

## Annual Food Industry Trade Shows

Trade show	Products	City
CONFITEXPO	confectionery	Mexico City
EXPO ALIMENTOS	foods, raw materials, machinery	Monterrey
EXPO PAN	bakery	Mexico City
EXPO CANILEC	milk and dairy	Mexico City
EXPOPAK	packaging	Mexico City

### PRODUCT STANDARDS

There are no mandatory standards for food processing and packaging machinery. However, industry watchers predict the introduction of approval requirements by the *Dirección General de Normas (DGN)*, Bureau of Standards, that falls under the umbrella of the *Secretaría de Comercio y Fomento Industrial (SECOFI)*, Secretariat of Commerce and Industrial Development.

Products that meet Canadian, European or American standards are unlikely to be the subject of certification problems. Inquiries on Mexican standards can be made with the *DGN* in Mexico City (see Key Contacts in Mexico). Mexican product specifications must be submitted in metric units.

### SANITARY AND SAFETY REQUIREMENTS

The *Secretaría de Salud (SS)*, Secretariat of Health, is working on new sanitary regulations. Unusually stringent standards are not expected.

Potentially hazardous equipment such as pressure vessels must be registered and approved by the *Secretaría de Trabajo y Previsión Social (STPS)*, Secretariat of Labour and Social Welfare. The Secretariat will issue a Certificate of Inspection. Compliance with the more stringent American, Canadian and European standards is usually sufficient to ensure certification.

Mexico adheres to the International System of Units (SI). Importers will usually require metric labelling for packaged goods. Dual labelling is acceptable.

Electrical voltage is the same as in Canada. Electric power is 60 cycles, with normal voltage of 110, 200 and 440 volts with a frequency of 60 Hz. Three-phase and single-phase 230 volt current is also available. Sixty-cycle, 115/120 volts is the norm throughout Mexico, including industrial machinery. Power supply for industrial operation is 440 volts, three-phase, 60-cycle.

The high altitudes of many major plant locations may necessitate changes to some industrial processes, machinery and packaging.

## KEY CONTACTS

### CANADA

#### Canadian Government

Department of Foreign Affairs and International Trade (DFAIT) is the Canadian federal government department most directly responsible for trade development. The **InfoCentre** is the first contact point for advice on how to start exporting. It provides information on export-related programs and services; helps find fast answers to export problems; acts as the entry point to DFAIT's trade information network; and can provide companies with copies of specialized export publications.

#### InfoCentre

Tel.: 1-800-267-8376 or  
(613) 944-4000

Fax: (613) 996-9709

FaxLink: (613) 944-4500

InfoCentre Bulletin Board (IBB):

Tel.: 1-800-628-1581 or  
(613) 944-1581

**Commercial Division of the Embassy of Canada in Mexico City** promotes trade with Mexico. There are several trade commissioners at the Embassy, and there is a satellite office in Monterrey. Trade commissioners can provide a range of services including introducing Canadian companies to potential customers in Mexico; advising on marketing channels; assisting those wishing to participate in trade fairs; helping identify suitable Mexican firms to act as agents; and compiling credit and business information on potential foreign customers.

**Note:** to telephone Mexico City, dial: 011-52-5 before the number shown below. For contacts in other cities in Mexico, consult the international code listing at the front of your local telephone directory for the appropriate regional codes, or contact the international operator.

#### Commercial Division

The Embassy of Canada in Mexico  
Schiller No. 529  
Col. Polanco  
Apartado Postal 105-05  
11560 México, D.F.  
México  
Tel.: 724-7900  
Fax: 724-7982

Canadian Business Centre  
*Centro Canadiense de Negocios*  
Av. Ejército Nacional No. 926  
Col. Polanco  
11540 México, D.F.  
México  
Tel.: 580-1176  
Fax: 580-4494

Canadian Consulate  
Edificio Kalos, Piso C-1  
Local 108-A  
Zaragoza y Constitución  
64000 Monterrey, Nuevo León  
México  
Tel.: 344 3200  
Fax: 344-3048

**International Trade Centres** have been established across the country as a convenient point of contact to support the exporting efforts of