
CANADA SOLO FOOD SHOW

Background

The decision to hold The Canada Solo Food Show which followed ANTAD, was based on the fact that Mexico City is the largest district in the country with its huge population, financial and purchasing power making it an important market that cannot be ignored. It is also known from last year's ANTAD experience that most retail outlets, importing firms and distributing companies have their head offices in Mexico City. Despite the fact that ANTAD was a very well attended show, several companies that are based in Mexico City did not attend due to resources and time limitations. This made it important to give those companies an opportunity to view Canadian products and to give Canadian companies the chance to evaluate market opportunities in the important Mexico City market. Another reason to hold this show was to use it as a pilot project for a proposed major Canada solo trade show of all sectors to take place in 1994 preceding ANTAD with anticipated participation in the range of 500 companies.

Description of Event

The show took place on April 1, 1993 in the lobby and the lounge area of the Canadian Embassy in Mexico City. The morning of the show, the companies erected their display and stocked them with merchandise. The booths were beautifully designed and placed to line the circular lobby and the lounge. Each display exhibited a banner with the company name and the Canadian flag. Hundreds of Mexican importers, distributors, wholesalers and retailers were invited and the show was well attended. The show hours were from noon to 5:00 but continued throughout a reception that followed. In addition to the commercial buyers, Mexican government officials and media guests were also present. The Solo show was also visited by the Honourable Mary Collins. Minister Collins and Ambassador David Winfield visited Canadian exhibitors and spoke to potential Mexican importers in support of Canadian products. They also conducted interviews with the Mexican media which were aired or published immediately following the Show.