

Trade fairs are numerous in Mexico, and Canadian participation in them is increasing. Several Canadian trade missions are also in the works. Missions are organized by the Latin America and Caribbean Trade Division (LGT) at External Affairs and International Trade Canada, by regional International Trade Centres located in major cities across Canada, by provincial ministries responsible for trade, by Bancomext and by some private-sector associations.

Trade fairs and missions may have a general or sector-specific nature. Both are important tools for the community of Canadian companies seeking direct trade or some form of partnership to produce goods or services for Mexican consumption. The value of a trade mission to the individual participant will be greatly enhanced if careful research is conducted prior to departure. This research can make the difference between being prepared to enter into concrete discussions about a deal or delaying negotiations and possibly missing the opportunity.

The Importance of Trade Fairs to Canadian Exporters

Canada Expo '92 took place in Monterrey in January 1992. This trade fair, the largest ever undertaken by Canada in Central and South America, involved the participation of 206 Canadian companies, 165 exhibitors and nearly 15,000 visitors.

Participants included producers of industrial machinery, automotive accessories, information and telecommunication equipment, construction materials, services, pollution control equipment, packaging equipment, etc. A survey conducted by External Affairs and International Trade Canada after the trade fair revealed that participating firms concluded over \$2.9 million in sales on the site in Monterrey. Further projected sales for the ensuing 18 months exceed \$80 million.

More than 30 firms concluded agency and representation agreements at Monterrey and 16 potential joint venture arrangements were identified. More than two-thirds of the participants in the fair were first-time visitors to the Mexican market. The majority of the firms were small- and medium-sized enterprises with previous export experience to the U.S. and limited exposure to Mexico or other Latin American countries.

Mexican Trade Fairs and Missions – 1992-1993

The following are proposed fairs in or missions to Mexico (at the time of writing), in which the Latin America and Caribbean Trade Division of EAITC have participated or will be participating:

Mexico Trade Fairs/Missions Program '92 - '94

(*) Events Organized by Others

National Swine Congress
Swine industry event in Cancun
30 Sept - 4 Oct '92

Expo Petro y Chem '92
Info booth to distribute catalogues to Oil/Gas industry audience.
4-6 Nov '92

Process Automation & Robotics Mission
Industrial process technology mission will hold meetings in México D.F. and Monterrey. 18 participating companies.
23-27 Nov '92

OEM Auto Parts Mission (*)
APMA/EAITC mission will visit auto plants including new Nissan facility which has all the latest equipment. Co-sponsored by the Mexican Investment Board. 18 members
22-27 Nov '92

Mining Equipment/Services Mission from B.C. (*)
2-4 Dec '92

Expocomm '93
Largest annual telecom show in Latin America. Canada has participated in each year for the last five. 20 companies will participate.
9-12 Feb '93

Antad Expo '93
Canada's first major show in Guadalajara will feature 100 companies from food, store fixture and consumer products sectors (hardware/housewares)
28-30 Mar '93

Metal Expomex '93
Directed to the rapidly expanding machine tool and metal working sector in Monterrey, this event will follow up on the successes of Canadexpo 92. 12-15 participants expected.
9-12 Mar '93