

- Examine the meaning and acceptability of brand names and logos used in Canada, making sure that no negative or inappropriate connotations are conveyed.
- Make sure that colour and symbols used in promotional material are sensitive to local tastes and consumer preferences. Again, check the final product with someone who is familiar with Mexican culture and preferences.

PRODUCT ADAPTATION

It may be necessary to modify a successful Canadian product to compete in the Mexican market. Labelling must be developed to conform to Mexican requirements. Packaging may have to be altered to accommodate climatic differences or local preferences. It is also important to remember that marketing slogans and product names may not translate well into Spanish. This was particularly true of the Chevrolet Nova. When the car was introduced to the Mexican market, General Motors hadn't considered that "Nova" in Spanish translated to "doesn't go". This was obviously not the image that GM wanted for their car.

PRODUCT CONSIDERATIONS

Understanding the competition is essential. Before considering a move into the Mexican market, here are some of the questions you should be asking:

- Is the firm's competitiveness in existing markets based on price, quality, timeliness, delivery, or after-sales service?
- Can the firm's competitive edge be duplicated in Mexico in relation to a different set of competitors? If not, the likelihood of export success is slim.
- Are current domestic competitors also involved in the Mexican market? If so, have they made changes to their products or services to adapt to conditions there?

WANT MORE INFO?

CLICK BELOW

- Export-4, Business Guide
- Moving into Mexico, pg 11, 19
- Canadian Embassy in Mexico City

LOGISTICS

LABELLING

PRODUCT LABELLING: NOMS AND OTHER REQUIREMENTS

Product labelling in Mexico is governed by the *Ley Federal de Protección al Consumidor*, the Consumer Protection Act. Official standards, known as *Normas Oficiales Mexicanas* (NOMS) apply to a wide range of consumer products and capital goods sold in Mexico, whether domestic or foreign, and these standards have labelling requirements that imported goods must meet.

HIGHLIGHTS - HOT LINKS

- Exporter is responsible for labelling regulation compliance
- Stickers can sometimes be used
- Export packing and marking can be done by a freight forwarder
- All imports over US\$1,000 must be handled by a customs broker