

## ADDITIONAL CONTACTS IN MEXICO

Luis Luna Neve  
President  
Mexican Franchise Association  
Insurgentes Sur 1783-303  
Col. Guadalupe Inn  
01020 México, D.F.  
México  
Tel.: 524-7959

International Franchise Centre  
Jose Ma. Rico No. 555 P.B.  
Col. del Valle  
03100 México, D.F.  
México  
Tel.: 524-3431

## ADDITIONAL INFORMATION

### MEXICAN MEDIA LIST

Companies considering promoting their products and services in Mexico might consider the use of these publications. The listing of a publication is not an endorsement.

#### Restaurantes 2000

(Monthly, published by Mexican Chamber of Restaurants)  
Lic. Raquel Verduzco Espinosa  
Gerente de Comunicacion y Publicidad  
Talleres Graficos de CANIRAC  
Camara Nacional de la Industria de Restaurantes y de Alimentos Condimentados (CANIRAC)  
Nanual Payno 131-B  
Colonia Obrera  
06800 México, D.F.  
México  
Tel.: 604-0418, 688-9147, 705-5055

#### Nuevos Negocios y Franquicias

(Monthly franchising magazine)  
Manuel Larena Lopez  
Director General  
Salvatierra 24-1  
Colonia San Miguel Chapultepec  
11850 México, D.F.  
México  
Tel.: 553-6600/6603/6001  
Fax: 553-2102

### BUSINESS MEXICO

(Monthly)  
Carlos Pozos, Advertising  
The American Chamber of Commerce of Mexico  
Lucerna 78  
Colonia Juárez  
06600 México, D.F.  
México  
Tel.: 724-3800  
Fax: 703-2911/3908

### EXPANSION

(Twice monthly, Mexico's most important business magazine)  
Jose Antonio de Colsa  
Production and Distribution Manager  
Sinaloa No. 149, 9th. Floor  
Col. Roma Sur  
06700 México, D.F.  
México  
Tel.: 207-2176  
Fax: 511-6351

### FRANCHISE DIRECTORY

This bilingual (English/Spanish) directory lists the currently operating franchises in Mexico

Directorio de Franquicias  
Mercametrica Ediciones, S.A.  
Av. Universidad 1621, Piso 3  
Col. Hda. de Guadalupe Chimalistac  
01050 México, D.F.  
México  
Tel.: 661-9286  
Fax: 661-6293

### EXHIBITIONS

#### Mexican Franchise Association (MFA)

The MFA is involved in the organization and promotion of trade shows including both regional shows and a National Franchise Opportunities Fair in Mexico City.

Asociación Mexicana de Franquicias  
Insurgentes Sur 1783-303  
Col. Guadalupe Inn  
01020 México, D.F.  
México  
Tel.: 524-7959  
Fax: 524-8043

### Source Mexico Consultants, Inc.

Source Mexico Consultants, Inc. organizes and promotes franchise shows in locations such as Mexico City, Guadalajara, Monterrey and León.

Source Mexico Consultants, Inc.  
Suite 634, 118 Broadway  
San Antonio, Texas, U.S.A. 78205  
Tel.: (210) 227-2502  
Fax: (210) 229-9761

### International Franchise Association (IFA)

The IFA organizes events to provide franchisors with a forum for reaching potential buyers of master franchises in major trade centres around the world including Mexico. Participants make presentations about their franchises at workshop sessions to interested buyers.

International Franchise Association  
Suite 900, 1350 New York Avenue N.W.  
Washington, D.C., U.S.A. 20005-4709  
Tel.: (202) 628-8000  
Fax: (202) 628-0812

### Canadian Franchise Association (CFA)

The Canadian Franchise Association maintains contact with foreign franchise associations and affiliate members of the CFA, including legal firms, consulting/accounting firms and banks, and may be able to provide advice and contacts in Mexico.

Canadian Franchise Association  
Building 12, Suite 201  
5045 Orbitor Drive  
Mississauga, ON L4W 4Y4  
Tel.: (905) 625-2896  
1-800-665-4232  
Fax: (905) 625-9076