

AFTER-SALES SUPPORT

After-sales support is essential for any technological good, and bus and rail products are no exception. Mexicans expect the same kind of support as Canadian customers. In general, this requires the establishment of a local office, either through an agent or a Canadian assigned to manage Mexican service. Either way, the ability to demonstrate staying power is essential.

TRADE SHOWS

Attending trade shows is a good way for Canadian companies to introduce their products and to make contacts with potential agents or customers.

- The *Asociación Nacional de Productores de Autobuses, Camiones y Tractocamiones, A.C. (ANPACT)*, National Association of Bus, Truck and Tractor-trailer Manufacturers, holds an annual meeting and trade show in Mexico City, usually in May or June.
- The *Asociación Latinoamericana de Metros y Subterráneos (ALAMYS)* has annual meetings in rotating venues in Latin America. The 1995 event was held in Mexico City.
- The *Asociación Mexicana de Ingeniería de Transporte, A.C.* has a regular meeting and a trade show every two years.

Several Mexican transit systems, including Mexico City, Monterrey and Guadalajara are members of the *Union International des Transport Publicos (UITP)* and the American Public Transit Association (APTA). These organizations have annual meetings and trade shows.

Ferrocarriles Nacionales de México (FNM), the national railway, is a member of the American Association of Railways, American Railway Engineering Association, *Asociación Congreso Panamericano Ferrocarriles (ACPF)* and *Asociación Latinoamericana de Ferrocarriles*. The associations have annual meetings in South America.