

Market Study for Sporting Goods and Leisure Products in Mexico.

1. BACKGROUND

2. ECONOMIC ENVIRONMENT

This market guide booklet has been prepared with the problems inherent to the initiating exporter in mind. However it is not exhaustive; individual circumstances, interest and needs will dictate how companies should tailor their approach and strategy to the Mexican market. While every attempt has been made to ensure accuracy in this study, no responsibility can be accepted for errors or omissions.

3. END USERS

Further assistance can be obtained by addressing requests directly to the Commercial Division of the Canadian Embassy in Mexico City located at Calle Schiller No. 529, Colonia Polanco, 11560 México, D.F. Telephone 254-32-88, telex 177 1191 and fax (sending from Canada) 011 (525) 545-17-69; or the Latin American Division Department of External Affairs, Industry Science and Technology Canada, 125 Sussex Drive, Ottawa, Ontario K1A 0G2, Phone 9950460 Fax (613) 996-06-77.

iv. Trade Associations

v. List of Potential Agents/Representatives