

MARKET ENTRY STRATEGIES

Canadian music composers and performers who are not known in Mexico can gain exposure through music contests and festivals, as well as help from the Canadian government offices in Mexico.

Canadian music composers and performers who are internationally known generally work in Mexico as part of an established international market. Emerging and alternative artists must generally make themselves known before their work can be sold in Mexico. Classical performers often participate in contests as a means of gaining exposure. *Consejo Nacional para la Cultura y las Artes (Conaculta)*, National Council on Culture and the Arts, operating through the *Instituto Nacional de Bellas Artes (INBA)*, *Coordinación Nacional de Música y Opera*, National Institute of Fine Art, Music and Opera Division, organizes many contests to which foreigners are admitted. Directors of national institutions are usually very open to meeting musicians or composers and advising them on potential opportunities.

For popular music, radio exposure is considered essential for success, even though the radio stations have not paid royalties for several years. *Televisa* and a music promotion company called *Ocesa* spend heavily on touring artists. But industry participants say they are looking mainly for names that are already well-known internationally.

Alternative and emerging groups can gain exposure mainly through cultural festivals, which are popular events in Mexico. The most important festivals are the *Cervantino* in Guanajuato in October and the *Feria Internacional del Libro*, International Book Fair in Guadalajara in November. The latter was dedicated to Canada in 1996.

Canadian film and television producers typically go to Mexico for location shooting, with post production done at home. Thus, they are buyers rather than sellers and their usual concerns are with finding qualified suppliers rather than market entry. The Mexican industry associations are a good source of contacts, but contacts in Canada are often the best way to evaluate potential suppliers. The main exception is when the Canadian company takes an equity position in a co-production with a Mexican partner. Telefilm Canada supports this type of production. A small number of Canadian films are distributed for exhibition in Mexico, generally through the large multinational distributors.