



**Economic Information Observatory**  
a regional cooperation project between  
**Atlantic Canada** and **Saint-Pierre and Miquelon, France**

## Industry Events in 2016 / Composites



Atlantic Canada (p. 1-4)

Saint-Pierre and Miquelon, France (p. 5-8)

# Intell-Echo

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**Atlantic Canada,**  
4 provinces:  
Prince Edward Island (PEI),  
New Brunswick (NB),  
Nova Scotia (NS),  
Newfoundland and Labrador (NL)



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## Trade Shows and Other Events in 2016 in Atlantic Canada

The Economic Information Observatory is pleased to start off the new year by inviting you to consult the 2016 calendar of trade shows and other events, the diversity of which reflects the dynamic nature of the region's economy. From conferences to shows to exhibitions, these various forums offer plenty to interest



### January

**Nova Scotia Organic Forum**  
January 18, 2016  
Truro, NS  
*\*organic farming*

**Fish Canada Workboat**  
January 22-23, 2016  
Moncton Coliseum, NB  
*\*offshore fishing, boats, processing, transport, gear, more*

**Brides 2016**  
January 24, 2016  
World Trade and Convention Centre, Halifax, NS  
*\*wedding industry, more than 135 exhibitors*

**FITTSkills: Int'l Trade Research Nova Scotia**  
January 28-29, 2016  
WTCC, Halifax, NS  
*\*international trade and market development*

**Halifax RV Show 2016**  
January 28-31, 2016  
Halifax Exhibition Park, NS  
*\*latest offerings in recreational vehicles*



### February

**Atlantic Craft Trade Show**  
February 6-8, 2016  
Halifax, NS  
*\*trade show for the Atlantic Canada craft industry*

**Accelerating Agri-Tech Innovation Summit**  
February 10-11, 2016  
Holiday Inn Hotel, Truro, NS  
*\*innovative agriculture, bio-companies*

**The Motorcycle/ATV Show**  
February 12-14, 2016  
Moncton Coliseum, NB  
*\*motorcycles and all-terrain vehicles (ATVs)*

**Halifax Int'l Boat Show**  
February 18-21, 2016  
Exhibition Park, Halifax, NS  
*\*boats, other watercraft and various navigation equipment*

**International Potato Tech**  
February 26-27, 2016  
Eastlink Centre, Charlottetown, PEI  
*\*equipment used in potato farming*



### March

**Moncton RV 2016**  
March 11-13, 2016  
Moncton Coliseum, NB  
*\*all-terrain vehicles (ATVs), campers, trailers, etc.*

**PEI Provincial Home Show**  
March 11-13, 2016  
Eastlink Centre, Charlottetown, PEI  
*\*home improvement, decorating and DIY*

**YES Atlantic**  
March 18-19, 2016  
Fredericton Convention Centre, NB  
*\*youth entrepreneurship*

**Greater Moncton Home Show**  
March 18-20, 2016  
Moncton Coliseum, NB  
*\*home improvement, decorating and DIY*

**Atlantic National Home Show**  
March 18-20, 2016  
Harbour Station, Saint John, NB  
*\*home improvement*

**Dairy Focus**  
March 30-31, 2016  
Marriott Harbourfront, Halifax, NS  
*\*50 exhibitors and 300 participants from the dairy industry*



### April

**Fredericton Home Show**  
April 1-3, 2016  
Capital Exhibit Centre, Fredericton, NB  
*\*home and garden improvement*

**Spring Ideal Home Show**  
April 1-3, 2016  
Exhibition Park, Halifax, NS  
*\*home and garden improvement*

**Moncton Boat Show 2016**  
April 1-3, 2016  
Moncton Coliseum, NB  
*\*fishing and recreational boats; co-located with the NB Sportsmen's Show*

**Atl. Recreation Facilities Conference & Trade Show**  
April 6-8, 2016  
Best Western Glengarry, Truro, NS  
*\*recreational facilities*

**Atlantic Heavy Equipment Show 2016**  
April 7-8, 2016  
Moncton Coliseum, NB  
*\*heavy equipment for infrastructure, etc.*

*\*sample list only*

(cont.)

**Atlantic Canada HR Summit 2016**

April 7-8, 2016  
Halifax, NS  
*\*human resources and management (Conference Board of Canada)*

**Colchester County Home Show 2016**

April 8-10, 2016  
Rath Eastlink Community Centre, Truro, NS  
*\*home improvement and interior decorating*

**6th Annual International Business Trade Show**

April 10, 2016  
World Trade and Convention Centre, Halifax, NS  
*\*business community networking event*

**Speed Sport Car Show**

April 15-17, 2016  
Moncton Coliseum, NB  
*\*vehicle and equipment show*

**PharmaChoice 2016 Trade Show**

April 21-23, 2016  
World Trade & Convention Centre, Halifax, NS  
*\*independent pharmacists*

**Saltscapes Expo**

April 22-24, 2016  
Exhibition Park, Halifax, NS  
*\*More than 39,500 visitors  
\*local and unique retail products*

**ApEx 2016 – Atlantic Canada's Premier Foodservices & Hospitality Event**

April 24-25, 2016  
Cunard Centre, Halifax, NS  
*\*hospitality and food service; more than 250 exhibitors*

**Miramichi Home & Community Showcase 2016**

April 30 - May 1, 2016  
Miramichi, NB  
*\*home improvement and interior decorating*

**Wellness Expo Halifax**

April 30 – May 1, 2016  
Halifax, NS  
World Trade & Convention Centre  
*\*healthy living*



May

**MEET – Mechanical Electrical Electronic Technology Show**

May 18-19, 2016  
Moncton, NB  
*\*biennial mechanical and electrical industry event*

**Savour Food & Wine Show**

May 21, 2016  
Confederation Centre of the Arts, Charlottetown, PEI  
*\*food service and culinary arts*



June

**Architectural Woodwork Manufacturers Association of Canada Convention**

June 16-19, 2016  
Charlottetown, PEI  
*\*architectural woodwork*

**Atlantic Canada Petroleum Show**

June 22-23, 2016  
Mile One Centre, St. John's, NL  
*\*onshore and offshore oil and gas industries*



September

**DEFSEC Atlantic 2016**

September 6-8, 2016  
Cunard Centre, Halifax, NS  
*\*Atlantic Canada's leading defence, security and aerospace exhibition*

**Cold Harvest Conference and Tradeshow 2016**

September 18-21, 2016  
Delta Hotel, St. John's, NL  
*\*aquaculture; in collaboration with Aquaculture Association of NS*

**Security Canada: Int'l Security Conference & Exposition**

September 21, 2016  
Casino New Brunswick, Moncton, NB  
*\*security professionals*



October

**Atlantic Canada Showcase 2016**

October 2-4, 2016  
Fredericton Convention Centre, Fredericton, NB  
*\*tourism industry*



November

**Hal-Con 2016**

November 4-6, 2016  
World Trade & Convention Centre, Halifax, NS  
*\*sci-fi and gaming; 6000+ participants*

**North Atlantic Fish & Workboat Show 2016**

November 18-19, 2016  
Mile One Centre, St. John's, NL  
*\*boats, engines, electronics, various gear and equipment*

**Atlantic Provinces Reverse Trade Show**

(details to be announced)  
*\*building business opportunities between government and suppliers/bidders*

*\*sample list only*

**Atlantic Canada composites industry at JEC World, Paris 2016**



Atlantic Canada will be represented at JEC World 2016 on March 8-10 in Paris. The world's largest composites industry event, with more than 100 countries

represented, JEC World provides Atlantic Canada an opportunity to show its dynamic approach to innovation and entrepreneurship in the composites sector.

**More composites industry events across Canada:**

- ▶ 10th World Biomaterials Conference, May 17-22, 2016, Montréal, QC
- ▶ 28th Canadian Materials Science Conference, June 7-10, 2016, Hamilton, ON
- ▶ 9th Intl. Conf. on High Temperature Ceramic Matrix Composites and Global Forum on Advanced Materials and Technologies, June 26 – July 1, 2016, Toronto, ON
- ▶ 7th Intl. Conf. on Advanced Composite Materials in Bridges and Structures, August 22-24, 2016, Vancouver, BC

## Companies from Atlantic Canada at JEC World 2016 (registered as of publication date)

**ABCO Industries Limited**

- ▶ Producer and supplier of machined metal and composite products, founded in 1947 and based in Lunenburg, NS
- ▶ Manufactures boats, industrial production equipment, food processing equipment, systems and equipment for environmental applications, etc.

**Contact**

ABCO Industries Limited  
P.O. Box 1120, 81 Tannery Road  
Lunenburg, NS B0J 2C0 Canada  
Tel.: 902-634-8821  
Fax: 902-634-8583  
<http://www.abco.ca/>

**Everest Plastik Inc.**

- ▶ Atlantic Canadian leader in rotomoulding
- ▶ Designs, prototypes and manufactures full range of plastic products and equipment
- ▶ Offerings include moulds, water tanks, polyethylene containers, septic tanks, buoys, and aquaculture and fishing products

**Contact**

Everest Plastik Inc.  
241 Exportation St.  
Tracadie-Sheila NB E1X 1A2  
Tel.: 506-395-5588 / Fax: 506-395-1474  
<http://www.everestplastik.com>

**Eastern Composite Services**

- ▶ Provider of specialized services in the engineering/manufacture/repair/maintenance of piping, tanks and specialized products reinforced with fibreglass, rubber, plastic and composites
- ▶ Experts in resistance and anti-corrosion technologies

**Contact**

Eastern Composites  
702 Water Street, St. John's NL A1E 1C1  
Tel.: 709-753-7330  
Fax: 709-753-7338  
<http://easternservices.ca/>

**Coluza Technical Services****Contact**

E-mail: [coluza@eastlink.ca](mailto:coluza@eastlink.ca)

**RP Pro-Fibre Ltée**

- ▶ Specialist in boat repair and maintenance (fishing, commercial, recreational) for more than 20 years
- ▶ Sales of accessories and maintenance products
- ▶ Welding and sanding work
- ▶ Fibreglass and aluminum
- ▶ Equipment installation

**Contact**

RP Pro-Fibre Ltée  
27 Industriel Blvd., Unit 155  
Caraquet, NB E1W 0A2  
Tel.: 506-727-4150  
<http://www.rpprofibres.com/>

**Thermopak Ltd.**

- ▶ Manufacturer of plastic products for nearly 30 years
- ▶ Custom-manufactured plastic and polystyrene foam products; packaging materials, containers, packing
- ▶ Applications in the food, horticultural, fishing, materials and equipment, and electronics industries

**Contact**

Thermopak Ltd.  
P.O. Box 2005  
Shippagan, NB E8S 3H1  
Tel.: 506-336-8546  
<http://www.thermopak.com/>

**The Tank Shop**

- ▶ Family-owned and operated company specializing in the design and manufacture of custom storage solutions for more than 25 years
- ▶ Production of tanks for fuels and other flammable and combustible liquids, pressure vessels, etc.
- ▶ Certified ISO 9001:2008

**Contact**

The Tank Shop  
27 Industriel Blvd., Unit 140  
Caraquet, NB E1W 0A2  
Tel.: 506-727-0955  
Fax: 506-727-0959  
<http://www.thetankshop.ca/>

**Bradean's Tool & Die Ltd.**

- ▶ Leading manufacturer of aerospace and related parts and components
- ▶ Complex built-to-specification products for aircraft of all types (jets, turboprop planes, helicopters, etc.)
- ▶ Certified ISO 9001, AS9100:2009
- ▶ Machining of drop hammer dies, stretch form blocks, injection moulds and more

**Contact**

Bradean's Tool & Die Ltd.  
46 Anson Ave, Unit 1B  
Amherst, NS B4H 4R2  
Tel.: 902-661-0669  
Fax: 902-661-1748  
<http://www.bradeans.com/>

**Metamaterial Technologies Inc.**

- ▶ Leader in the design and fabrication of highly specialized optical solutions, nanocomposites and metamaterials
- ▶ Applications: aerospace, aeronautics, defence, security, clean energy
- ▶ Flagship product: Lamda Guard (state-of-the-art thin-film technology for advanced optical applications)

**Contact**

Metamaterial Technologies Inc.  
Technology Innovation Centre  
1 Research Drive, Dartmouth, NS B2Y 4M9  
Tel.: 902-482-5729  
<http://www.metamaterial.com/>

**Atelier Landry**

- ▶ 30 years in business
- ▶ Produces a variety of hardwood products, wood millwork, moulding, wooden furniture and other custom products

**Contact**

2520 Route 205  
Saint-François, NB E7A 1P9  
Tel.: 506-992-2189  
Fax: 506-992-3808  
<http://www.atelierlandry.com/>

## R&amp;D in materials and composites science in Atlantic Canada

**K. C. Irving Chemistry Centre**

Department of Chemistry  
University of Prince Edward Island, PEI  
<http://www.upei.ca/science/chemistry/>



Founded in 1996, the **K. C. Irving Chemistry Centre** is a teaching and research facility with two in-house laboratories equipped with state-of-the-art equipment. The research professors working there specialize in areas including industrial applications of nanocomposites, plastics, fibres, polymers and other innovative components incorporated into the production of materials.

**Laboratoire de microspectroscopie FTIR et Raman**

Université de Moncton, Shippagan Campus (UMCS), NB  
<http://www.umoncton.ca/umcs/>



Headed by Dr. Yahia Djaoued, the **Laboratoire de microspectroscopie FTIR et Raman** at UMCS specializes in research in composite and nanocomposite materials. Equipped with a combined high-resolution Raman and infrared (Jobin-Yvon LabRam-IR) microspectrometer, the laboratory studies the properties of nanoporous materials and the design and development of new materials and products with a broad range of applications, thereby facilitating technology transfer to industries in NB.

**Collège communautaire du Nouveau-Brunswick (CCNB)**

<http://www.ccnb.ca/>



A postsecondary hands-on learning institution established in 1970, the CCNB is also committed to applied research and innovation to the benefit of NB's industrial and manufacturing sectors. Having designated the composites sector as a strategic niche, the CCNB has been leveraging its research and innovation capacity through its **Support services for the composite materials industry**. A member of the Regroupement des industries des composites du Québec, the CCNB offers a program on joining processes for metals and composites.

**Support services offered to businesses**

Technical support / training and expertise / component firing and prototyping / technological integration, testing and characterization of materials and products / fabrication techniques (compression moulding, superplastic forming, bonding, lamination)

**MRI Research Centre**

University of New Brunswick, NB  
<http://www2.unb.ca/mri/>



The **MRI Research Centre** at UNB is a leader in the analysis of materials by magnetic resonance imaging (MRI). With seven laboratories equipped with the latest technologies, the centre specializes in research in materials science and the physics of condensed or porous materials, including the industrial applications of concretes, polymers, composites, wood, foods and microporous solids.

**Institute for Research in Materials (IRM)**

Dalhousie University, NS  
<http://www.dal.ca/dept/irm.html>



The **IRM** has been an R&D leader in the science and industrial applications of materials since 2002 with more than 90 dedicated research professors distributed among seven faculties and 16 departments. The centre's areas of scientific expertise include chemistry, physics, biology and earth sciences.

**Fields of study**

alloys / amorphous materials / biomaterials / ceramics / composites / concretes / thin films and surfaces / geologic materials / nanomaterials / polymers / zeolites / electronic and photonic materials / advanced battery and cell materials / microelectromechanical systems (MEMS)

**Smart Materials Centre**

Department of Mechanical Engineering  
Dalhousie University, NS  
<http://myweb.dal.ca/smc/>



Launched in 1995 by Professor Alex Kalamkarov, the **Smart Materials Centre** at Dalhousie specializes in research in nanocomposites and smart structures and composite materials. The production laboratory for smart composites supports the modelling, design, analysis, fabrication and testing of smart composites with embedded sensors and actuators.

**Manufacturing Technology Centre**

College of the North Atlantic  
<https://www.cna.nl.ca/>



The College of the North Atlantic is highly active in research and development concerning new products and processes in the area of materials science. Three laboratories have been serving as drivers supporting the province's manufacturing industries and helping to build their capacity for innovation: the **Innovative Product Development Centre**, the **Manufacturing Technology Centre** and the **Nanotechnology Lab**.

**Department of Mechanical Engineering**

Faculty of Engineering and Applied Science  
Memorial University, NL  
<http://www.mun.ca/engineering/mech>

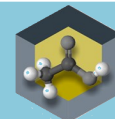


Equipped with leading-edge facilities and equipment, the **Materials Characterization Research Laboratory** is a centre of expertise in materials science with industrial applications in sectors including energy, manufacturing, aerospace and defence, biotechnologies, robotics and pharmaceuticals.

**NB Composites Cluster Group Inc.** <http://compositesnb.com/>

is an NPO dedicated to promotion, development and innovation in the composite materials sector and a fast-growing network with nearly a dozen members to date.

\*For details, please see also Intell-Echo issues 1, 2, 2014 and 2, 1, 2015.



# Observatoire d'information économique Intell-Echo

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## Saint-Pierre Miquelon Metropolitan - France



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<sup>1</sup>Agence de Développement Economique de Saint-Pierre et Miquelon

## Do you know that?



### Regional economic news

**Saint Pierre and Miquelon will be represented at the 2nd France Overseas Territories Gastronomy Fair.**

The 2nd France Overseas Territories Gastronomy Fair will take place from February 12 to 15 at the Paris Event Center-La Villette. This 8000 m<sup>2</sup> show gives the overseas territories an opportunity to showcase their gastronomic heritage and promote local tourism to a national and international audience.

Saint Pierre and Miquelon will be represented by SODEPAR<sup>1</sup>; Marie-Laure Lemoine will be in charge of the booth. Her mission will be to promote the islands through their gastronomy, but primarily to raise awareness in France of local companies, some of which are eager to export to Europe.

The products of **La Ferme de l'Ouest, Mon Chef, and Les produits la Boucanière** will be featured in the booth. Their products will be

available for tasting, as well as for purchase.

A cooking competition, ("le trophée de Babette"), led by Chef Rozières Babette, will also take place; this competition will showcase the talent of students from overseas vocational schools.

**Fabien Disnard, a cooking student from the Lycée Emile Letournel, will represent Saint-Pierre et Miquelon at this event.**

## The First Craft Fair: A Resounding Success!

On November 27 and 28, the first Saint-Pierre et Miquelon Craft Fair was held at the CACIMA premises.

With the goal of promoting the craft industry, crafters and local craft products, the fair welcomed eight exhibitors representing various craft activities, who offered their products to the public: leatherwork, textiles, photography, hand-painted porcelain, canned food products, cards... Demonstrations and tasting also took place.

Open on Friday night and all day Saturday, the event attracted a large number of visitors.

Encouraged by the success of this year's event, **the dates have already been set for the next craft fair, which will take place on November 19 and 20, 2016!**

**CACIMA**  
SAINT-PIERRE ET MIQUELON

Chambre de Métiers et de l'Artisanat

Entrée Libre  
Lieu : CACIMA  
Horaires :  
Vendredi 27 NOV.  
16H00 / 22H00  
Samedi 28 NOV.  
10H00 / 19H00

27 & 28 NOVEMBRE 2015  
**SALON DES MÉTIERS  
D'ART & DES LOISIRS  
CRÉATIFS**

For further information : CACIMA 41-05-30 [janick.cormier@cacima.fr](mailto:janick.cormier@cacima.fr)

# Professionnels, quand et où partir?



Sélection d'événements professionnels ayant lieu en France métropolitaine<sup>1</sup>

## FEBRUARY

Paris - Salons Hoche	<b>PANORAMA PARIS</b> <i>Conference for professionals in the international oil and energy scene</i>	11.02 - 11.02 2016
Nantes Parc Expo - La Beaujoire	<b>SALON EUROPÉEN DES PÊCHES</b> <i>European exhibition of marine fishing and fishing boats</i>	12.02 - 14.02 2016
Paris Event Center - La Villette	<b>SAGA DOM - SALON DE LA GASTRONOMIE DES OUTRE-MER</b>	12.02 - 15.02 2016
Paris Expo Porte de Versailles	<b>SALON INTERNATIONAL DE L'AGRICULTURE</b>	27.02 - 06.03 2016

## MARCH

Chambery	<b>SILICONPV</b> <i>International conference on photovoltaic energy</i>	07.03 - 10.03 2016
Paris Expo Porte de Versailles	<b>JEC WORLD</b> <i>World trade show for composites</i>	08.03 - 10.03 2016
Lille Grand Palais	<b>ENERGIMO</b> <i>Exhibition on energy efficiency and sustainable housing</i>	11.03 - 13.03 2016
Paris Expo Porte de Versailles	<b>SALON MONDIAL DU TOURISME</b> <i>International tourism fair (Participation of Saint-Pierre et Miquelon— see CRT)</i>	17.03 - 20.03 2016
Paris Expo Porte de Versailles	<b>E-LEARNING EXPO</b> <i>Trade show for internet-based teaching</i>	22.03 - 24.03 2016

## APRIL

Lyon	<b>CLEANTECH FORUM EUROPE</b> <i>Showcase for new "clean" technologies and investment opportunities</i>	11.04 - 13.04 2016
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## MAY

Port de Lorient	<b>NAVEXPO</b> <i>International maritime industries exhibition</i>	10.05 - 12.05 2016
Parc des expositions de Bordeaux-Lac	<b>AQUITANIMA</b> <i>International livestock, equipment and genetics exhibition</i>	14.05 - 16.05 2016
Les Docks de Paris	<b>INNOROBO</b> <i>International trade show and conference on robotics</i>	24.05 - 26.05 2016

## JUNE

Paris - Pôle Universitaire Léonard-de-Vinci	<b>NANOMATEN</b> <i>International conference and exhibition dedicated to nano-materials intended for the energy and environment sectors</i>	01.06 - 03.06 2016
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## SEPTEMBER

Strasbourg - Parc du Wacken	<b>CONCOURS LÉPINE EUROPÉEN</b> <i>International inventions exhibition</i>	01.09 - 30.09 2016
La Rochelle	<b>GRAND PAVOIS DE LA ROCHELLE</b> <i>International boat show</i>	28.09 - 03.10 2016

## NOVEMBER

Paris Nord Villepinte	<b>EXPOBOIS</b> <i>International exhibition of woodworking, machinery manufacturers and timber industries</i>	01.11 - 30.11 2016
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## DECEMBER

Paris Expo Porte de Versailles	<b>NAUTIC - SALON NAUTIQUE DE PARIS</b> <i>International Paris boat show</i>	02.12 - 11.12 2016
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**Business Meetings, Primarily Located in Paris.**

Businessmen / businesswomen in shipbuilding, fishing, agriculture or tourism, make your reservations for 2016.



For further information, you are invited to consult the website for each event.

To find out where to consult the list of all the trade shows which will be taking place in France in 2016 and prepare for participation in these events, please see pages 7 and 8

<sup>1</sup>Partial list of business events taking place in France in 2016, mainly on agricultural, innovation, fisheries and maritime themes

Source: [www.eventeyes.com](http://www.eventeyes.com)

# Focus on this Sector

## Trade shows



### Trade shows in France: some statistics \*

**174** trade shows

**1.5M** square metres of exhibition booths

**63000** exhibitors

**2.5M** visitors

**1.7%** growth in the number of visitor/buyers

\*declarative and certified data 2013

Source : Office De Justification des Statistiques

### Trade Shows and Fairs in France: A Powerful Development Tool for Businesses

For the first time in the world, a study published in 2015, which was conducted independently by Médiamétrie and supported and funded by the Ministère de l'Économie through the Direction Générale des Entreprises and by UNIMEV, CCI Paris Île-de-France and Comité des Expositions de Paris,



Auteur : Arnold G. Reinhold / Copyright : Creative Commons

demonstrates the **tremendous leverage that trade shows represent in terms of business generated** and development for businesses.

In fact, according to this study, trade shows and fairs enable companies which have exhibited in them in France to **generate more than 30.5 billion euros in sales**.

The 42,000 exhibiting companies, which participated in an average of five shows a year, have signed nearly **18 million commercial contracts during or following these events** and have benefited from an average return on investment (ROI) of 2 contracts during the event and 8 contracts between three and ten months after the end of the event.

*Source: Médiamétrie.fr*

### Trade shows: a source of inspiration for innovation

Trade shows offer a **comprehensive overview of the trends in an industry**, particularly when they are specialized and open only to businesses.

True forums for trends, they represent, for companies, an ideal venue for **finding innovations**.

They also provide an opportunity to answer the following questions:

- What are the latest trends in my industry?
- What are the latest innovations and initiatives?
- What are the technologies of the future?

Trade shows offer a unique opportunity **to meet and network with other SME business leaders who have chosen to innovate** but also an opportunity to participate in round table discussions, workshops and various events organized around innovation in a given sector. They are a **source of high value added information** that is becoming increasingly essential for business.



# Focus on this sector



## Trade shows

**Select, prepare and debrief** a trade show through intelligence gathering

Participation in a trade show generally has a **very positive impact on a company**, provided it is willing to invest time, before, during and after the event.

Within this context, adopting an intelligence gathering approach is a particularly relevant choice. Indeed, such an approach provides a "toolbox" that offers business leaders a set of methods and techniques for the collection, processing and analysis of strategic information. As such, it offers tools specifically designed for preparing for and attending a trade show, and debriefing after a show; these tools allow businesses to **gain maximum benefit and improve the return on investment from these business events**.

These tools and methods are divided into three categories:

- **Selecting and preparing for a trade show:** targeting the information to be collected (intelligence gathering plan), databases, trade show directories (see below or on page 7), classifying and prioritizing the exhibitors ...
- **Visiting a show:** useful information sources,

information sheets from the booths visited, reporting tools ...

• **Debriefing a show:** analyzing and storing the information collected, evaluating and assessing, following up with contacts, creating an action plan ...

For more information about these tools, you can contact CACIMA at 41-05-30 or by email at the following address:

[Alexandre.baridon@cacima.fr](mailto:Alexandre.baridon@cacima.fr)

### Practical Considerations: Looking for a Trade Show

Here is a partial list of some online tools you can use to search for business events by theme, location, date etc.

#### Salon Online

<http://www.salons-online.com/>

#### Event Eye

<http://www.eventseye.com/>

#### AUMA.DE

<http://www.auma.de/fr/Messedatenbank/Weltweit/Seiten/Default.aspx>

BUSINESSFRANCE 2016 in CANADA Program			
Event	Date	City	Organizer
Actions en points de vente (GMS/RHD/FHH) au Canada	March 2016	ND	SOPEXA
Pavillon France à l'occasion du SIAL Canada 2016, salon agroalimentaire	April 13- 15, 2016	Montreal	SOPEXA
French Tech Tour Canada	June 6- 24, 2016	Toronto, Montreal	BUSINESSFRANCE MONTREAL
Canada : Mission Plan Nord TP- Infrastructures	June 6-10, 2016	Montreal, Quebec	BUSINESSFRANCE TORONTO
Canada : Rencontres aéronautique dans le cadre du Sommet de l'Aérospatiale Canadienne 2016	November 14-16, 2016	Ottawa, Montreal	UBIFRANCE CHICAGO

# INTELL-ECHO



Are you seeking business opportunities in this sector?  
CACIMA and FCCC-AN can facilitate your business prospection process and help with establishing new partnerships  
(targeted information and network contacts)

**Intell-Écho** is a periodic bulletin published by the Economic Information Observatory, a regional cooperation project between Atlantic Canada and Saint-Pierre and Miquelon. The publication of this bulletin is made possible through the sponsorship of the Atlantic Canada Opportunities Agency in support of research initiatives, linguistic minorities and business development, and the Province of New Brunswick as well as the Université de Moncton, Shippagan Campus, and the Prefecture and Territorial Council of Saint-Pierre and Miquelon.

**Editorial Production:** Project Lead, Dr. Monica Mallowan, PROVIS Observatory, Université de Moncton, Shippagan Campus, Shippagan, NB, Canada.  
observatoirePROVIS@umoncton.ca  
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Chambre d'Agriculture,  
de Commerce, d'Industrie,  
de Métiers et de l'Artisanat  
(CACIMA)

4, boul. Constant Colmay,  
BP 4207 97500

Saint-Pierre et Miquelon, France



PROVIS—UNIV. DE MONCTON,  
CAMPUS DE SHIPPAGAN

218, J.-D.-Gauthier

Shippagan NB E8S 1P6

Canada



Chambre de Commerce et  
d'Industrie Française au Canada—  
Réseau atlantique—Atlantic Network  
(CCFCRA)

333, av. Acadie,  
Dieppe, NB, E1A 1G9

Canada

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**Editorial Production:** Project manager, Mrs. Janick CORMIER, chamber d'Agriculture, de Commerce, d'Industrie, de Métiers et de l'Artisanat.  
Intell-echo@cacima.fr

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