distributed throughout the country via distributorships established by individual companies or "concessions" which handle a variety of brands by volume. ANNEX I identifies the Mexican companies that import and distribute bottled drinking water, the companies which they represent and their respective countries of origin.

Import Requirements

In order to facilitate the movement of food and beverage products in the market, the Ministry of Health announced recently that it is no longer necessary for such commodities to carry a registration number. However, the importer or representative should send a written notice to the Ministry of Health that the product is being presented for sale in the marketplace. The intention is that the demand will dictate whether or not a product stands up to consumer preferences and remains in the market. The deparment within the Ministry responsible for the food sector is:

> Dirección General de Control
> Sanitario de Bienes y Servicios
> Secretaría de Salud
> Donceles No. 39, Piso 1
> Col. Centro
> 06010 Mexico, D.F.
> Tel: (5)510-3999, 512-9283, 521-3050

Products may be sold with their original labels affixed. It is still necessary, however, for the foreign supplier and the importer to be identified. This is normally done by the importer, by placing a sticker on each individual package, can or bottle, in spanish, containing the producer's and/or the exporter's name and address, the importer's data, country of origin and other relevant data. As mentioned earlier, a registration number is no longer required.

Doing Business in Mexico

For the inexperienced Canadian company or individual who is interested in doing business in Mexico, a visit to the nearest International Trade Center is recommended as a starting point to obtain preliminary information on the Mexican marketplace. The following chapters will indicate some of the aspects that should be carefully considered, if any degree of success is to be achieved.

Foreign Exchange

There has been some concern among a few Canadian companies as to