

Trade shows in Mexico City tend to be the largest, drawing participants from across the country. Regional shows held in Monterrey and Guadalajara have fewer visitors (typically 5,000 to 10,000) but are strongly supported by the local construction companies. *Expo CIHAC*, the annual International Exposition on Construction and Housing held each autumn in Mexico City, is one of the most important shows, drawing a crowd of over 30,000 construction professionals. Other important trade shows include:

- *Habitat* — held annually in Mexico City;
- *Construexpo* — held annually in Guadalajara (will coincide with the World of Steel in 1994);
- *Constructo* — trinationl construction forum, held in Monterrey in 1994; and
- *Expo Nacional Ferretera* — hardware show held annually in Guadalajara.

## TRADE MAGAZINES

According to industry observers in Mexico, the most widely read monthly construction trade magazines are the following national publications:

- *Obras*, published by *Expansión*, Mexico's most important business magazine;
- *Ingeniería Civil*;
- *Construcción y Tecnología*, published by *Instituto Mexicano del Cemento y del Concreto (IMCYC)*, the Mexican Cement and Concrete Institute; and
- *Revista Mexicana de la Construcción*, published by the *Cámara Nacional de la Industria de la Construcción (CNIC)*, the National Chamber for the Construction Industry.

The most comprehensive catalogue of construction products and services is the annual publication of the *Centro Impulsor de la Construcción y la Habitación A.C. (CIHAC)*, the Promotion Centre for Construction and Housing. The *Catálogo del Centro Impulsor de la Construcción y la Habitación* publishes technical data, company profiles and a directory of distributors.

In addition, regional delegations of *Cámara Nacional de la Industria de la Construcción (CNIC)*, the National Chamber for the Construction Industry, publish monthly magazines which cater to a local audience. For example, in Monterrey, *Empresario Constructor* is the local publication of the Construction Association which covers the state of Nuevo León. Senior construction company representatives typically read major trade magazines from the U.S. in addition to those mentioned above.

The cost of advertisements in the popular trade magazines range between roughly U.S. \$1,000 for a half-page black and white advertisement to as much as U.S. \$3,000 for a full 4-colour page. One method of avoiding the high costs of advertising is to submit a technical article for publication.

