

Manufacturer's agents outside Mexico City are more likely to be independent operators rather than employees and they are similar to distribution agents in Canada. They tend to be receptive to handling complementary lines from other manufacturers.

INDEPENDENT SALES AGENTS

Mexican retailers prefer viewing samples of new lines at their place of business. This is best arranged through a Mexican agent or representative.

There are a few independent agents that handle multiple lines, and they tend to represent smaller manufacturers or designers. These agents are under pressure because many of the larger retailers are now pushing for Quick Response (QR) and want to deal directly with their suppliers.

JOINT VENTURES

Mexican apparel manufacturers are struggling to keep up with market trends towards greater fashion orientation, increasingly sophisticated distribution systems, and growing demands for customer service. They are open to joint ventures with foreign manufacturers who can contribute technical and marketing expertise, in exchange for access to the Mexican market.

There are opportunities both for partnerships based on technology transfer and for co-marketing or co-manufacturing deals where the Canadian partner handles Mexican apparel in Canada. Exchanges of high-fashion, high quality Canadian garments for Mexican apparel incorporating detailed hand-work is one of the most interesting possibilities.

PROMOTION

FASHION MARTS

There are no seasonal fashion marts like the ones found in Toronto or Montreal. There is a fashion district located in *El Centro*, the downtown core of Mexico City. This is where many of the designer licensees, apparel manufacturers, sub-contractors and designers have their offices, showrooms and, in many cases, factory/distribution outlets.