

## TRADE SHOWS

Many Canadian companies that succeed in Mexico, make their first contacts with potential customers or partners at industry trade shows. Major annual shows include:

- *Petro y Chem México.* The petrochemical show is held annually in October at the World Trade Centre in Mexico City.
- *Exposición Internacional Ecología Industrial.* The second exposition, covering environment and industry, was held in Mexico City in April 1996.
- *WTC Expo Internacional.* This industry, commerce and services show was held at the World Trade Centre in Mexico City in April 1996.
- *Enviro-Pro Expo/Tecomex '96.* This environmental exposition and conference was held in September 1996 at *Palacio de los Deportes.*