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discuss business arrangements. The stands were staffed by members of the Canadian Embassy, the Latin American Bureau, (LGT), the Agri-Food Division, (TAA) and the International Programs Branch of Agriculture Canada. In addition to the Canadian company representatives, all stands were staffed with bilingual Mexican hostesses who provided assistance for the duration of the Show.

ANTAD offered visitors many services which facilitated the conduct of business during the show such as a news centre for exhibitors, members of the trade and the media. A publication centre displaying various trade publications was also available. An international lounge and executive room located in the Exhibition area was open to exhibitors as a special area to conduct business talks.

ANTAD offered an exclusive program with technical seminars and industry workshops. All workshops were focused, informative and offered simultaneous translation sessions which provided valuable information to help visitors better understand the Mexican market. Training manuals and video tapes published by ANTAD were also available to visitors.

Transportation to and from the show was organized through a network of shuttle buses which ran on a regular schedule between the major downtown hotels and the Convention Center. In addition, the Canadian delegation had a special shuttle bus service bringing visitors from the hotels every morning and returning them after the show closed each evening.

The final day of the Show highlighted a visit by the Honourable Mary Collins. Minister Collins, accompanied by Ambassador Winfield and Mr. Rose, was formally received by Mr. José Antonio Morera, President and Chairman of ANTAD, Scottish bagpipes players and two members of the Royal Canadian Mounted Police who were in attendance throughout the show. Minister Collins visited with all Canadian exhibitors and her presence was a valuable support to Canadians exploring their business opportunities in Mexico.

ANTAD 1993 hosted a broad spectrum of exhibitors in numerous product categories related to the supermarket industry. Many non-food products were also on display i.e. sporting goods, housewares,