
INTRODUCTION

This report provides general information on this annual show (ANTAD) and the Canada Solo Food Show which was held at the Canadian Embassy in Mexico City following ANTAD. Also included are the country profile and brief description of the Mexican Agri-Food market, list of trade contacts and importers of Agri-Food products.

In addition to the schedule of events, are comments on the Canadian Pavilion, the list of exhibitors and a selection of export and import statistics for the Canada/Mexico merchandise trade. Information for next year's ANTAD 1994 and the Solo Show are located at the end of this report.

ANTAD

The word "ANTAD" is an abbreviation of the Spanish name of the National Retailers' Association of Mexico (Asociacion Nacional de Tiendas de Autoservicio y Departamentales, A.C.).

Canada's participation at ANTAD '93 was the largest ever undertaken in a trade show of its kind in Latin America. This was the second year that Canada took part in this Show. Our first participating event was in 1992 which was judged to be successful by the 29 attending Canadian companies who collectively recommended that we return in 1993. The invitation which was extended to several companies received an overwhelming response and, due to space limitations, booths were offered on a first-come first-serve basis.

Canadian companies exhibiting at ANTAD received support from the Latin American and Caribbean Trade Division of External Affairs and International Trade, the Canadian Embassy in Mexico City, The Department of Western Economic Diversification, and provincial governments. Representatives from the Canadian Embassy, the Agri-Food Division (TAA) and Latin American Bureau (LGT) of External Affairs and International Trade Canada provided logistical and technical support to Canadian companies and responded to general inquiries and request for information on products for which inquiries were made.