

a local agent or distributor who takes responsibility for delivery and product quality, rather than taking the risks involved when purchasing directly from the foreign supplier.

The Mexican market is highly competitive, and demands good quality product, guaranteed supply and attractive prices. Canadian companies that can comply with these conditions will be able to establish a foothold in the marketplace.

The Commercial Division of the Canadian Embassy in Mexico will be pleased to provide any assistance or guidance to Canadian lobster exporters wishing to explore this market.

RESPONSIBILITY

This paper was prepared to assist Canadian lobster exporters having an interest in supplying the Mexican market. It is intended to provide some insight in general terms on some of the existing conditions in Mexico's lobster production and distribution industry, and provide business contacts who might be interested in Canadian product. Companies must tailor their marketing approach according to their particular interests and circumstances.

Further assistance or information can be obtained by addressing requests directly to the Commercial Division of the Canadian Embassy, located at Calle Schiller 529, Col. Polanco, 11580 Mexico, d.f., telephone (011-52-5)724-7900, facsimile (011-52-5)724-7982; or the Latin America and Caribbean Trade Division, Department of External Affairs, 125 Sussex Drive, Ottawa, Ontario, K1A 0G2, telephone (613)995-8804, facsimile (613)943-8806.

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