

CANADIAN COMPANIES IN

MEXICO

LE BUREAU D'ARTISTES DE MONTRÉAL

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Mr. Trotter says that building on this cultural affinity by learning about Mexico is the key to doing business there. "Don't think of Mexico as an underdeveloped country," he says. "While there is poverty there, it cannot be judged by our northern standards. In our culture, material wealth is all-important. The Mexicans possess other things, things which we have lost, for example, their sense of family and community. Above all, learn to like, and to love, the Mexican people, and be loved by them."

Sony imports most of its classical albums from the US and Europe. A Sony executive said that classical music in Mexico is competitive, considering that this type of music is not part of the traditional culture. The company has recording contracts with the *Orquesta Sinfónica Nacional*, National Symphony Orchestra of Mexico and the *Orquesta Filarmónica de la Universidad Autónoma de México*, Philharmonic Orchestra of the University of Mexico.

Usually only music groups who can afford to pay are able to record with independent record labels. Of four Canadian groups performing in Mexico in November 1996, only one recorded the performance. This type of recording is usually done for commemorative rather than commercial purposes.

PIRACY

Mexico has a large black market for illegal copies of compact discs, videos and especially audio cassettes. Unofficial estimates place the black market at 20 to 30 percent of the formal market. Most pirated recordings are of internationally-known groups and artists. Classical and unknown artists are not usually pirated by retailers, but emerging artists are reportedly victimized by some larger recording companies.

TELEVISA

Televisa is the biggest television network in Latin America. It produces two music channels and manages a school for music and acting. *Televisa* claims that 99 percent of its students are ultimately employed by the company's television and other media operations. All students are Mexican and few foreigners are involved in *Televisa* productions.

THE NATIONAL AUDITORIUM

The 10,000-seat *Auditorio Nacional*, National Auditorium, is the largest private theatre in Mexico, being the venue for the most important performances in the country. About 60 percent of its shows involve popular music, 20 percent dance and theatre, and about 8 percent classical music.

Once or twice a year the auditorium features Canadian artists such as Brian Adams or Alanis Morissette. They come to Mexico not as Canadians but as international stars. The *Auditorio Nacional* is under a special administration until the year 2001. The company is facing financial problems, and *INBA* will finance its maintenance and reparation work in exchange for free use of its facilities.