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giftwares, apparel etc., however, the overwhelming focus of the show was the food component of the supermarket industry in Mexico.

## **PARTICIPANT'S SURVEY**

A questionnaire was mailed to all participants at ANTAD 93 to obtain their views on the show. The following are the results:

- 1) 44 of 67 companies replied.
- 2) 23 cos were fully satisfied, 19 more indicated partly satisfied.
- 3) 34 would return next year. Most indicated that they felt we had a poor location.
- 4) The sales estimate was \$3,250,000 during the next 12 months.
- 5) 28 companies appointed an agent.