

## TABLE OF CONTENTS

### THE NORTH AMERICAN FREE TRADE AGREEMENT (NAFTA)

The NAFTA expands Canada's free-trade area of 270 million people into a market of 360 million — a market larger than the population of the 15 countries of the European Union and one with a total North American output of \$7 trillion.

Mexico is Canada's most important trading partner in Latin America. Two-way merchandise trade with Mexico exceeded \$5.5 billion in 1994 and is expected to exceed \$7 billion by the end of the decade.

Canadian direct investment in Mexico is growing rapidly, increasing from \$452 million in 1992 to over \$1.2 billion in 1994.

This guide has been prepared with the problems inherent to the new exporter in mind. However, it is not exhaustive. The differing circumstances, interests and needs of individual companies will influence their strategies for the Mexican market.

Further assistance can be obtained by addressing requests to:

Department of Industry (DI) through the provincial International Trade Centres (see Where To Get Help) or contact the InfoCentre at:

Tel.: 1-800-267-8376 or (613) 944-4000

Fax: (613) 996-9709

FaxLink: (613) 944-4500

InfoCentre Bulletin Board (IBB):

1-800-628-1581 or (613) 944-1581

THE MEXICAN PORK SECTOR	7
MEXICAN PORK PRODUCTION	8
Production Levels	8
Pork Producing Regions	8
Hog Producers	9
Technified Producers	9
Semi-technified Producers	10
Family Units	10
Vertical Integration	11
Slaughterhouses	12
Processors	12
Distribution	12
Labour	13
Processing Technologies	13
FOREIGN TRADE	14
Canadian Exports	15
CUSTOMERS	16
Retail Stores	17
Food Service Sector	18
<i>Labatt México</i>	19
<i>Mexpo</i>	19
<i>Food Services de México</i>	19
Importers and Distributors	20
<i>Servicios Integrales de Refrigeración</i>	20
<i>Jamón Serrano de México</i>	20
<i>Surtimex</i>	21
<i>Obrador de Tocinería y Salchichonería Donfer</i>	21
Governments	21
COMPETITION	22
Mexican Competitors	22
Products	23
Restructuring	24
Foreign Competitors	25
Perception of Canadian Products	26
PRODUCT TRENDS AND OPPORTUNITIES	27
Mexican Preferences	27
Import Market Share	27
Seasonal Demands	29
Opportunities for Canadian Suppliers	29
Partnership Opportunities	30