

Trade Show	Date	Place	Organizer
EXPO METALMECANICA '94	November 18-20	EXPO GUADALAJARA Av. Mariano Otero 1499 44550 Guadalajara, Jalisco México	Cámara de la Industria Metálica de Guadalajara Santa Rosa de Lima 4262 Fraccionamiento Camino Real 44550 Zapopan, Jalisco México Tel.: 622-8783 Fax: 647-7171
MEXIPLAST '94	November 1994	Palacio de los Deportes México, D.F. México	PCI MEXICO Yautepec 133 Col. Condesa 06140 México, D.F. México Tel.: 553-0559 Fax: 256-3354
PLASTIMAGEN '95	February 1995		OPREX Av. de las Palmas 751, Piso 4 Col. Lomas de Chapultepec 11000 México, D.F. México Tel.: 520-7588 Fax: 520-7388

videos are an alternative. Usually, trade shows include seminars which are open to exhibitors to present technical innovations. This is an excellent medium to reach a targeted audience, but direct invitations should be made to ensure a good attendance. When the presentation is made in a language other than Spanish, a bilingual glossary of technical terms should be provided to the translator in advance. Handouts and technical literature should always be in Spanish.

Trade missions put the supplier in contact with potential buyers, representatives and distributors on a one-to-one basis. The success of a mission depends on the quality of the screening by the local organizer based on profiles provided by the supplier. A trade mission should include a minimum of three days for Mexico City and at least two days each for Monterrey and Guadalajara.

WHERE TO GET HELP

KEY CONTACTS IN CANADA

The **Department of Foreign Affairs and International Trade (DFAIT)** is the Canadian federal government department most directly responsible for trade development. The **InfoCentre** is the first contact point for advice on how to start exporting; it provides information on export-related programs and services; helps find fast answers to export problems; acts as the entry point to DFAIT's trade information network; and can provide companies with copies of specialized export publications.

InfoCentre

Tel.: 1-800-267-8376 or
(613) 944-4000
Fax: (613) 996-9709
FaxLink: (613) 944-4500

The **Commercial Division of the Embassy of Canada** in Mexico City promotes trade with Mexico. There are several trade commissioners at the Embassy, and there is a

satellite office in Monterrey. Trade Commissioners can provide a range of services including introducing Canadian companies to potential customers in Mexico, advising on marketing channels, assisting those wishing to participate in trade fairs, helping identify suitable Mexican firms to act as agents, and compiling credit and business information on potential foreign customers.

Note: To telephone Mexico City, dial: 011-52-5 before the number shown below. For contacts in other cities in Mexico, consult the international code listing at the front of your local telephone directory for the appropriate regional codes or contact the international operator.

Commercial Division
The Embassy of Canada in Mexico
Schiller No. 529
Col. Polanco
Apartado Postal 105-05
11560 México, D.F.
México
Tel.: 724-7900
Fax: 724-7982

