

Prospective exporters should be able to assure buyers that they maintain reliable supplies. Flexible prices are also essential in this highly-competitive market. Although Canadian products tend to appeal to upscale markets, high quality combined with medium price-levels is an effective combination.

Canadian suppliers should contact the principal distributors and importers. Lists of contacts can be obtained from industry associations. The *Cámara Nacional de la Industria Pesquera (Canainpes)*, National Fishing Industry Chamber, mostly represents the large producers. The *Sociedad Nacional de Introdutores y Distribuidores de Pescados y Mariscos*, Fish and Seafood Distributor's Association, represents 420 distributors and wholesalers, most of which are in *La Nueva Viga*. The *Cámara Nacional de la Industria de Conservas Alimenticias*, Food Preservation Industry Chamber, represents the processed food industry association, which includes fish processors.

Many companies locate prospective partners by attending industry trade shows. The Canadian Embassy in Mexico City and the consulates in Monterrey and Guadalajara can also assist Canadian companies who have developed an export strategy.