

The major apparel Trade Show is Colombiamoda'93, September 7-10, 1993 and is organized by:

Inexmoda / Calle 7 No. 43A-88 / Medellín, Colombia / Tels. (574) 311-5972, 266-1310 / Fax (574) 266-2050.

This show is sponsored by the Colombian Institute for Fashion and Exports - INEXMODA - at above address. We don't think this show should be a post priority to start penetrating this market but for a later date, once Canadian products find a way into Colombia.

- *At which international shows do the buyers "shop".*

The most outstanding of Europe and North America.

- *Which local or international magazines do the buyers rely on and should be considered for advertising by Canadian exporters. What is their knowledge of Canadian apparel capability.*

There is a very limited knowledge of Canadian apparel capability from the Colombian apparel side.

BUSINESS ENVIRONMENT

- *Preferred marketing and distribution method: local agent, distributor, trading house, direct sales. Please provide lists where feasible.*

Local agent and distributor.

Lists of potential agents and distributors:

The ones mentioned under "major buyers" above.

- *What are typical commission rates and payment terms if known.*

Commission rates: 3 to 5%.

Payment terms: Cash and irrevocable letter of credit, at the beginning. Once customer is known, then 30, 60 or 90 days credit term.