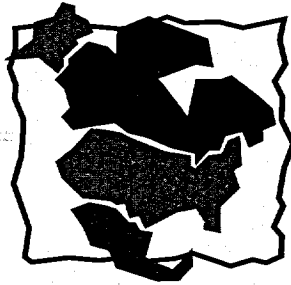


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WHERE TO FIND...?

INFO SOURCES FOR THE MEXICAN MARKET



Where to Find...? Info Sources for the Mexican Market is your guide to gathering current and accurate information on doing business in Mexico. It is designed to prepare you for a first visit to the Mexican marketplace. Acting on the suggestions contained throughout this guide will increase the likelihood that your first visit will be productive – that you will meet the right people, attend the best trade shows, collect the information you really need. If your company is already active in Mexico, then this guide will also prove helpful in keeping you up-to-date and in expanding your network of contacts.

The booklet is divided into two sections: one describing how to gather information on Mexico, and the other outlining where to obtain it. The “how-to” section offers a simple two-step approach to the process of market research: collecting general market information, followed by collecting sector- or product-specific information. The “where-to” section identifies key organizations and critical sources of information and describes the information resources of organizations in Canada, Mexico and elsewhere. A variety of tools and techniques for your information search is presented, including some easy-to-use and very effective electronic methods of collecting information.

This guide will provide you with a better understanding of the process of gathering information on Mexico: the who, what, where and how. The why is obvious: new markets, increased sales, and higher profits.

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