

- Offering periodical promotions of products at lower than market prices to familiarize retailers and consumers with Canadian products and brand names.
- Since competitive pricing, novelty and/or quality are crucial to being able to sell in Mexico and very similar to U.S. standards, this should be taken as a useful reference: if the Canadian product is sold/competitive in the United States, the probability is high that it will have a market in Mexico.
- There is no "need" for any particular consumer product in Mexico. It is more common that the supply creates its own demand. It is therefore important to identify the "right" store(s) for a certain product in terms of consumers' income and taste (which are similar to those found in Canada or the United States) and to market the product aggressively with these stores. Once the product is accepted by a large chain, it will be easier to market elsewhere.
- Novelty, fashion, specialty, high quality, high technology, high value-low volume, low priced items will tend to do better than brand names (unless they are known in Mexico or in other countries), as well as products in which Canada is competitive or has a wide variety of items. This could include items such as jewelry, accessories, apparel, furs, medicinal and pharmaceutical products, soaps and toiletries, toys and games, sporting goods, books, stationery and related products, tableware, presents, wood articles and furniture. It would be more difficult to penetrate market segments where brand names are crucial, where there is a longstanding presence of foreign companies in Mexico, and where the industry is concentrated into a few worldwide known firms, such as in the area of sound systems, televisions, photography, high technology electronic goods and cosmetics.

3.2 EXPORTS

The following table shows Mexican exports by product category:

TABLE 5
EXPORTS BY TYPE OF PRODUCT
(U.S. \$million)

SECTOR/TYPE OF PRODUCT	1988	1989	1990	1991p
AGRICULTURE				
Consumer goods	726.2	694.3	1,195.0	1,257.9
Intermediate goods	673.1	767.1	527.9	646.1
Capital goods	0	0	0	0