

KEY SUCCESS FACTORS FOR EXPORTING

Mexican purchasers of food processing equipment suggest that Canadian companies can increase their chances for success in the market by:

- undertaking aggressive marketing and promotion efforts;
- offering more liberal licensing arrangements and credit terms;
- willingness to consider highly favourable leasing terms where the income is focused on the future purchases of consumables which accompany the equipment;
- offering all ranges of technological sophistication;
- willingness to incorporate equipment into production lines including other brands and origins;
- offering excellent service and pre-sales advice; and
- participating in trade fairs and exhibitions in order to establish a presence.

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

TRADE MAGAZINES

According to industry observers, the most widely-read magazines for the food processing industry are the following:

- Industrial Equipment News — Mexican edition
- *Lácteos Mexicanos*
- *Novedades de la Industria Alimentaria*

SALES VISITS

The most commonly used and most effective means of promoting equipment among food and beverage manufacturers is establishing a direct and personal contact through individual visits by a well-trained, capable sales person.

An excellent sales support strategy is to advise a potential customer about the possibilities to redesign or restructure its present production process. The key is to show how new equipment will fit into the existing scheme to make production more efficient. The personal visit should be followed by periodical mailings of brochures, price lists and other company literature. Although most Mexican executives speak and read English, most technicians and plant managers do not. It is therefore important to have literature translated into Spanish by a capable translator, preferably who lives in Mexico and who understands the industry.

Mexicans are not comfortable doing business over the telephone. They prefer to make eye contact. Business calls to a potential client's office may involve more than the person first contacted. Therefore, business people hoping to close a Mexican deal must be prepared to deliver their sales pitch to various members of the Mexican team, each of whom may have their own questions.