the National Chamber of Commerce of Mexico City (Canaco) and the National Association of supermarkets and department stores.

The most important stores operating in Mexico include the following: Supermarkets: Aurrerá and Bodegaurrerá, Comercial Mexicana, Chedraui, Gigante, Soriana, Superama and Supermercados S.A. (Bumesa), among the most important. Department stores: Astor, Fábricas de Francia, Liverpool, El Nuevo Mundo, El Palacio de Hierro, Salinas y Rocha, Sanborn's, Sears Roebuck, Suburbia, Viana and Woolworth.

5. MARKET ACCESS

Mexican retailers regard price, quality, credit terms and product availability as influential to their import decisions. Canadian exporters may therefore find attention paid to improved credit terms, product availability and timely delivery effective in attracting the Mexican retailer, since the quality of Canadian and American products is greatly appreciated despite their higher prices. A closer contact between Canadian manufacturers and Mexican customers through advertising, trade shows and direct interviews are also influential to increasing sales in Mexico.

Sports advertising in Mexico is usually made through newspaper ads and, to a lesser degree, television commercials. Many major manufacturers also utilize sponsorship of well known athletes.

Sales in Mexico are usually made through local agents and distributors, normally operating on a commission basis. Many of the larger retailers in Mexico also import directly. This is certainly true of Grupo Martí and the large department stores, where the imported share of merchandise is largest. Direct importing involves traveling to major international trade shows in the field, mostly in the U.S. and West Germany. Retailers also rely on trade magazines to keep abreast of buying trends and suppliers. Small stores utilize a system of indirect importing, with Indemar, Grupo Martí and other large distributors acting as their middlemen. Decisions should be taken on whether to use an agent, joint venturing or licensing with a Mexican company. Mexico's market is highly competitive and companies which maintain an active presence in the market and establish a good track record by virtue of product performance, competitive price and service will do well.

All suppliers of equipment or services, whether local or foreign, to a Mexican Government entity must be registered with the Secretariat of Programming and Budget (SPP) and