
IS ANTAD FOR YOU?

ANTAD 1993 was well promoted and organized. The Show received considerable air-time and press on local television shows as well as in all the local newspapers. It offered visitors a glance at all aspects of the Mexican supermarket industry, the latest supermarket trends, consumer demands and food marketing strategies. Perhaps the true value of the Show is that representatives of the major players in the food industry are brought together in one location. Visitors to the show came from many countries in North, South & Central America, Asia/Pacific and Europe. Exhibitors were comprised of a mixture of retailers, wholesalers, dealers, distributors and brokers handling a wide range of products destined for Mexico.

In comparison to other major North American agri-food and seafood trade shows, ANTAD 1993 was equal in presentation, and among the best for organizational structure. It is an expanding trade show of high-quality which offers access to the key representatives of the Mexican market for agri-food and fisheries products. Prospects arising from a North American Free Trade Agreement between Canada, Mexico and the United States were a common topic of discussion at the Show. Mexican businessmen attending the show provided a positive, aggressive attitude towards operating in a liberalized North American market, and indicated a belief that positive advantages would be gained by all three participants in such a free trade accord. Many businessmen expressed a view that there would be significant opportunities for Canadian agri-food and seafood exporters in the Mexican market.

Canadian exporters who wish to establish a quality reputation in the Mexican agri-food and fish products market should consider attending next years show. ANTAD 1994; The show will be held March 27-29, 1994 on the same location in Guadalajara. Canadian participation at the 11th Annual Show will be in the form of a Canadian national pavilion similar to this year. However, space has been reserved in a better location in the main exposition grounds which should answer some of the concerns expressed by 1993 exhibitors. Interested firms may contact the Latin-American and Caribbean Bureau (LGT) whose address is mentioned on the contact page of this report.