

expect separate deliveries to each store, in-store promotion at the expense of the manufacturer, and the return of unsold goods.

Supermarkets and department stores often carry a range of sporting goods. The larger companies, especially those with foreign partners, tend to buy direct from manufacturers. Smaller firms work through distributors or agents. Mexican distributors rarely represent a single brand exclusively, and some carry a diverse line of sporting goods and other products.

Opportunities for advertising in the media are good, because of the high propensity for Mexicans to follow sports events. One recent survey found that more than 80 percent of Mexicans like to watch sports on television. Sports-theme bars and restaurants are found throughout the country. The direct sale of exercise equipment and sporting goods through television and catalogues is becoming increasingly popular and should continue to grow.

Products should meet Mexican needs but they should be presented to the market as imports. There is a perception among Mexican consumers that imports are of better quality than domestic products. Imported products also convey status, especially for upwardly-mobile, middle-class buyers.

Financing can be a vital factor in retail distribution. The retail sector accounted for one-quarter of all overdue debt payable to banks as of June 1995. Most banks are reluctant to extend new loans, and the cost of capital is very high. Retailers that are facing liquidity constraints are likely to weigh financing terms very heavily in their selection of suppliers.

KEY CONTACTS

Canadian Government

Department of Foreign Affairs and International Trade (DFAIT)

DFAIT is the Canadian federal government department most directly responsible for trade development. The **InfoCentre** should be the first contact point for advice on how to start exporting. It provides information on export-related programs and services, acts as an entry point to DFAIT's trade information network, and can provide copies of specialized export publications and market information to interested companies.

InfoCentre

Tel.: 1-800-267-8376 or
(613) 944-4000
Fax: (613) 996-9709
FaxLink: (613) 944-4500
InfoCentre Bulletin Board (IBB):
Tel.: 1-800-628-1581 or
(613) 944-1581

Internet:

<http://www.dfait-maeci.gc.ca>

The Trade and Economic Division of the Embassy of Canada in Mexico

can provide vital assistance to Canadians venturing into the Mexican market. The trade commissioners are well-informed about the market and will respond in whatever measures possible to support a Canadian firm's presence in Mexico.

Note: to telephone Mexico City, dial: 011-52-5 before the number shown. For contacts in other cities in Mexico, consult the international code listing at the front of your local telephone directory for the appropriate regional codes.

Trade and Economic Division

The Embassy of Canada in Mexico
Schiller No. 529
Col. Polanco
Apartado Postal 105-05
11560 México, D.F.
México
Tel.: 724-7900
Fax: 724-7982

Canadian Consulate Edificio Kalos, Piso C-1 Local 108-A

Zaragoza y Constitución
64000 Monterrey, Nuevo León
México
Tel.: 344-3200
Fax: 344-3048

Canadian Consulate Hotel Fiesta Americana Local 30-A

Aurelio Aceves No. 225
Col. Vallarta Poniente
44110 Guadalajara, Jalisco
México
Tel.: 616-6215
Fax: 615-8665

International Trade Centres have been established across the country as a convenient point of contact to support the exporting efforts of Canadian firms. The centres operate under the guidance of DFAIT and all have resident trade commissioners. They help companies determine whether or not they are ready to export, assist firms with market research and planning, provide access to government programs designed to promote exports, and arrange for assistance from the trade commissioners in Ottawa and trade officers abroad. Contact the International Trade Centre nearest you.

World Information Network for Exports (WIN Exports) is a computer-based information system designed by DFAIT to help Canada's trade development officers abroad match foreign needs to Canadian capabilities. It provides users with information on the capabilities, experience and interests of more than 23,000 Canadian exporters. To register on WIN Exports, call (613) 996-5701, or fax 1-800-667-3802 or (613) 944-1078.

International financing institutions, including the World Bank and the Inter-American Development Bank, provide funds to Mexico for a wide variety of specific