

There is considerable wholesaling and direct sales activity in the fashion district. Seconds, special purchases and end-of-line garments are sold directly to the public and to smaller retailers. These outlets, known as *Tiendas de Mayoreo*, are a much larger part of the apparel distribution chain than their counterparts along Chabanel Avenue in Montreal or Spadina Avenue in Toronto.

TRADE SHOWS

Traditionally, apparel trade shows in Mexico were oriented towards domestic manufacturers, but increasingly, foreign manufacturers are using these shows to introduce their products and make contacts. The main trade shows are listed below. Contact information is provided in the section on Key Contacts Mexico at the end of this profile.

EXHIMODA

Participants in the *Exhimoda* are both Mexican and foreign companies specializing in women's, men's and children's clothing. There are approximately 500 exhibitors and 12,000 visitors.

EXPO-FASHION MEXICANA

Expo-Fashion Mexicana participants are domestic and foreign producers of apparel and footwear for women, men and children. *Expo-Fashion* had its first show in October, 1993 and its May, 1994 show had 120 exhibitors and 3,500 visitors. It is expected to continue to grow with increased participation by foreign manufacturers. Because it takes place in Mexico City, it attracts the major buyers from Mexico's largest retailers.

SEMANA INTERNACIONAL DE LA MODA

Participants in the *Semana Internacional de la Moda*, International Week of Fashion, are Mexican and foreign companies manufacturing or supplying garments, accessories, machinery or other products related to the apparel industry. The first event was held in 1992 to increase awareness of the Mexican industry. Its fall and winter show was held in August of 1994. The show includes exhibitors from Mexico and international exhibitors, fashion shows, matchmaking sessions, conferences and licensing/franchising opportunities. It is held at the *Centro de Exhibición Cintermex*, Cintermex Exhibition Centre, in Monterrey and is co-sponsored by the *Cámara Nacional de la Industria del Vestido de Nuevo León*, National Chamber of the Apparel Industry of Nuevo León.