



are subject to their own specialized labelling regulations.

Goods can be imported into Mexico only by a Mexican citizen or corporation which must be registered and assigned an importer number. The name and address of the importer must appear on the product label, although this can be affixed after the goods enter Mexico. Stick-on labels are acceptable, provided that they accompany the goods when entering Mexico. In this event, the product is subject to special inspection by a government "verification unit" prior to sale.

Some products are also subject to quality standards set out in product-specific *NOMs*. The most likely gift products to be affected are electrically-operated apparatus such as Christmas tree lights. These regulations are in a constant state of revision, and Canadian exporters should verify the current requirements with their agent, distributor or other importer prior to shipment.

## MARKET ENTRY STRATEGIES

Most Canadian companies entering the Mexican market do so, at least initially, through a Mexican agent or distributor. Others form partnerships or joint ventures with Mexican manufacturers. In some cases, Canadian and Mexican manufacturers agree to distribute each other's product lines.

Giftware encompasses a wide range of products and, for the most part, it is handled by distributors as part of broader lines. Nonetheless there are a few giftware specialists. Some companies enter into exclusive representation agreements with Mexican agents, who in turn work through regional distributors to reach retail outlets. On the other hand, since the devaluation, there has been pressure to

develop national distributorships to simplify the marketing chain. Still, national distributors may be hard to find for some products.

Attending trade shows is a good way to make contacts with potential Mexican customers or partners. The *Asociación Mexicana de Fabricantes de Artículos para Regalo, Decoración y Artesanías (Amfar)*, Mexican Association of Gift, Decoration and Craft Products, holds an annual show in Mexico City. The 1996 show was held in July. Exhibitors included a wide range of Mexican manufacturers and importers. There were 400 exhibitors and about 8,600 visitors.

## KEY CONTACTS

### CANADA

#### *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>

\*FaxLink is a faxback system which provides summaries on a range of Mexican markets. It must be contacted

through your fax machine. Dial from your fax phone and follow the voice prompt instructions.

**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.

#### **Trade and Economic Division**

The Embassy of Canada in Mexico  
Schiller No. 529

Col. Polanco

11560 México, D.F.

México

Tel.: (52-5) 724-7900

Fax: (52-5) 724-7982

#### **Canadian Consulate**

Edificio Kalos, Piso C-1

Local 108-A

Zaragoza y Constitución

64000 Monterrey, Nuevo León  
México

Tel.: (52-8) 344-3200

Fax: (52-8) 344-3048

#### **Canadian Consulate**

Hotel Fiesta Americana

Local 30-A

Aurelio Aceves No. 225

Col. Vallarta Poniente

44110 Guadalajara, Jalisco

México

Tel.: (52-3) 616-6215

Fax: (52-3) 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