

<b>Retail Practices</b>	30
Mark-ups	30
Service	30
Exclusivity	30
Payment Terms	30
Promotion	31
<b>Retailer Profiles</b>	31
Hypermarkets and Supermarkets	31
Department Stores	33
Manufacturer's Stores and Boutiques	36
Specialty Chain Stores and Boutiques	37
<b>MARKET ENTRY STRATEGIES</b>	37
<b>Distribution</b>	37
Direct Sales to Retailers	38
Buying Agents	38
Manufacturer's Agents	38
Independent Sales Agents	39
Joint Ventures	39
<b>Promotion</b>	39
Fashion Marts	39
Trade Shows	40
Fashion and Trade Publications	41
<b>Export Financing</b>	43
<b>Shipping and Distribution</b>	43
<b>THE REGULATORY ENVIRONMENT</b>	45
<b>The North American Free Trade Agreement Tariffs</b>	45
Rules of Origin	45
Documentation of Origin	46
Duty Drawbacks	46
Quotas and Tariff Preference Levels	46
Labelling	47
Standards	49
Product Testing	49
Intellectual Property Rights	49
Foreign Investment	50
<b>WHERE TO GET HELP</b>	51
<b>Canadian Government Departments and Services in Canada</b>	51
<b>Key Contacts in Canada</b>	57
Sponsoring Organizations	57
Mexican Government Offices in Canada	57
Business and Professional Associations	58
<b>Canadian Government Departments and Services in Mexico</b>	60
<b>Key Contacts in Mexico</b>	61
Mexican Government Departments	61
Business and Professional Associations	61
Trade Show Organizers	64
Trade Publications	64