

Agents, representatives and distributors must be registered with each purchasing entity as a commercial supplier. The registration process involves obtaining the approval of the quality control department within each institute.

Even if a company retains a prime agent in Mexico City, it may be advantageous to engage the services of other agents in other parts of the country. This approach can help to provide better service to decentralized customers.

PARTNERSHIPS AND STRATEGIC ALLIANCES

Some companies enter the Mexican market by forming a partnership or strategic alliance with a Mexican manufacturer who is familiar with the market and wants to expand. Typically the Canadian company contributes advanced technology to the joint venture in exchange for the Mexican company's market access. The alliance may allow both companies to expand their product lines. The ideal partner is one who has a sound financial history, good contacts throughout the industry and compatible corporate goals.

CONGRESSES AND TRADE SHOWS

Conferences, congresses and trade shows are held throughout the year in Mexico. Companies should select events relevant to the type of medical device or equipment they wish to sell. Company representatives might choose to attend first as a visitor and later as an exhibitor. The *Agenda de Eventos Médicos*, Medical Events Agenda, provides a list of upcoming events in the medical field for the next six months. It is published in January and July of each year in the medical magazine, *Atención Médica*.

THE MORE IMPORTANT MEDICAL ASSOCIATIONS ARE:

- *Academia Nacional de Medicina*, National Academy of Medicine
- *Sociedad Mexicana de Medicina General*, Mexican Society of General Medicine
- *Asociación Mexicana de Cirugía General*, Mexican Association of General Surgery
- *Asociación Mexicana de Bioquímica Clínica*, Mexican Association of Clinical Biochemistry
- *Federación Mexicana de Radiología e Imagen*, Mexican Federation of Radiology
- *Asociación Mexicana de Gastroenterología*, Mexican Association of Gastroenterology
- *Sociedad Mexicana de Cardiología*, Mexican Society of Cardiology
- *Sociedad Mexicana de Urología*, Mexican Society of Urology
- *Sociedad Mexicana de Otorrinolaringología y Cirugía de Cabeza y Cuello*, Mexican Society of Otolaryngology Head and Neck Surgery.
- *Federación Mexicana de Ginecología y Obstetricia*, Mexican Federation of Gynecology and Obstetrics
- *Sociedad Mexicana de Geriatria y Gerontología*, Mexican Society of Geriatrics and Gerontology
- *Sociedad Mexicana de Pediatría*, Mexican Society of Pediatrics

