
ANTAD - THE SHOW IN BRIEF

The sections of this report will address a number of key elements of use to Canadian exporters deciding on attending the Show in the future. The 'Show in Brief' will focus on the following elements: type and scope of show; exhibitor and visitor profile; technical programs; associated events and amenities; transportation, and other important considerations.

ANTAD 1993 was held at the Expo - Guadalajara Convention Centre in Guadalajara, Mexico from March 28-30, 1993. This annual event is the principal show in which a wide variety of goods such as fresh and processed foods, beverages, cosmetics, apparel, health and sanitary products, housewares, giftwares and other consumer products are displayed for the purpose of promoting sales to major department stores, speciality stores, retail, grocery and food outlets, wholesale and marketing agents. In its tenth year, ANTAD has grown from one hundred exhibitors in its debut year 1983 to over 700 participants in 1993. The number of visitors to the 1993 show was estimated at approximately 10,000 over the three-day period. These visitors were representative of the fast-growing Mexican food and consumer goods market. As well as representative of all major super markets and food chain suppliers.

The Embassy staff organized a pre-show briefing session for the Canadian delegation. Ambassador David Winfield, Honourary Consul Allan Rose, Mr. Doug Campbell, Director of the Latin American and Caribbean Bureau, Daniel Vezina, Agriculture Canada and Sam Elkady, International Trade Bureau (EAITC) were on hand throughout the show providing support to Canadian exhibitors.

Canadian exporters who exhibited at ANTAD were represented together at multi-sectoral Canadian national pavilion. The pavilion was situated in the special events exposition hall which was separated from the main exposition grounds by the lobby of the expo building (see exhibit plan of the Convention Center). The special events exposition ground housed, in addition to the Canadian national stand, the Spanish national pavilion and the United States National Housewares Manufacturer's Association pavilion. The Canadian pavilion was well organized and firms were represented in stands which were colourfully decorated. The pavilion offered a center where visitors could meet with prospective clients and