

MARKET ENTRY STRATEGIES

Mexican wood producers often act as wholesalers and distributors. They purchase imported products to fill out their lines. They usually deliver large orders, while small retailers and contractors pick up the product at central warehouses.

Independent distributors dealing mostly in imports have begun to disappear because of the devaluation. Lumber yards remain the principal independent intermediary. They mostly sell to retail stores.

Sawmills usually employ their own fleet of trucks for hauling lumber out of the forest to a lumber yard. Many lumber yards and sawmills are owned by the same company. The companies that still import are mostly vertically- or horizontally-integrated sawmill/lumber yards or furniture manufacturers.

Advertising for wood products is aimed mainly at industrial clients and placed in specialized trade journals. Personal contact is a more important method of product promotion. This is especially true for imported niche products.

Construction companies often have exclusive contracts with wood producers for the duration of a project. Although these are usually tendered, personal contact is extremely important in ensuring that purchasers know about available products before specifications are written.

Mexicans consider Canadians and their products to be reliable and of good quality, and often prefer them to their American equivalents. But they also feel that Canadians lack determination and organization, and do not readily initiate personal contact and follow-up on leads.

Participation in trade shows is a common method for Canadian companies to establish contact with

potential buyers and partners in Mexico. Large furniture and construction shows are held annually in Mexico City, Monterrey and Guadalajara.

KEY CONTACTS

CANADA

Canadian Government

Department of Foreign Affairs and International Trade (DFAIT)

DFAIT is the Canadian federal government department most directly responsible for trade development. The **InfoCentre** should be the first contact point for advice on how to start exporting. It provides information on export-related programs and services, acts as an entry point to DFAIT's trade information network, and can provide copies of specialized export publications and market information to interested companies.

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 can provide vital assistance to Canadians venturing into the Mexican market. The trade commissioners are well-informed about the market and will respond in whatever measures possible to support a Canadian firm's presence in Mexico.

Note: to telephone Mexico City, dial: 011-52-5 before the number shown. 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.

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 Consulate

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

Canadian Consulate

Hotel Fiesta Americana
Local 30-A
Aurelio Aceves No. 225
Col. Vallarta Poniente
Guadalajara, Jalisco
México
Tel.: 616-6215
Fax: 615-8665

International Trade Centres have been established across the country as a convenient point of contact to support the exporting efforts of Canadian firms. Co-located with the regional offices of the Department of Industry (DI), the centres operate under the guidance of DFAIT and all have resident trade commissioners. They help companies determine whether or not they are ready to export, assist firms with market research and planning, provide access to government programs designed to promote exports, and arrange for assistance from the trade commissioners in Ottawa and trade officers abroad. Contact the International Trade Centre nearest you.

World Information Network for Exports (WIN Exports) is a computer-based information system designed by DFAIT to help Canada's trade development officers abroad match foreign needs to Canadian capabilities. It provides users with