TO REST OF WORLD

BB Man Will Sell Acadiana

From Oct. 21 through Nov. 16, during the first weeks of the same Central American dry season, Bayouville of Brownsville, Texas, will be in Guatemala City selling Acadiana in the rest of the world.

Interfer 73, Guatemala's biennial trade and consumer fest where interested hotels, restaurants, merchants and tourists from countries all over the world converge, will enable attendees from all over the world to learn about Louisiana's history, cuisine, culture, festivals, everything Louisiana and how Louisiana's tourism is growing.

Goods, Services

Interfer 73 is designed to expose the world's producers of goods and services to the four-million-dollar Central American Common Market, comprised of Guatemala, El Salvador, Honduras, Nicaragua and Costa Rica. For example, the number of people in Guatemala is increasing 3.4 per cent while their continued growth national product has grown at an average rate of 2 per cent.

Sales at the 1972 interfer were estimated at $6.3 million. The record of 1974 exceeded one million dollars. By every measure, this year's fair is expected to break all previous interfer records.

TIRAA Project

Acadiana's showcase in Guatemala will be promoted by The International Relations Association of Acadiana (TIRAA); an organization of businesses promoting trade and cultural exchanges between the world and French-speaking Louisiana. TIRAA is in the process of assembling participants, whether agriculturalists or manufacturers of goods or producers of services, to show them where at the booth. According to TIRAA, the degree of participation is expected to vary, with some companies sending stacks of pamphlets, for example, and others sending sales managers to promote their goods or services. The salesmen will be on hand to answer any questions TIRAA booth participants. The salespeople will be in the vast majority, not sending their own representatives.

With the $2.5 million track record from Interfer 71 in mind, a number of sales are expected to result from TIRAA's Acadiana booth.

Not Just Acadiana

The Acadiana booth, incidentally, is not limited to exhibitors from Acadiana. According to TIRAA officials, the goal is to showcase goods and services from any part of the U.S. and the world. The Fair will be held at Parque Centenario, in the heart of Guatemala City. Restaurants set up at the park by visiting countries and folklore presentations staged at a nearby band shell will give the fair a super-international atmosphere.

Additional information about Interfer 73 is available at the TIRAA office, 200 Jefferson St. or by calling 256-5071.