DISTRIBUTION CHANNELS	30
The Mexico City Market	31
Imported Products	32
Product Care	33
Transportation	33
Storage Facilities	34
THE REGULATORY ENVIRONMENT	34
Customs and Tariffs	34
Sanitary Inspection	34
Secretariat of Health's Sanitary Import Authorization	35
Secretariat of Agriculture's Sanitary Import Authorization	36
Labelling	36
MARKET ENTRY STRATEGIES	38
Cultural Challenges	38
Product Promotion	38
Service	39
Strategic Alliances	40
Trade Shows	40
WHERE TO GET HELP	41
Canadian Government Departments and Services in Canada	41
Department of Foreign Affairs and International Trade (DFAIT)	41
Agriculture and Agri-Food Canada	43
Department of Industry (DI) Revenue Canada	43 44
Canadian International Development Agency (CIDA)	45
Atlantic Canada Opportunities Agency (ACOA)	45
Western Economic Diversification Canada (WD)	45
Export Development Corporation (EDC)	46
National Research Council (NRC)	47
Key Contacts in Canada	47
Sponsoring Organizations	47
Business and Professional Associations	47
Mexican Government Offices in Canada	48
Other Mexican Consulates General in Canada Mexican Banks with Offices in Canada	48 49
Canadian Government Departments and Services in Mexico	49
Additional Contacts in Mexico	50
Mexican Government Secretariats	50
Industries, Chambers and Associations	50
Importers	51
Selected Mexican Department Stores	53
Trade Shows	53

