

Distributors are often found through contacts at construction-related trade shows. Many experienced distributors are members of regional associations of construction products distributors. These associations can be important contact points for finding qualified distributors or disseminating information on new products. In the major cities, the *Cámara Nacional de Comercio de la Ciudad de México (CANACO)*, the National Chamber of Commerce, will provide a listing of distributors in various product sectors. There is a fee for this service which depends on the number of names provided. Finally, a key client such as a large construction company or retail outlet may suggest particular distributors with whom they deal. In choosing a representative, consideration should be given to:

- the region covered;
- the price mark-up;
- transportation capability;
- competitive products carried; and
- the ability to offer after-sales service.

PROMOTING THE PRODUCT

Promotion is an important tool for introducing products into Mexico. Promotion is often the responsibility of the local agent or distributor, but Canadian exporters should be aware of the various promotional options. Few distributors have the budget to adequately promote products. A promotional plan should be jointly developed by the manufacturer and distributor.

Construction products are typically promoted through:

- specialized trade shows;
- trade magazines and publications;
- seminars; and
- product literature.

Construction trade shows are held throughout the year in Mexico's major cities. These include general construction shows where a variety of products are exhibited. Specialized shows focus on specific product areas such as cement and concrete, hardware, and products for housing.

