the International Trade Fair of Poznan and after two years, with the growing number of participants, was transferred to Warsaw where it soon developed to become the second largest book fair in the world. It is the most important meeting place of publishers from the West and East of Europe and a successful instrument of promotion for the exchange of copyrights, sales of books, etc.

This is the first year that the Department will participate. For the past two years, it supported an exhibit at this show through book associations.

INTER-IDEX '78 - 2nd World Exhibition for Industrial
Development and Turnkey Construction
Basel, Switzerland
(Information Booth)
May 23-26, 1978

This very specialized fair provides development planners and designers, builders, financial institutions, and other organizations interested in industrial development and turnkey projects, an opportunity of presenting their range of products and services as well as exchanging technical know-how.

In 1978, individual displays are planned by several provincial governments and Canadian consultants organizations. The Department of Industry, Trade and Commerce will have an Information Booth and Lounge which will serve as a focal meeting point for Canadian participants.

POSIDONIA '78 - International Shipping Exhibition
Piraeus, Greece
June 5-10, 1978

POSIDONIA is a market place for all organizations involved with the shipping industry around the world. It includes shipbuilders, auxiliary machinery manufacturers, marine underwriters, insurance shipbrokers, classification societies, banks and suppliers of stores.

The Department participated with nine companies in 1976. Once more, in 1978, it is providing assistance to the Canadian industry in obtaining export business both in shipbuilding, components and ship repair. The principal export market is Greece, but other European countries and the Middle East offer good potential as well. The sales objectives are \$1 million in marine components and \$14 million in ships.

INTERPACK '78 - 8th International Fair for Packaging
Machinery, Packaging Materials and Confectionery
Machinery
Duesseldorf, West Germany
June 8-14, 1978

More than 1,100 exhibitors from some 22 countries show the latest developments in packaging machinery, packaging material and confectionery machinery at INTERPACK. This exposition is held every three years and it has traditionally been the packaging industry's world fair.

Following the Department's participation in 1975, sales by Canadian manufacturers were reported at \$800,000 the first year and have increased steadily since. Through further exposure in 1978, it is anticipated that Canadian exports could reach \$12 million during the next five years.

Poznan International Fair
Poznan, Poland
(Information Booth)
June 11-20, 1978

The Poznan fair program includes a number of events of which the central multibranch presentation - the International Fair - held annually in June, is the most important. The 1978 International Fair will include industrial plants, metallurgical products, machinery, electrical and electronic equipment, mineral raw materials, furniture and wood products, and other consumer goods and services.

The Department has participated in the subject fair for the last four years with a national exhibit. In 1978, it will continue to support the Canadian industry with an Information Booth and lounge area.

Royal Highland Agricultural Show
Ingliston, Edinburgh, Scotland
(Information Booth)
June 20-23, 1978

The Royal Highland Show is the major agricultural exhibition in Scotland with an attendance in the 120,000 range, including visitors from several countries. The Department participated in 1977 with an Information Booth promoting Canadian exports of cattle, swine and semen.

The Department continues its support of that industry with an Information Booth at the 1978 event.

ONS '78 - Offshore North Sea Technology
Conference and Exhibition
Stavanger, Norway
(Information Booth)
September 5-8, 1978

ONS '78 is the third of a series to be held in Stavanger and is designed to follow up the objectives set in 1974 and 1976 by arranging another important meeting between professionals in the worldwide offshore petroleum industry. Special emphasis will be given to a broad presentation, both through the exhibit displays of equipment and services and through the papers presented at the conference, of the latest technological developments.

The Department participated with a full exhibit in 1976 and it will maintain its presence with an Information Booth in 1978.

Brno International Engineering Trade Fair
Brno, Czechoslovakia,
(Information Booth)
September 13-21, 1978

This fair is known all over the world for its cross-section of modern technology and technical information. The fair encompasses almost all categories of machinery and equipment used in the production of goods and services.

As in 1977, the Department will have an Information Booth to be used by the Post as a base of operation and a meeting centre for Canadian firms that might attend the fair. With an Information Booth, the Trade Commissioner can provide representation for specific firms whose names can appear in the fair catalogue, thus qualifying them for a portion of the special hard-currency allocations made to Czech Foreign Trade Organizations for purchases at the Brno Fair.

AUTOMECHANIKA '78 - International Trade Fair
for Motor Car Workshop and Service Station
Equipment, Automobile Spare Parts and
Accessories
Frankfurt, West Germany
September 23-27, 1978

The Automechanika Trade Fair is the world's leading international trade fair for motor car workshop and service equipment, automobile spare parts and accessories. The fair is held every two years in Frankfurt, West Germany.

In 1978, it will be the fourth participation by the Department. The objective is a potential market of \$60 million by 1982 for Canadian products in the EEC and other European countries.

SPOGA '78 - International Trade Fair of
Sports Goods, Camping Equipment and
Garden Furniture
Cologne, West Germany
October 1-3, 1978

One of the world's biggest market for summer and winter sports equipment, sports and leisure wear, camping and garden furniture, and related consumer products, SPOGA attracts more than 1,600 exhibitors.

The Department sponsored a national presentation with 22 Canadian firms in September 1977 and will participate again in 1978 with concentration on summer-leisure products. Canadian exports could reach \$14 million annually within the next five years.

30th Frankfurt International Book Fair
Frankfurt, West Germany
October 18-25, 1978

This annual event is the world's largest book fair and a traditional venue for the industry to conduct international trading in the area of translation and other subsidiary rights.

The Department has been involved since 1972 and will participate again in 1978 with a view to promoting a broader acceptance of Canadian writings in foreign markets and generating in excess of \$2.5 million of export business.

EUROPEC - European Offshore Petroleum Conference
and Exhibition
London, England
October 24-27, 1978

This event is a major conference and exhibition focussing on the technical, economic and environment challenge of North Sea petroleum development. With more than 23 billion barrels of oil and 90 trillion cubic feet of estimated natural gas reserve, the North Sea represents the greatest challenge for the petroleum industry.

The market covers the whole spectrum of offshore exploration equipment and services, and the Department is inviting Canadian firms to participate and look at a number of market segments with sales potential estimated at the minimum \$300 million.

ELECTRONICA '78 - International Trade Fair for
Components and Assemblies in Electronics
Munich, West Germany
November 9-15, 1978

Electronica is the world's leading trade fair in the field of electronics and the most important for the exchange of goods and knowledge in that field. The 1978 event is strictly a component show excluding production equipment which is now promoted at PRODUCTRONICA.

Under the sponsorship of the Department, Canadian companies will join over 1,000 exhibitors from some 35 countries endeavouring to keep a foothold in the Western and Eastern European market. This will be the sixth time that the Department sponsors Canadian manufacturers at this event.

MIDEM - International Record and Music Market
Cannes, France
January 19-25, 1979

MIDEM is without any doubt the only commercial trade fair of international importance in the music field. It is a major venue for the conduct of international trading for Canadian composers and publishers.

MIDEM 79 represents the seventh participation by the Department in its effort to sustain the promotion of Canadian music in foreign markets.

RAIL '79 - The World Railways Engineering
Exhibition
Basle, Switzerland
(Information Booth)
January 23-27, 1979

Since its inception in 1973, the World Railways Engineering Exhibition has been the meeting place in Europe for manufacturers to exhibit the latest developments in rail technology. Close to 10,000 rail engineers from more than 40 countries attend this event.

In recent years, the offshore demand for railway equipment and consulting services has become significant. While Europe is not a prime market for Canadian railway equipment and services, the Third World countries that participate or visit this exhibition have a sizeable market and justify Canada's presence.

The Department participated with an Information Booth in 1973 and 1976, and will be present in 1979 inviting Canadian firms to provide display material and brochures at an Information Booth operated by our Berne Post.

BATIBOUW '79 - International Building and
Decoration Show
Brussels, Belgium
February 9-18, 1979

A major activity in the timber frame system of construction promotion program aimed at the Belgian and Luxembourg markets has been Canada's participation in the Batibouw construction show over the past five years with an Information Stand promoting forest products and allied building materials for residential homes.

A full national exhibit is being planned for February 1979 and Canadian firms will be invited to display their products as part of a marketing strategy to move aggressively into the promotion of secondary building products such as hardware, kitchen cabinets, flooring, wood components, and others.

ISPO '79 - 10th International Sports Equipment Fair
Munich, West Germany
February 22-24, 1979

In 1977, more than 23,000 buyers visited ISPO to get informed and to order on this exclusive market for sports articles and sports clothing. Only trade buyers are admitted to the fair which includes the products of over 1,000 exhibitors from some 30 countries.

Including participation in February 1978, the Department is sponsoring a national exhibit for the fourth time in 1979. Together with SPOGA '78, this event represents the most important venue for Canadian sporting goods in the European market.

International Men's Fashion Week
Cologne, West Germany
February 1979

More than 700 firms from 25 countries are expected to exhibit at the International Men's Fashion Week in Cologne next year. The fair is known as one of the most important events for the promotion of men's and boys' clothing and outfitting. It is held twice a year, in August and in February/March for the presentation of the Spring/Summer and Fall/Winter collections respectively.

With an objective of \$6.5 million in exports, the Department will invite Canadian manufacturers to introduce their products into West Germany, the EEC and Scandinavia.

GDS - 44th International Footwear Fair
Duesseldorf, West Germany
March 24-26, 1979

Twice a year, in the Spring and in Autumn, footwear manufacturers from all over the world are invited to show their latest collections for the coming season at the Duesseldorf Trade Fair. The two GDS events attract an annual attendance of some 50,000 buyers from more than 30 countries.

This will be the first participation by the Department and it represents a concentrated effort to reach \$5 million export sales annually.

SIMA - International Agricultural Machinery Show
Paris, France
March 1979

SIMA is held parallel with the International Agriculture Show which activity is oriented towards livestock, agricultural supplies, food-stuffs, fertilizers, seeds, food products, tourism, wine, dairy products and a whole spectrum of European country living.

The Department will participate in 1979 as part of continuous effort to increase export sales of Canadian farm machinery in France and North Africa to \$5 million in 1979.

2. Pacific, Asia and Africa Division
Promotional Projects Branch
(613) 992-5047

<u>Project No.</u>	<u>Event</u>	<u>Date</u>	<u>Project Manager</u>
<u>May 1978</u>			
78/43502	4th International Australasian Floor Coverings Mart, Sydney, Australia	May 7-9, 78	A.J. Kuhlmann
<u>June 1978</u>			
78/43504	Tokyo Auto Services and Equipment Show, Tokyo, Japan	June 2-5, 78	J.J. Harman
<u>August 1978</u>			
78/45505	Damascus International Trade Fair, Damascus, Syria, (Information Booth)	Aug 78	A.J. Kuhlmann
78/45504	47th Izmir International Trade Fair, Izmir, Turkey	Aug 78	J.A. Kiely
<u>September 1978</u>			
78/45503	6th Tehran International Trade Fair, Tehran, Iran	Sept 78	J.J. Harman
78/45506	15th Algiers International Trade Fair, Algiers, Algeria	Sept 20 - Oct 6, 78	K.J. Tyrrell
<u>October 1978</u>			
78/45502	15th Baghdad International Trade Fair, Baghdad, Iraq	Oct 78	A.J. Kuhlmann

<u>Project No.</u>	<u>Event</u>	<u>Date</u>	<u>Project Manager</u>
<u>October 1978 (continued)</u>			
78/44501	Agriculture, Forestry, Fishing Equipment Exhibition, Peking, PRC	Oct 20 - Nov 3, 78	J.A. Kiely
<u>November 1978</u>			
78/43505	Australian National Field Days, Farm Machinery Exhibition, Orange, N.S.W. Australia	Nov 13-16, 78	K.J. Tyrrell
78/45508	ARABUILD '78 - The Middle East Building Materials, Housing Systems Construction Machinery and Public Works Show and Conference, Bahrain	Nov 26-30, 78	A.J. Kuhlmann
<u>March 1979</u>			
78/43508	International Toy and Sporting Goods Trade Fair, Sydney, Australia	Mar 79	J.J. Harman
<u>All Year</u>			
78/43507	In-Store Food and Beverage Promotion, Japan		K.J. Tyrrell

Pacific, Asia and Africa Division

4th International Australasian Floor
Covering Mart
Sydney, Australia
May 7-9, 1978

This Carpet Show is a privately-supported concern which has proven most successful in the past few years. Although primarily a promotional venue for Australasian carpet companies, it has since 1977 incorporated a section for overseas manufacturers. The Department provided some financial assistance towards the cost of exhibits for a limited number of Canadian firms participating in 1977. Their presence was most welcomed by the Australian organizers.

In 1977, Canadian participants reported on-site sales in the amount of \$800,000. In 1978, the Department is sponsoring a national exhibit with seven or eight Canadian manufacturers with the objective of maintaining the market growth for Canadian carpeting as well as introducing new companies and products to Australasia. Sales could reach \$7.5 million annually.

Tokyo Auto Services and Equipment Show
Tokyo, Japan
June 2-5, 1978

The Tokyo Auto Services and Equipment Show is an annual event held each spring at the Harumi Fair Grounds. It is organized jointly by the "Automotive Machinery and Tool Manufacturers Association of Japan" and the "Japan Automotive Machinery and Service Equipment Association". It covers a broad range of products from simple hand tools to sophisticated electronic testing equipment.

The Department is participating for the fifth time looking at an annual potential of \$10 million in export sales for Canadian firms.

Damascus International Trade Fair
Damascus, Syria
(Information Booth)
August 1978

A number of Canadian companies' agents have privately participated in this important horizontal fair as a means of gaining access to the Syria market by taking advantage of special import quotas allowed exhibitors.

Participation in the Damascus Fair is almost a precondition of doing serious business with the Government of Syria. Canada's Information Stand in 1977 proved most effective as a centre of information on Canadian products and in support of Canadian firms exhibiting privately. The

Department will have an Information Booth again in 1978 with the objective of gaining additional information on the Syria market as well as assessing further the effectiveness of the fair as a market vehicle for Canadian products. Import quotas are based on the amount of space occupied by foreign exhibitors. The additional space required for a Government trade information booth, therefore, has the effect of increasing the Canadian companies' quotas.

47th Izmir International Trade Fair
Izmir, Turkey
August 1978

The Izmir International Fair is the only trade fair in Turkey open to overseas participants. A unique aspect of this promotion is that Canadian manufacturers are not directly recruited. The "exhibitors" are in fact the Turkish agents of the Canadian companies currently trading in that market. By participating under the Canadian banner, the agents are able to benefit from a special import quota granted to foreign companies whose products are displayed in their national pavilion. This special import quota enables the agent to import additional volume above the normal restrictions.

Since our first participation in 1971, Canadian products in certain sectors have become well known. Our eighth participation in 1978 will assist Canadian manufacturers in obtaining additional exports and maintaining a reputation for high technology and quality.

6th Tehran International Trade Fair
Tehran, Iran
September 1978

Twenty-one Canadian companies participated in the 1977 Tehran International Trade Fair under the sponsorship of the Department. On-site sales were reported at \$760,000, with an estimated potential of \$7 million the following year. Products displayed included: furniture, vacuum cleaners, refrigerators, carpets, lighting systems, lumber, airport equipment, temporary buildings and many others.

The Department will participate in this important horizontal exhibition in 1978 as part of a continuous marketing strategy which could lead Canada to achieving annual sales of approximately \$500 million by 1980.

15th Algiers International Trade Fair
Algiers, Algeria
September 20-October 6, 1978

The Department will be participating in the subject fair for the seventh consecutive year with the objective of maintaining a Canadian presence in Algeria.

The Canadian national exhibit is designed to support the commercial activities of a number of Canadian exporters who have achieved increasing success in gaining business in this rapidly expanding market.

15th Baghdad International Trade Fair
Baghdad, Iraq
October 1978

"Technology in the service of economy and national development" is the theme for the 15th Baghdad International Trade Fair. In addition to national organizations, 54 states and 190 independent foreign companies participated in the 1977 fair, an event which occupies an outstanding place among the Middle East international fairs.

Participation in 1978 will be the fourth time for Canada. It will be an institutional presentation with concentration in transportation, construction technology, telecommunications. The long-range export potential for Canadian manufacturers is estimated at \$3 billion.

Agriculture, Forestry, Fishing Equipment Exhibition
Peking, People's Republic of China
October 20-November 3, 1978

The China Council for the Promotion of International Trade (CCPIT) has invited Canada to participate at the subject event. The fair is part of a drive for modernization and mechanization in the sectors of agriculture, forestry and fisheries in China.

Twelve countries have been invited to participate and the Department is proposing to have a national exhibit for Canadian companies wishing to follow up or assess new opportunities for marketing their products.

Australian National Field Days
Farm Machinery Exhibition
Orange, NSW, Australia
November 13-16, 1978

The Australian National Field Days is a non-profit function organized annually to provide manufacturers and distributors of farm machinery and equipment an opportunity to show, in comparative demonstrations and static exhibits, the capabilities of their products to dealers and primary producers from Australia and New Zealand.

Every year a guest nation is selected by a special committee and Canada has accepted an invitation to be the guest nation for the 1978 presentation. The benefits of a Guest Nation are the prominence obtained in all publicity in the local, national and urban press and participation in all social events. Canadian participants will have therefore an excellent opportunity to show their equipment in a market estimated at \$1 million Canadian sales annually for the next three years, increasing to \$5 million in five years.

ARABUILD '78 - The Middle East Building Materials,
Housing Systems, Construction Machinery and
Public Works Show and Conference
Bahrain
November 26-30, 1978

ARABUILD '78 will be held in the new Bahrain Exhibition Centre in close proximity to the Bahrain Hilton Hotel. This event will be an ideal vehicle for the industry around the world to present to authorities from the major Gulf countries, including Saudi Arabia and Kuwait also, the very best in the way of construction equipment, materials and methods - for the first time on 'home ground'. Exhibits will include building and construction industry systems, materials, equipment, services, machinery and plants. The conference associated with the show will offer the added opportunity to give this subject complete coverage in this very important market.

The Middle East is the world's fastest-developing region in construction terms and the market potential is enormous. The Department will participate with a national exhibit and will invite Canadian companies to assess the opportunities open through major construction projects in the United Arab Emirates, Egypt, Iran, and all the Middle East.

International Toy and Sporting Goods Trade Fair
Sydney, Australia
March 1979

The Australian Toy and Sporting Goods Fair is recognized as an excellent vehicle for the promotion of toys and sporting goods in both Australia and New Zealand.

Noted for their quality and design, Canadian toys and games have sold well in the Australasian market - \$4 million in 1976. The estimated five-year potential is \$25 million.

In-Store Food and Beverage Promotion
Japan
All Year

Success in promoting Canadian-processed food products in Japan is largely dependent on having the products sampled by Japanese consumers. To achieve this objective, the Department has been promoting food products in Japan mainly through supermarkets, department stores and hotels since 1973.

Annually, selected Canadian food firms are introducing their products via numerous promotions and programs organized by several large Japanese food stores and hotels with the assistance of the Tokyo Post. The Department also provides displays, advertising material and publicity.

With an annual food consumption estimated at \$40 billion, Japan represents for Canada an export potential of \$150 million per year.

3. Western Hemisphere Division
Promotional Projects Branch
(613) 995-8303

<u>Project No.</u>	<u>Event</u>	<u>Date</u>	<u>Project Manager</u>
<u>April 1978</u>			
78/48502	ENERGY '78 - The 1st International Energy Exhibition, Sao Paulo, Brazil	Apr 10-16, 78	J.P. Lambermont
78/46531	Southern Automotive Show, Dallas, Texas	Apr 12-14, 78	Geo. J. Foley
78/46503	Canadian Office and Contract Furniture Mini Solo Show, Washington, U.S.A.	Apr 13-14, 78	Geo. J. Foley
78/46508A	Southern Furniture Mart, High Point, North Carolina	Apr 13-21, 78	W.P. Schutte
78/46511	3i Farm Equipment Show, Garden City, Kansas	Apr 27-30, 78	G. Debbané
<u>May 1978</u>			
78/46530	Offshore Technology Conference and Exhibition, Houston, Texas	May 8-11, 78	L.V. Ford
<u>June 1978</u>			
78/46534	American Library Association Exhibition, Chicago, Illinois	June 25-28, 78	Miss L. Sarda
78/48507	Offshore Brazil '78 - The Latin American Oil Show, Rio de Janeiro, Brazil, (Information Booth)	June 27-30, 78	Mrs. M.E. Vandenhoff
78/49503	Palermo International Livestock and Agricultural Show, Buenos Aires, Argentina	June 27- July 9, 78	Mrs. M.E. Vandenhoff

<u>Project No.</u>	<u>Event</u>	<u>Date</u>	<u>Project Manager</u>
<u>August 1978</u>			
78/48504	4th International Animal Fair of Rio Grande do Sul, Porto Alegre, Brazil	Aug 20-28, 78	Mrs. M.E. Vandenhoff
<u>September 1978</u>			
78/46502	International Woodworking Machinery and Furniture Supply Fair, Louisville, Kentucky	Sept 16-20, 78	L.V. Ford
78/48505	16th World Poultry Congress, Rio de Janeiro, Brazil	Sept 17-21, 78	J.P. Lambermont
78/46505	Canadian Office and Contract Furniture Show - Minnesota Society of Architects Show, Minneapolis, Minnesota	Sept 78	
78/46526	International Marine Trades Exhibit and Conference, Chicago, Illinois	Sept 28 - Oct 1, 78	Mrs. M.E. Vandenhoff
<u>October 1978</u>			
78/46508B	Southern Furniture Mart, High Point, North Carolina	Oct 19-27, 78	W.P. Schutte
78/46525	United States Sailboat Show, Annapolis, Maryland	Oct. 6-9, 78	J.P. Lambermont
78/46529	Canadian Office and Contract Furniture Show - Office Product Design and Conference Show, Los Angeles, California	Oct 22-24, 78	L.V. Ford
<u>November 1978</u>			
78/46521	APAA - Automotive Parts and Accessories Association Show, Chicago, Illinois	Nov 14-16, 78	L.V. Ford

<u>Project No.</u>	<u>Event</u>	<u>Date</u>	<u>Project Manager</u>
<u>January 1979</u>			
78/47501	Canadian Solo Textiles Show, Port of Spain, Trinidad	Jan 79	L.V. Ford
78/46524	Fisheries Products Presentation, New York, New York	Jan 79	
78/46519	Fisheries Products Presentation, Boston, Mass.	Jan 79	
<u>February 1979</u>			
78/46523	PAS/ASIA - Pacific Automotive/Auto Service Industry Association Show, Las Vegas, Nevada	Feb 28 - Mar 3, 79	J.P. Lambermont
<u>March 1979</u>			
78/46527	Men's Apparel National Show, (Fall-Winter), San Diego, California	Mar 1-5, 79	L.V. Ford
<u>Unscheduled</u>			
78/46533	Canadian Office and Contract Furniture Mini Solo Show, Seattle, Washington		
78/46506	Canadian Office and Contract Furniture Mini Solo Show, San Francisco, California		L.V. Ford
78/46504	Canadian Office and Contract Furniture Mini Solo Show, Dallas, Texas		Mrs. M.E. Vandenhoff
78/46512	Food Products Sales Meeting/ In-Store Promotion, Minneapolis, Minnesota		

<u>Project No.</u>	<u>Event</u>	<u>Date</u>	<u>Project Manager</u>
<u>Unscheduled</u> (continued)			
78/46513	Food Products Sales Meeting/ In-Store Promotion, Seattle, Washington		
78/46515	Food Products Sales Meeting/ In-Store Promotion, Cleveland, Ohio		
78/46514	Mini Solo Food Products Sales Meeting, Philadelphia, Pennsylvania		
78/46516	Mini Solo Food Products Sales Meeting, Detroit, Michigan		
78/46517	Mini Solo Food Products Sales Meeting, Buffalo, New York		
78/46518	Mini Solo Food Products Sales Meeting, Chicago, Illinois		

Western Hemisphere Division

ENERGY '78 - The 1st International Energy
Exhibition
Sao Paulo, Brazil
April 10-16, 1978

The 1st International Energy Exhibition has been developed in response to a growing demand for a combination "Showcase" and "One-Stop-Buying-Centre" where government, private buyers and specifiers for the Latin American energy industries can see a thorough and comprehensive display of equipment, machinery, systems, supplies and services for which they will be spending billions of dollars in the next five years.

This exposition will bring together specific manufacturers and companies engaged in the exploration, production, distribution and processing of energy sources equipment and materials.

Projects exceeding \$50 billion in value are projected or under consideration by Latin American countries for the next five years. Canadian companies will be invited to join the Department in a full-scale presentation of Canadian capabilities.

Southern Automotive Show
Dallas, Texas, USA
April 12-14, 1978

This is a large regional show held annually in locations alternating between Atlanta and Dallas. The show concentrates on the vast and rapidly growing south-eastern and south-western markets that collectively account for 22% of the total USA market. There were 436 exhibitors occupying 769 booths at the 1977 Atlanta presentation.

For the first time, the Department will participate and invite manufacturers of automotive parts, accessories, chemicals, tools and equipment to show their products in this important market.

3i Farm Equipment Show
Great Bend, Kansas, USA
April 27-30, 1978

This show is sponsored by the Western Kansas Manufacturers Inc., an association of progressive manufacturers located in the western 59 counties of Kansas. The 3i Show is a gathering of cattlemen, growers, farmers, dealers, manufacturers and buyers. In 1977, the four-day event held in Garden City, Kansas, attracted over 475 exhibitors.

Participation in 1978 will be the fifth for the Department and is part of a continuing program to expand the sales of shortline agricultural equipment in the USA.

Southern Furniture Mart
High Point, North Carolina, USA
April 12-14, 1978
October 19-27, 1978

The Southern Furniture Mart is a prestigious furniture exhibition with buildings containing over one million square feet of furniture displays. They are visited semi-annually, in April and in October, by some 15,000 key buyers from the US - and a number of foreign buyers - who are given the opportunity to look at new styles and designs introduced by U.S. manufacturers principally.

As part of a program aimed at increasing exports of Canadian furniture in the U.S. market, Canadian manufacturers of household furniture participate, both in the spring and the fall, under the sponsorship of the Department. Located on the 11th floor, Main Street Building, the Canadian Furniture Centre has an area of nine showrooms designed to manufacturers' specifications by the Department.

Offshore Technology Conference and Exhibition
Houston, Texas, USA
May 8-11, 1978

The Offshore Technology Conference and Exhibition, held annually in Houston, Texas, is the world's foremost meeting on offshore resources. The show brings together leading engineers and scientists, as well as managers and government officials, to discuss latest developments in technology and to view the hardware and services available to meet the offshore challenge. In 1977, the attendance figures indicated that 1,600 companies had 3,931 display booths. Fifteen countries, including Canada, had major exhibits.

For the seventh time, the Department is offering Canadian manufacturers the opportunity to display the innovation and high reliability of their products and services to an industry that demands only the best.

American Library Association Exhibition
Chicago, Illinois, USA
June 25-28, 1978

The American Library Association Exhibition is holding its 97th annual meeting and its 23rd book show in Chicago, Illinois in June 1978. Every year this event is held in a different American city for librarians, authors and business people.

The Department is participating for the sixth time with the objective of increasing awareness of Canadian books, establishing a Canadian presence in the U.S., and particularly selling books to libraries.

Offshore Brazil '78 - The Latin American
Oil Show
Rio de Janeiro, Brazil
(Information Booth)
June 27-30, 1978

In June 1978, Rio de Janeiro is hosting Offshore Brazil, the first Latin American Oil Show. Managed by the organizers of the Aberdeen and Singapore Offshore Shows, the Latin American Show will bring together oil industry engineers and specialists from all over Latin and Central America with producers of oil equipment from other countries. It will actively promote joint ventures between equipment producers and will lead to heavy growth in the transfer of oilfield technology.

The Department is participating with an Information Booth in support of a marketing strategy for the penetration of the Latin American market for Canadian ocean industries.

Palermo International Livestock Exhibition
Palermo, Argentina
June 27-July 9, 1978

The Palermo livestock exhibition is Argentina's most important and pretigious annual agriculture exhibition accompanied by an exhibition of agricultural machinery and equipment. The cattle show is one of the top similar events in the world and receives considerable interest from cattlemen in Argentina and neighbouring countries.

The Department is inviting Canadian Cattle Breed Associations, cattle and semen exporters to participate with a view to exposing buyers from Argentina and other countries to the quality of Canadian stock.

4th International Animal Fair of
Rio Grande do Sul
Porto Alegre, Brazil
August 20-28, 1978

The International Animal Fair of Rio Grande do Sul is an international fair held every second year. In between, i.e., on odd-numbered years, the event is strictly a Brazilian show. The exhibition includes cattle, sheep, horses, swine, and poultry, as well as agricultural machinery and veterinary products. It is attended by leading livestock breeders and buyers from all parts of Brazil and neighbouring countries.

Canada participated for the first time in 1976 with nine companies and associations. The Department is participating in 1978 and is inviting Canadian cattle associations, cattle and semen exporters who have the interest and capability to export on a continuing basis.

International Woodworking Machinery
and Furniture Supply Fair
Louisville, Kentucky, USA
September 16-20, 1978

More than 22,000 furniture and woodworking executives from the United States, Canada, and from around the world, attend the International Woodworking Machinery and Furniture Supply Fair, this industry's largest, most complete exposition of the world.

In 1978, the Department is participating in this event for the sixth time. Canadian manufacturers of woodworking machinery and wood components are invited to display their products and to see new developments, new products and meet decision-makers from throughout the world.

16th World Poultry Congress
Rio de Janeiro, Brazil
September 17-21, 1978

The World Poultry Congress is held once every four years in a different country. The 1978 event will take place at the Convention Centre attached to Hotel Nacional Rio in Rio de Janeiro, Brazil. While the United States and Brazil normally account for 60% of the exhibitors, several other countries also display their products.

Canada participated in the previous event at New Orleans in 1974. The Department is sponsoring a national exhibit in 1978 with an invitation to Canadian firms to display poultry, poultry products and services to the world poultry industry.

International Marine Trades Exhibit
and Conference
Chicago, Illinois, USA
September 28-October 1, 1978

The Marine Trades Exhibit and Conference is held annually at the McCormick Place, Chicago and is open to marine dealers, distributors, wholesalers and importers. The exhibitors include some 800 marine manufacturers of sail and power boats, outboard motors, trailers, marine engines, marine hardware and products related to the pleasure boating industry.

The Department is participating for the seventh time. It will concentrate on power craft, canoes and accessories and will encourage new Canadian firms to look at a market already established at \$20 million annually for Canada.

Canadian Office and Contract Furniture Show
- Minnesota Society of Architects Show
Minneapolis, Minnesota, USA
September 1978

This show is one of several presentations sponsored by the Department as part of a strategy to promote Canadian office and contract furniture in the U.S. market. It is staged in conjunction with the "Minnesota Society of Architects Show" held at Minneapolis. It gives agents representing Canadian lines an opportunity to show new products to prospective clients.

The U.S. market for office, contract and public building furnishings is estimated to be over \$6 billion. The Canadian portion of this market is presently estimated at \$35 million. With a continuing program of promotion, it is anticipated that additional sales of \$6 million annually could be influenced.

United States Sailboat Show
Annapolis, Maryland, USA
October 6-9, 1978

This event is part of five boating product showcases known internationally as The In-the-water Boat Shows, each offering the boating industry its single most effective means of merchandising its products in the nation's prime boating markets. All boats are displayed to their best advantage in the water.

Because of the nature of this event and the manner in which boats are displayed, each Canadian exhibitor endeavours to obtain the most suitable and prominent berths for his particular type of vessel. The Department assists the industry in providing publicity to Canadian firms participating.

Canadian Office and Contract Furniture Show
- Office Product Design Show and Conference
Los Angeles, California, USA
October 22-24, 1978

More than 50 leading national manufacturers of quality office products show their latest innovations through this three-day event. Products displayed include: case-goods, office landscaping systems, accessories, fabrics, floor and wall coverings, lighting, laminates, special office equipment, seating, chairs and lounge furniture, and other contract furniture.

The Department will participate assisting Canadian manufacturers in obtaining maximum exposure in the U.S. market. Many agents presently representing Canadian lines in the U.S. do not have established showrooms, and this exhibition gives them an opportunity to show Canadian products to prospective clients.

APAA - Automotive Parts and Accessories
Association Show
Chicago, Illinois, USA
November 14-16, 1978

APAA is one of the two largest national shows in the U.S. for automotive parts and accessories. Buyers and agents from all over the U.S. attend this event which, together with the ASIA Show, constitutes the most prestigious and patronized show for the industry sector. It is strictly a trade-only show.

The United States automotive aftermarket for parts and service equipment is enormous with sales exceeding \$31 billion. For the fifth time the Department is inviting Canadian companies to share a national exhibit with the objective of introducing new products as well as maintaining a Canadian presence in the U.S. market.

Canadian Solo Textile Show
Port of Spain, Trinidad
January 1979

For the third consecutive year, Canadian manufacturers of textile goods are invited to participate at a solo presentation in Trinidad under the sponsorship of the Department under its annual promotional projects program.

Against the strong competition of other countries, it is most important that Canadian textile manufacturers maintain a presence in the Caribbean market. The success enjoyed by participating companies in the last two years with annual sales close to \$4 million confirms the excellent export potential in the market for Canadian products.

Fisheries Products Presentation
New York, New York, USA
January 1979

Annually, the New York Post organizes a reception with some displays of Canadian fisheries products at which some 200 Canadian and United States officials, as well as industry representatives, are invited. The objective is to introduce new Canadian products and to maintain our present sales position in that market.

Fisheries Products Presentation
Boston, Massachusetts, USA
January 1979

This will be the 14th Annual Fisheries Meeting held in Boston where Canadian and American Government officials and industry representatives get together to discuss and draw up marketing strategies.

Since 1976, the meeting has developed into much more than its original social and public relations function with a marketing seminar being organized the day before the reception, where a great deal of business is being transacted. With more emphasis being directed at the seminar function, as well as displays of Canadian fisheries products, this event now parallels other Food Sales Meetings in the U.S. sponsored by the Department.

PAS/ASIA - Pacific Automotive/Auto Service
Industry Association Show
Las Vegas, Nevada, USA
February 28-March 2, 1979

The Pacific Automotive Show is held annually on the West Coast of the United States at different locations. It is joined every third year by the ASIA Show which for that year is held both on the East Coast and the West Coast. The ASIA East Coast presentation will be at Chicago in April 1979.

This represents a first participation by the Department under its annual promotional projects program. It is part of a total program with the objective of consolidating Canadian share of the U.S. market for automotive aftermarket for parts and service equipment.

Men's Apparel National Show
(Fall-Winter)
San Diego, California, USA
March 1-5, 1979

The Men's Apparel National Show is a twice-yearly event held at Palm Springs, California in the fall and at San Diego, California in the spring.

The Department's participation is aimed at developing the market in California and the South-west U.S. for Canadian men's and boys' suits, sportswear slacks and knitwear, and accessories. The Department is also sponsoring Canadian participation at the San Diego March 1978 presentation.

Canadian Office and Contract Furniture
Mini-Solo Shows
United States

As part of its strategy to promote Canadian office and contract furniture in the United States, the Department sponsors a number of solo presentations at strategically important markets. These shows are organized by our U.S. Posts and are designed to bring Canadian business and institutional furniture to the attention of U.S. specifiers.

Generally, the solo presentations consist of displays of furniture by Canadian manufacturers with established local representation. They give the agents an opportunity to show new products to prospective clients.

During the fiscal year 1978/79, the Department is planning to hold mini-solo exhibitions at Dallas, Seattle, San Francisco and Washington.

Food Products Sales Meetings and In-Store Promotions
United States

Food Products Sales Meetings and In-Store Promotions in selected supermarkets are considered by the Department as effective vehicles for promoting Canadian-processed foods and beverages which are viewed favourably by United States consumers. Canadian companies have responded to this type of marketing strategy as generally the cost to each individual company would prohibit them from participating in this type of enterprise on their own.

For 1978/79, three In-Store promotion activities are proposed for Minneapolis, Seattle and Cleveland. Sales meetings are normally held four to six weeks prior to the in-store presentation to allow the supermarket buyers of chosen organizations to purchase their needs in one location.

In addition, the Department is planning Sales Meetings only in Philadelphia, Detroit, Buffalo, and Chicago. Emphasis is placed on specialty items.

Canada. Dept. of Industry,
Trade fairs and
information booths :

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