
Canadian exporters, in particular, viewed the show as an occasion to meet and develop relationships with key Mexican representatives. Also achieved was the chance for Canadians to get exposed to the Mexican market and gain some insight into Mexican tastes and product interests.

It should be noted that despite the fact that ANTAD is a trade show for all retail products, this report will concentrate on the agri-food and fish sectors.

CANADA SOLO FOOD SHOW

Out of the 67 Canadian Companies who exhibited in Guadalajara, only 34 were selected to participate in The Canadian Solo Food Show due to the limited space at the Canadian Embassy. This show was held at the Canadian Embassy on April 1, 1993 and was an event well organized by the Embassy staff and attended by many potential Mexican buyers. A brief description of this Show and its results are outlined in this report.