

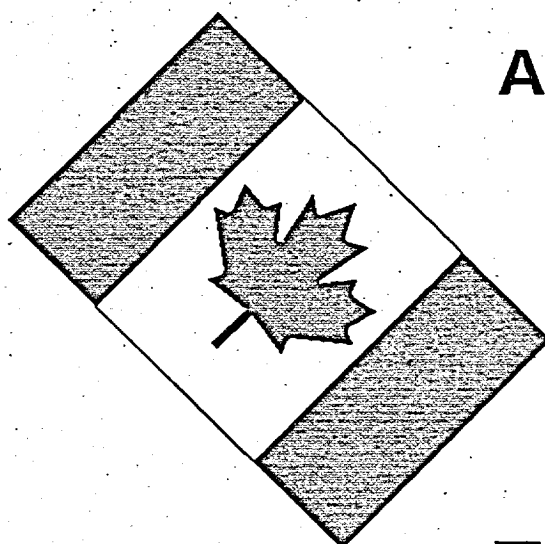
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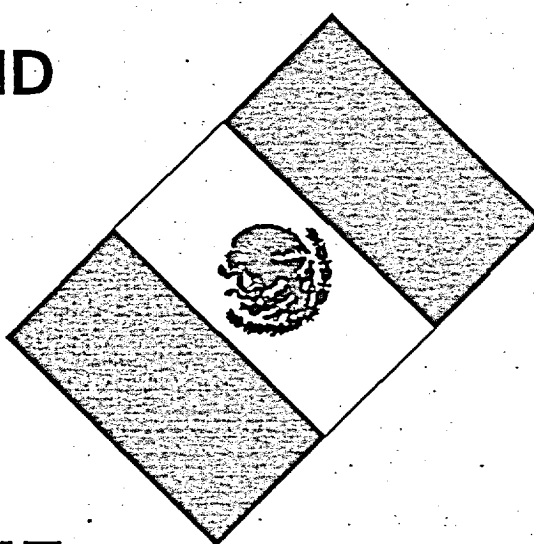
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ANTAD 1993

MARCH 28-30, 1993
GUADALAJARA, MEXICO



AND



THE CANADA SOLO FOOD SHOW

APRIL 1, 1993
MEXICO CITY, MEXICO

External Affairs and
International Trade Canada

Canada

ANTAD 1993
10th Annual Convention Trade Show

March 28-30, 1993
Expo Centre
Guadalajara, Mexico

CANADA SOLO FOOD SHOW

April 1, 1993
Canadian Embassy
Mexico City

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May 1993

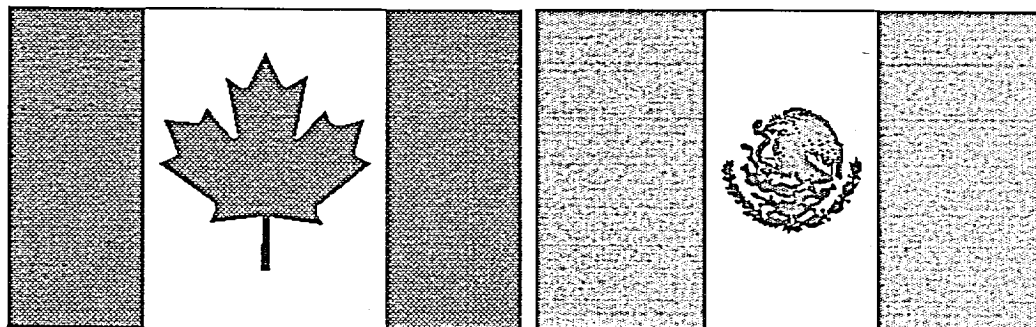
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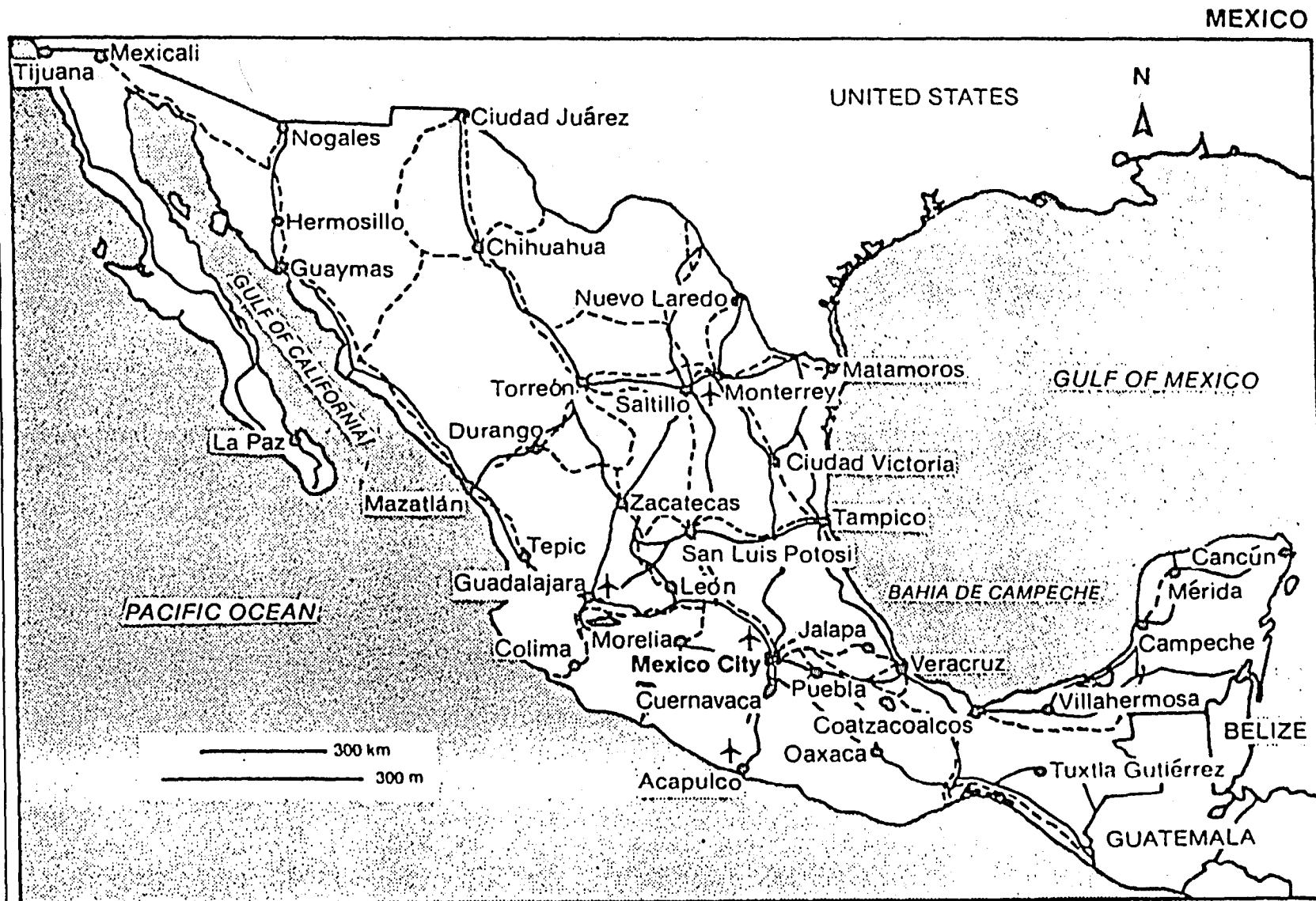


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ACKNOWLEDGEMENT

This acknowledgement is extended to all Canadian firms who exhibited in both ANTAD and the Solo Food Show. Their excellent product presentations, promotional materials, professional conduct and enthusiasm were the key elements that lead to the success of these events.

A special acknowledgement is also extended to the Honourable Mary Collins, Minister of Western Economic Diversification, Minister of State for the Status of Women and Minister of State for the Environment for her valuable support during both events.



CONTACTS

For information related to ANTAD 1993 and the upcoming 1994 event please contact one of the following:

- **External Affairs and International Trade**
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International Trade Bureau
Agri-Food, Fish and Resources Division
125 Sussex Drive
Ottawa, Ontario
K1A 0G2
Tel: (613) 995-1712 Fax: (613) 943-1103
- **Canadian Embassy**
Dennis Gibson
Calle Schiller No. 529
Colonia Rincon del Bosque
Apartado Postal 105-05
11580 Mexico City, Mexico
Tel: (011-525) 254-3288 Telex: 1771191 DMCNME
Fax: (011-525) 545-1769
- **Asociacion Nacional de Tiendas de Autoservicio Y
Departamentales, A.C.**
Homero 109/110. piso
Polanco, Mexico
11560, D.F.
Tel: (525) 254-6220/545-8803 Telex: 1763639 ANTAME
Fax: (525) 203-4495

MEXICAN MARKET: BASIC DATA

LOCATION	See map.
CLIMATE	Tropical in the south, temperate in the central highlands, and dry to the north.
LANGUAGE	Spanish.
POPULATION	Approximately 89 million.
TIME	Mexico City is 2 hours behind Ottawa. (EST)
ECONOMY	GDP (current \$US billions) = \$280.3 in 1991. Labour force (millions) = 26.6 in 1991. Unemployment (% workforce) = 3.0 in 1991. Government financial deficit (% of GDP) = 1.5 in 1991.
INDUSTRIES	Oil, mining, petrochemicals, fishing, forestry, automobiles, commercial banking, chemicals, maquiladoras, transportation, communications, entertainment, agriculture, stock raising, and foreign trading companies.
POLITICAL	Federal republic comprised of 31 states and one federal district (Mexico City) which is the seat of the federal government.
IMPORTS	The main products imported by Mexico from Canada are motor vehicle parts, iron and steel products, meat & livestock, wheat, aircraft and parts, newsprint, telecom equipment & parts, and milk powder, wood pulp, paper products, sulphur, and office/data processing equipment.
EXPORTS	The main products exported to Canada from Mexico are automotive vehicles and parts, engines and parts, radio, telephone and audio equipment, ignition wiring sets, vegetables, and petroleum oils. (See Tables for details).

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.

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.

ANTAD - THE SHOW IN BRIEF

The sections of this report will address a number of key elements of use to Canadian exporters deciding on attending the Show in the future. The 'Show in Brief' will focus on the following elements: type and scope of show; exhibitor and visitor profile; technical programs; associated events and amenities; transportation, and other important considerations.

ANTAD 1993 was held at the Expo - Guadalajara Convention Centre in Guadalajara, Mexico from March 28-30, 1993. This annual event is the principal show in which a wide variety of goods such as fresh and processed foods, beverages, cosmetics, apparel, health and sanitary products, housewares, giftwares and other consumer products are displayed for the purpose of promoting sales to major department stores, speciality stores, retail, grocery and food outlets, wholesale and marketing agents. In its tenth year, ANTAD has grown from one hundred exhibitors in its debut year 1983 to over 700 participants in 1993. The number of visitors to the 1993 show was estimated at approximately 10,000 over the three-day period. These visitors were representative of the fast-growing Mexican food and consumer goods market. As well as representative of all major super markets and food chain suppliers.

The Embassy staff organized a pre-show briefing session for the Canadian delegation. Ambassador David Winfield, Honourary Consul Allan Rose, Mr. Doug Campbell, Director of the Latin American and Caribbean Bureau, Daniel Vezina, Agriculture Canada and Sam Elkady, International Trade Bureau (EAITC) were on hand throughout the show providing support to Canadian exhibitors.

Canadian exporters who exhibited at ANTAD were represented together at multi-sectoral Canadian national pavilion. The pavilion was situated in the special events exposition hall which was separated from the main exposition grounds by the lobby of the expo building (see exhibit plan of the Convention Center). The special events exposition ground housed, in addition to the Canadian national stand, the Spanish national pavilion and the United States National Housewares Manufacturer's Association pavilion. The Canadian pavilion was well organized and firms were represented in stands which were colourfully decorated. The pavilion offered a center where visitors could meet with prospective clients and

discuss business arrangements. The stands were staffed by members of the Canadian Embassy, the Latin American Bureau, (LGT), the Agri-Food Division, (TAA) and the International Programs Branch of Agriculture Canada. In addition to the Canadian company representatives, all stands were staffed with bilingual Mexican hostesses who provided assistance for the duration of the Show.

ANTAD offered visitors many services which facilitated the conduct of business during the show such as a news centre for exhibitors, members of the trade and the media. A publication centre displaying various trade publications was also available. An international lounge and executive room located in the Exhibition area was open to exhibitors as a special area to conduct business talks.

ANTAD offered an exclusive program with technical seminars and industry workshops. All workshops were focused, informative and offered simultaneous translation sessions which provided valuable information to help visitors better understand the Mexican market. Training manuals and video tapes published by ANTAD were also available to visitors.

Transportation to and from the show was organized through a network of shuttle buses which ran on a regular schedule between the major downtown hotels and the Convention Center. In addition, the Canadian delegation had a special shuttle bus service bringing visitors from the hotels every morning and returning them after the show closed each evening.

The final day of the Show highlighted a visit by the Honourable Mary Collins. Minister Collins, accompanied by Ambassador Winfield and Mr. Rose, was formally received by Mr. José Antonio Morera, President and Chairman of ANTAD, Scottish bagpipes players and two members of the Royal Canadian Mounted Police who were in attendance throughout the show. Minister Collins visited with all Canadian exhibitors and her presence was a valuable support to Canadians exploring their business opportunities in Mexico.

ANTAD 1993 hosted a broad spectrum of exhibitors in numerous product categories related to the supermarket industry. Many non-food products were also on display i.e. sporting goods, housewares,

giftwares, apparel etc., however, the overwhelming focus of the show was the food component of the supermarket industry in Mexico.

PARTICIPANT'S SURVEY

A questionnaire was mailed to all participants at ANTAD 93 to obtain their views on the show. The following are the results:

- 1) 44 of 67 companies replied.
- 2) 23 cos were fully satisfied, 19 more indicated partly satisfied.
- 3) 34 would return next year. Most indicated that they felt we had a poor location.
- 4) The sales estimate was \$3,250,000 during the next 12 months.
- 5) 28 companies appointed an agent.

IS ANTAD FOR YOU?

ANTAD 1993 was well promoted and organized. The Show received considerable air-time and press on local television shows as well as in all the local newspapers. It offered visitors a glance at all aspects of the Mexican supermarket industry, the latest supermarket trends, consumer demands and food marketing strategies. Perhaps the true value of the Show is that representatives of the major players in the food industry are brought together in one location. Visitors to the show came from many countries in North, South & Central America, Asia/Pacific and Europe. Exhibitors were comprised of a mixture of retailers, wholesalers, dealers, distributors and brokers handling a wide range of products destined for Mexico.

In comparison to other major North American agri-food and seafood trade shows, ANTAD 1993 was equal in presentation, and among the best for organizational structure. It is an expanding trade show of high-quality which offers access to the key representatives of the Mexican market for agri-food and fisheries products. Prospects arising from a North American Free Trade Agreement between Canada, Mexico and the United States were a common topic of discussion at the Show. Mexican businessmen attending the show provided a positive, aggressive attitude towards operating in a liberalized North American market, and indicated a belief that positive advantages would be gained by all three participants in such a free trade accord. Many businessmen expressed a view that there would be significant opportunities for Canadian agri-food and seafood exporters in the Mexican market.

Canadian exporters who wish to establish a quality reputation in the Mexican agri-food and fish products market should consider attending next years show. ANTAD 1994; The show will be held March 27-29, 1994 on the same location in Guadalajara. Canadian participation at the 11th Annual Show will be in the form of a Canadian national pavilion similar to this year. However, space has been reserved in a better location in the main exposition grounds which should answer some of the concerns expressed by 1993 exhibitors. Interested firms may contact the Latin-American and Caribbean Bureau (LGT) whose address is mentioned on the contact page of this report.

Canadian agri-food and fish exporters who supply products in the list provided below will find appropriate contacts at ANTAD 1994 to be held March 9-12, 1994 in Guadalajara.

Alcoholic Beverages	Ice Cream
Beer	Jams, Jellies, Marmalades, Preserves
Baby Foods	Juices
Baked Goods	Macaroni & Pasta
Fresh Baked Goods	Meats: Fresh
Frozen Baking Mixes	Meats: Frozen
Bases: Soup & Gravy	Milk
Bottled Water	Mineral Waters
Butter & Margarine	Nuts
Canned Foods	Oils
Cereals	Pizza Products
Cheese	Poultry: Fresh
Cigarettes and Tobacco Products	Poultry: Frozen
Cocktails	Prepared Foods
Prepared Coffee	Rice
Cocoa	Salads: Prepared
Condiments & Relishes	Sauces
Confectionery Cookies	Seafood: Canned
Crackers	Seafood: Fresh
Dairy Products	Seafood: Frozen
Deli Foods	Soft Drinks
Dips: Chip, Etc.	Snack Foods
Dressing, Salad	Specialty Foods
Dry Foods	Spices, Flavourings
Mexican Foods	Sugars, Sweeteners
Fast Foods	Tea
Fillings: Cake, Pie	Vegetables: Canned, Fresh
Fountain Syrup	Vegetables: Frozen
Frozen Foods	Wine and Wine Coolers
Fruits: Fresh	Yogurt
Fruits: Frozen	
Health Foods	

(See Market Information and Opportunities section)

AGENDA OF THE 1993 CONFERENCE TECHNICAL PROGRAM

SATURDAY, MARCH 27

8:00 a.m. Sports Tournament, Club Atlas, El Salto Jalisco
7:00 p.m. Welcome Cocktail, Hotel Camino Real

SUNDAY, MARCH 28

11:00 a.m. General Session at Expo-Guadalajara
8:00 p.m. Gala Dinner

MONDAY, MARCH 29

Conference program conducted at Hotel Fiesta Americana Concurrent Sessions 9:00 a.m. to 10:15 a.m.

- Session 1: "Codification: The Impact of Change," Oscar Alberto Guil, of Supermercados Norte, Argentina.
- Session 2: "To Grow Where Everyone Grows, a Twofold Challenge," Enrique Marmentini, Asociacion de Supermercados de Chile (ASACH).
- Session 3: "Closeout Discount Store: A New Concept," Carlos M. Paiz, Almacenes Paiz, Guatemala.
- Session 4: "Total Quality ... Loyal Customer," Raul, Macias, Premio Nacional de Calidad, Mexico.
- Session 5: "The Complete Manager," George S. Hayward, Cornell University, United States.

CONCURRENT SESSIONS 10:30 A.M. TO 11:45 A.M.

- Session 1: "Competitive Operating Margins: The Strategic Trend," Alexis Falquier, Cesar, Muniz, and Gina Filtzer of McKinsey & Co., Mexico.

-
- Session 2: "Information as a Tool in the Growth of Supermarkets," Levy Nogueira, ABRAS, Brazil.
 - Session 3: "Competitiveness and Standardization in the Trade Sector," Santiago Macias, SECOFI, Mexico.
 - Session 4: "Operations and Attitudes for a New Market," Mario Torres Dujisin of Mercado Moderno, Chile.
 - Session 5: "The Store of the Future: the Supermarket before the Turn of the Century," Steven Perry, FMI, United States.

12:00 to 6:00 Exhibition floor hours, Convention Center Expo-Guadalajara
7:00 p.m. Exhibitors Cocktail, Hyatt Regency Hotel

TUESDAY, MARCH 30

Conference program conducted at Hotel Fiesta Americana Concurrent Sessions 9:00 a.m. to 10:15 a.m.

- Session 1: "The Systems of Distribution Before the Future of Mexico," Juan Manuel Ley, of Casa Ley, Mexico.
- Session 2: "The Typical Company and Globalization," Renato Bernhoeft, of Oliveira e Bernhoeft, Brazil.
- Session 3: "Fruits and Vegetables: Operational Management," Jorge Rotondo Invidio of Supermercados Devoto, Uruguay.
- Session 4: "Benchmarking, A Primary Tool for Competition," Carlos Flores, chairman, Centro de Productividad de Monterrey.
- Session 5: "Stores Impacting the New Millenium," Tony Lisanti of Discount Stores News, United States.

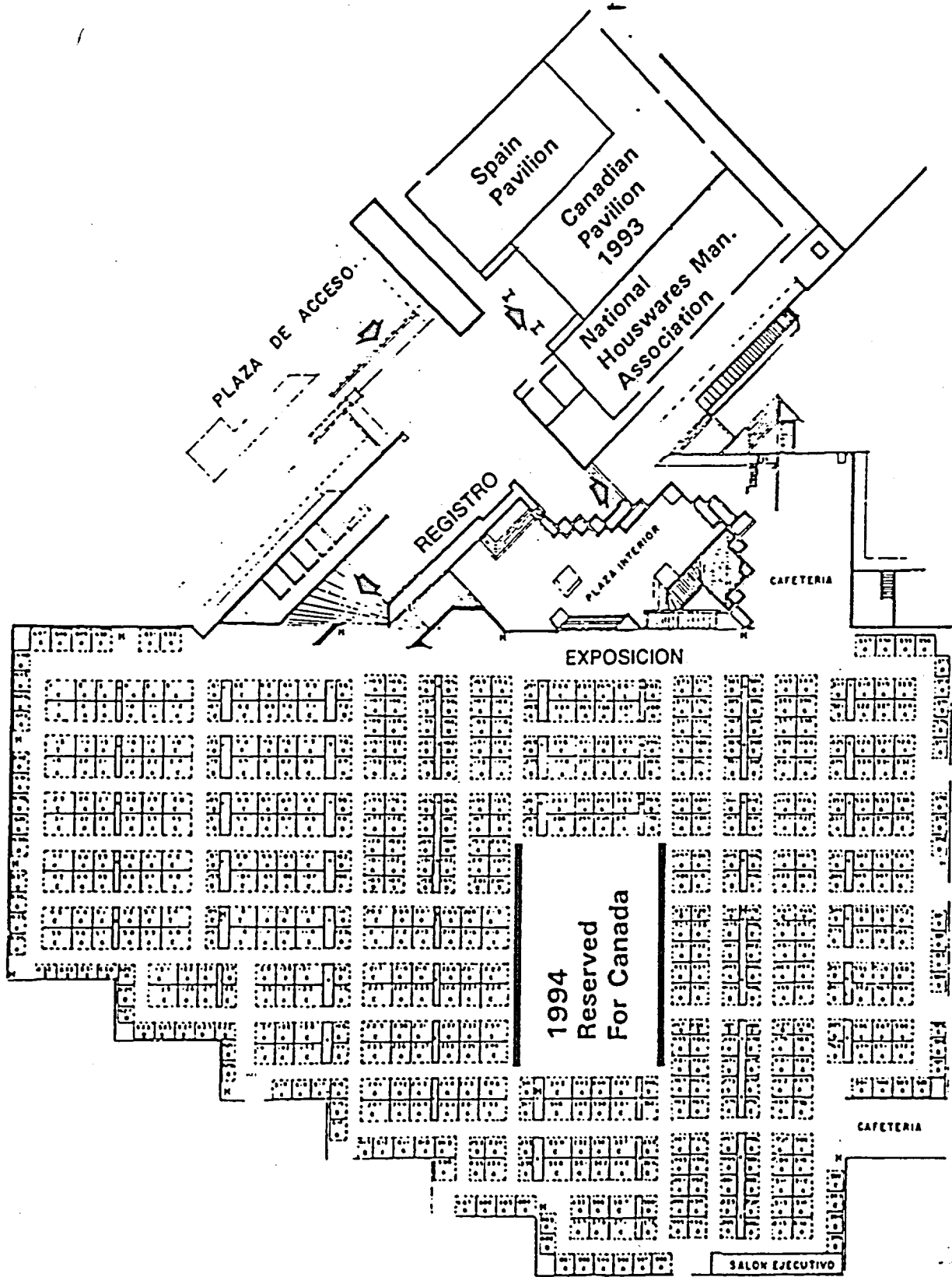
CONCURRENT SESSIONS 10:30 A.M. TO 11:45 A.M.

- Session 1: "How to Confront the Competition in an Open Market," Atilano Cordero Badillo of Supermercados Grande.
- Session 2: "The Mexican Consumer of the 90's: Opporunities of Growth," Sandra Forsythe and Dorothy Cavender of Auburn University, United States.
- Session 3: "Market Integration, the Challenge for Latin America," Rolando

-
- Hurtado, Consultant, Ecuador.
- Session 4: Service Engineering Applied to Retailing," Luis R. Picazo and Fabian Martinez of Servicio Panamericano de Proteccion, Mexico.
- Session 5: "The Retail Industry: Competitive Strategy for the Twenty First Century," Robert Kahn, Retailing Today, United States.

12:00 to 6:00 Exhibition floor open.

EXHIBIT PLAN CONVENTION CENTER



CANADIAN COMPANIES PARTICIPATING AT ANTAD

March 28-30, 1993

A. Pellerin & Fils Ltee
St. Adrien, Quebec

Aberfoyle Springs
Guelph, Ontario

ADM/Ogilvie
Montreal, Quebec

Allen Simpson Market
& Design Ltd.
Eden Mills, Ontario

Amusement Leisure Equipment Ltd.
Calgary, Alberta

Atlantic Traders Ltd.
Halifax, Nova Scotia

Adult Foods Ltd.
Valleyfield, Quebec

Basic Foods Inc.
Port Coquitlam, British Columbia

British Columbia Blueberry Council
Victoria, British Columbia

British Columbia Raspberry Growers
Association
Clearbrook, British Columbia

Colombo Prosciutto Corp.
Mississauga, Ontario

Connor's Bros.
Saint John, New Brunswick

Culinar Sales Corp.
Montreal, Quebec

Delft Blue Veal Inc.
Cambridge, Ontario

Distribuidora International Ltd.
Toronto, Ontario

Ecolo Odor Control Systems
Mississauga, Ontario

Enterprise H. Aida Inc.
Etobicoke, Ontario

Export Packers Company Ltd.
Brampton, Ontario

Extrufix Inc.
Pefferlaw, Ontario

Flo-Mexa
Oakville, Ontario

British Columbia Trade
Vancouver, British Columbia

Ganong Bros. Ltd.
St. Stephen, New Brunswick

British Columbia Tree Fruits Ltd.
Kelowna, British Columbia

Graphic Playing Cards Inc.
Sherbrooke, Quebec

Burns Meats Ltd.
Winnipeg, Manitoba

Group Procycle Inc.
Ville St. Georges, Beauce, Que

Cambrian Wild Rice Marketing
St. George, Manitoba

IMO Foods Ltd.
Halifax, Nova Scotia

Canada Pure Sparkling Water
Downsview, Ontario

Issy Steen-Sids Sunflower
Seeds (1974) Ltd.
Regina, Saskatchewan

Can-Oat Milling Products Inc.
Portage la Prairie, Manitoba

J.S. McMillan Fisheries Ltd.
Vancouver, British Columbia

Clarity Export
Keswick, Ontario

Jet Set Sam Industries Inc.
Richmond, British Columbia

Jim Scharf Holdings Ltd.
Perdue, Saskatchewan

Quebec Balsams Export Inc.
North Hatley, Quebec

KB Forwarders Ltd.
Montreal, Quebec

Sable Fish Packers (1988) Ltd.
South Side, Shelbourne County
Nova Scotia

L'Art au Quotidien Inc.
Montreal, Quebec

Saskatchewan Pulse Crop
Development Board
Regina, Saskatchewan

Lawson Mardon Group
Mississauga, Ontario

Siena Foods Ltd.
Toronto, Ontario

Lazy K Products Ltd.
Blairmore, Alberta

Soapberry Shop
Rexdale, Ontario

Linsey Foods Ltd.
Scarborough, Ontario

Stack a Shelf Limited
Waterloo, Ontario

Lovell & Christmas (Canada) Inc.
Montreal, Quebec

Potato Growers of Alberta
Calgary, Alberta

Lumar Ideal 1981 Inc.
Montreal, Quebec

Sun-Rype Products Ltd.
Kelowna, British Columbia

Maritime Marketing Services Inc.
Charlottetown, P.E.I.

The Revcorp Group
Markham, Ontario

McCain Foods Ltd.
Mexico City

The RNP Group
Toronto, Ontario

Mexi-Can Networks
Toronto, Ontario

Trade Strategies Inc.
Toronto, Ontario

Micro Mac Products Ltd.
Calgary, Alberta

Transbex International
St. Leonard, Quebec

Micro Thermo Inc.
Laval, Quebec

Trojan Technologies Inc.
London, Ontario

National Cheese Co. Ltd.
Concord, Ontario

Vivant Natural Spring Water
Calgary, Alberta

Parent Seed Farms Ltd.
St. Joseph, Manitoba

W.C. Wood
Guelph, Ontario

Paturel Seafood Ltd.
Shediac, New Brunswick

Westglen Milling (1989) Ltd.
Barrhead, Alberta

Postime Inc.
Winnipeg, Manitoba

Zesto Food Equipment Mfg. Co.
Montreal, Quebec

LIST OF ALL EXHIBITORS

- A.C. NIELSEN COMPANY, S.A. DE C.V.
 A.E. MARCOS Y CIA., S.A. DE C.V.
 ABARROTES BASICOS DE JALISCO, S.A. DE C.V.
 ABASTECEDORA DE MESA DE COCINA, S.A. DE C.V.
 ACEITERA LA JUNTA, S.A. DE C.V.
 ACEITES VEGETALES FINOS, S.A. DE C.V.
 ADARI, S.A. DE C.V.
 ADLER INTERNACIONAL, S.A. DE C.V.
 AISLAMIENTOS CONSTRUCTIVOS, S.A. DE C.V.
 ALIMENTOS DEL FUERTE, S.A. DE C.V.
 ALIMENTOS FINDUS, S.A. DE C.V.
 ALMACENADORA, S.A. DE C.V.
 ALMOR MEXICANA, S.A. DE C.V.
 ALTRO, S.A. DE C.V.
 AMERICAN REFRIGERATION PRODUCTS, S.A. DE C.V.
 AMUROL MEXICO, S.A. DE C.V.
 ANTARO (ROBERTO OCTAVIO DIAZ EL CAMPO LIMA)
 ARANCIA PRODUCTOS EMBASA, S.A. DE C.V.
 ARTICULOS DECORATIVOS ARC, S.A. DE C.V.
 ARTICULOS METALICOS ALE, S.A. DE C.V.
 ASOCIACION MEXICANA DEL CODIGO DE PRODUCTO, A.C.
 ASOCIACION NACIONAL DE PREVENCIÓN DE RIESGOS, A.C.
 ATUNES Y DERIVADOS, S.A. DE C.V.
AUSTRALIAN MEAT AND LIVESTOCK CORPORATION (PABELLON AUSTRALIANO)
 AUTREY VALLEJO, S.A. DE C.V.
 AVENA DE CHIHUAHUA, S.A. DE C.V.
 AXIS MARKETING, INC.
 BACARDI Y CIA., S.A. DE C.V.
 BACHOCO, S.A. DE C.V.
 BANCO NACIONAL DE COMERCIO EXTERIOR, S.N.C.
 BANCO NACIONAL DE MEXICO, S.A. DE C.V.
 BARDAHL DE MEXICO, S.A. DE C.V.
 BAYER DE MEXICO, S.A. DE C.V.
 BLACK & DECKER, S.A. DE C.V.
 BOLSAS MONTERREY, S.A. DE C.V.
 BOLSAS Y PAPELES MORYSAN, S.A. DE C.V.
 BONETERA FENIX, S.A. DE C.V.
 BRONCEADORES SUPREMOS, S.A. DE C.V.
 BURSON MARSTELLER MEXICO, S.A. DE C.V.
 CAFE EL MARINO, S.A. DE C.V.
 CAFE SOLUBLE DE VERACRUZ, S.A. DE C.V.
 CAFES DE VERACRUZ, S.A. DE C.V.
 CAFINCO, S.A. DE C.V.
 CAMARA NACIONAL DE LA INDUSTRIA DE LA TRANSFORMACION
 CAMARA NACIONAL DE LA INDUSTRIA DEL CALZADO
 CAMPOFRIO MEXICO, S.A. DE C.V.
 CARRANEDO ALIMENTOS, S.A. DE C.V.
 CASA CUERVO, S.A. DE C.V.
 CENTRO DULCERO DE OCCIDENTE, S.A. DE C.V.
 CERRADURAS Y CANDADOS PHILLIPS, S.A. DE C.V.
 CERVECERIA CUAUHEMOC, S.A. DE C.V.
 CERVEZA CORONA DE GUADALAJARA, S.A. DE C.V.
 CHOCOLATERA DE JALISCO, S.A. DE C.V.
 CHOCOLATES TURIN, S.A. DE C.V.
 CIA, ORENDAIN, S.A. DE C.V.
 CIGARRERA LA MODERNA, S.A. DE C.V.
 Cinsa, S.A. DE C.V.
 COLGATE PALMOLIVE, S.A. DE C.V.
 COMERCIAL AGROPESQUERA, S.A. DE C.V.
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 (PABELLON CANADIENSE)
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 FABRICA DE JABON MARIANO SALGADO, S.A. DE C.V.
 FABRICA DE MERMELADAS, S.A. DE C.V.
 FABRICA DE PASTAS ALIMENTICIAS LA MODERNA, S.A. DE C.V.
 FERNANDEZ EDITORES, S.A. DE C.V.
 FOOD MARKETING INSTITUTE
 (PABELLON NORTH AMERICAN TRADING PARTNERS)
 FRUIT OF THE LOOM, S.A. DE C.V.
 GALLETAS DE CALIDAD, S.A. DE C.V.

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 GRUPO AMUVER, S.A. DE C.V.
 GRUPO EDITORIAL GRIJALBO-MONDADORI, S.A. DE C.V.
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 GRUPO PM, S.A. DE C.V.
 GRUPO RAPROMEX, S.A. DE C.V.
 GRUPO URSUS, S. DE R.L. DE C.V.
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 HALLMAR DE MEXICO, S.A. DE C.V.
 HASH INTERNATIONAL EDITORA, S.A. DE C.V.
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 IMPORTACIONES FRESER, S.A. DE C.V.
 IMPORTACIONES TULIPANES, S.A. DE C.V.
 IMPORTADORA Y DISTRIBUIDORA JOEN, S.A. DE C.V.
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 INDUSTRIAL DE ALIMENTOS DEL NORTE, S.A. DE C.V.
 INDUSTRIAL DESHIDRATADORA, S.A. DE C.V.
 INDUSTRIAS ALIMENTICIAS CLUB, S.A. DE C.V.
 INDUSTRIAS ATEMAJAC, S.A. DE C.V.
 INDUSTRIAS CAT, S.A. DE C.V.
 INDUSTRIAS GRAM, S.A. DE C.V.
 INDUSTRIAS RACAVI, S.A. DE C.V.
 INDUSTRIAS RESISTOL, S.A. DE C.V.
 INDUSTRIAS SELECTAS, S.A. DE C.V.
 INDUSTRIAS VINICOLAS PEDRO DOMEQ, S.A. DE C.V.

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 INTERNACIONAL DE CERAMICA, S.A. DE C.V.
 INTERPUNTO MEXICO, S.A. DE C.V.
 INYECTORA DE PLASTICOS Y METALES, S.A. DE C.V.
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LOZIER STORE FIXTURES
 LYDALL SOUTHERN PRODUCTS
 McKESSON SERVICE MERCHANDISING
 MA. ELENA GONZALEZ ARZATE
 MAIZORO, S.A. DE C.V.
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 MAMA CONEJA, S.A. DE C.V.
 MANANTIALES LA ASUNCION, S.A. DE C.V.
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 MAQUINARIA Y REPRESENTACIONES DE EQUIPO, S.A. DE C.V.
 MARIA DEL CARMEN FLORES CRUCES
 MATSUKO INTERNACIONAL, S.A. DE C.V.
 MAVI EPEL, S.A. DE C.V.
 MAXIMARKETING, S.A. DE C.V.
 MOMEX, S.A. DE C.V./CARNES PREMIER
 MONTES Y CIA, S.A. DE C.V.
 MULTIFRIZ, S.A. DE C.V.
 N.C.R. DE MEXICO, S.A. DE C.V.
 NATIONAL HOUSEWARES MANUFACTURERS
 ASSOCIATION (PABELLON NHMA) (SALON DE EVENTOS ESPECIALES)

NATURELLE, S.A. DE C.V.
 NOSDI INTERNACIONAL, S.A. DE C.V.
 OLEOFINOS MEXICANOS, S.A. DE C.V.
 OLIVETTI MEXICANA, S.A. DE C.V.
 OPERADORA COMERCIAL DE CLUB DE PRECIOS, S.A. DE C.V.
 OPERADORA DE CONTACTOLOGIA, S.A. DE C.V.
 OPRHEEV, S.A. DE C.V.
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 ORGANIZACION ARD
 ORGANIZACION LA CORONA, S.A. DE C.V.
 OSRAM, S.A. DE C.V.
 PACIFIC STAR DE OCCIDENTE, S.A. DE C.V.
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 PILAS Y BATERIAS GP, S.A. DE C.V.
 PIMIENTA HERMANOS, S.A. DE C.V.
 PLASTICOS BOSCO, S.A. DE C.V.
 POND'S DE MEXICO, S.A. DE C.V.
 PROTEC & GAMBLE DE MEXICO, S.A. DE C.V.
 PRODUCTOS ALIMENTICIOS LA CAMPIÑA, S.A. DE C.V.
 PRODUCTOS CARNATION, S.A. DE C.V.
 PRODUCTOS CHATA, S.A. DE C.V.
 PRODUCTOS DE LECHE CORONADO, S.A. DE C.V.
 PRODUCTOS DE LECHE SAN PABLO, S.A. DE C.V.
 PRODUCTOS ESPAÑOLES, S.A. DE C.V.
 PRODUCTOS INTERNACIONALES MABE, S.A. DE C.V.
 PRODUCTOS METALICOS STANDARD, S.A. DE C.V.
 PRODUCTOS VERDE VALLE, S.A. DE C.V.
 PROMOCION Y OPERACION, S.A. DE C.V.
 PROMOTORA COMERCIAL SAN MIGUEL, S.A. DE C.V.
 PUBLICIDAD DE ORIENTE, S.A. DE C.V.
 PURINA, S.A. DE C.V.
 RAM DE MEXICO, S.A. DE C.V.
 RAMSO COMERCIAL, S.A. DE C.V.
 REDDY MEXICANA, S.A. DE C.V.
 REFRIGERACION INVEPRO IMPORT, S.A. DE C.V.
 REFRIGERACION NIETO, S.A. DE C.V.
 REFRIGERACION OJEDA, S.A. DE C.V.

EXIBITORS LIST

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REHRIG INTERNATIONAL
REPRESENTACIONES E INVESTIGACIONES MEDICAS, S.A. DE C.V.
REPRESENTACIONES RECO, S.A. DE C.V.
DISTRIBUIDORA LA TORRE, S.A.
RIO DE PLATA, S.A. DE C.V.
RITTENHOUSE LATINO AMERICA, S.A. DE C.V.
RTC INDUSTRIES, INC.
SABRITAS, S.A. DE C.V.
SARDINAS Y DERIVADOS, S.A. DE C.V.
SAT-COM, S.A. DE C.V.
SOI, INDUSTRIES
SEAGRAM'S DE MEXICO, S.A. DE C.V.
SENCORMATIC, S.A. DE C.V.
SERVICIO PAN AMERICANO DE PROTECCION, S.A. DE C.V.

SERVICIOS Y HERRAMIENTAS DE CALIDAD, S.A. DE C.V.
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SWEDA DE MEXICO, S.A. DE C.V.
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TEQUILERA, S.A. DE C.V.
TERRY DE MEXICO, S.A. DE C.V.
THE COCA COLA EXPORT CORPORATION
THE DIAL CORP. MEXICO, S.A. DE C.V.
THERMOS INTERNACIONAL, S.A. DE C.V.
TIEMPO, S.A. DE C.V.
TRESCOM, S.A. DE C.V.
TROPICANA DE OCCIDENTE, S.A. DE C.V.
TRUE FOOD SERVICE EQUIPMENT, INC.
TYLER REFRIGERANTS/STORE SALES AND DESIGN, INC.
UNIMICRO, S.A. DE C.V.
UNION AGRICOLA REGIONAL E FRUTICULTORES EL EDO. CHIHUAHUA
UNION DE EJIDOS AGROPECUARIOS DEL MAYAB DEL R.L.
UNISYS DE MEXICO, S.A. DE C.V.
USA RICE COUNCIL (CONSEJO DEL ARROZ DE LOS EE.UU.)
VINIUL, S.A. DE C.V.
VISTAR, S.A. DE C.V.
VITEX, S.A. DE C.V.
VITRO CRISA CRISTAL, S.A. DE C.V.
WALTER E. BURR, S.A. DE C.V.
WEAREVER DE MEXICO, S.A. DE C.V.

PABELLON CANADIENSE (SALON DE EVENTOS ESPECIALES)

ABERFOYLE
ADM/OGILVIE
AULT FOODS

BASIC FOODS INC.
BRITISH COLUMBIA BLUEBERRY COUNCIL
BRITISH COLUMBIA RASPBERRY GROWERS ASSOCIATION
BRITISH COLUMBIA TRADE DEVELOPMENT CORPORATION
BRITISH COLUMBIA TREE FRUIT LTD.
BURNS MEATS LTD.
CANADA PURE SPARKLING WATER
CAN-OAT MILLING PRODUCTS INC.
CAMBRIAN WILD RICE MARKETING
CHOCOLATE PRODUCTS CO. LTD.
COLOMBO PROCIUTTO CORP.
CONNOR'S BROS.
DELFT BLUE VEAL INC.
DISTRIBUIDORA INTERNATIONAL LTD.
ENTERPRISES H. AIDA INC.
EXPORT PACKERS COMPANY LTD.
GANONG BROS. LTD.
HEDDCO GROUP INTERNATIONAL
HERO BROS. INC.
IMO FOODS LTD.
ISSY STEEN-SIDS SUNFLOWERS SEEDS (1974) LTD.
J. S. McMILLAN FISHERIES LTD.
JET SET SAM INDUSTRIES INC.
LAZY K PRODUCTS LTD.
LINSEY FOODS LTD.
LOVELL & CHRISTMAS (CANADA) INC.
MANOUCHER FOODS & CO.
MARITIME MARKETING SERVICES INC.
NATIONAL CHEESE CO. LTD.
PARENT SEED FARMS LTD.
PATUREL SEAFOOD LTD.
POTATO GROWERS OF ALBERTA
SABLE FISH PACKERS
SASKATCHEWAN PULSE CROP DEVELOPMENT BOARD
SIENA FOODS LTD.
SUN-RYPE PRODUCTS LTD.
TRADE STRATEGIES INC.
TRANSBEX INTERNATIONAL
VIVANT NATURAL SPRING WATER
WESTGLEN MILLING (1989) LTD.
ECOLO ODOR CONTROL SYSTEMS
FLO-MEXA
LAWSON MARDON GROUP
LUMAR IDEAL 191 INC.
MICRO THERMO INC.
POSTIME INC.
TROJAN TECHNOLOGIES INC.

CANADA SOLO FOOD SHOW

Background

The decision to hold The Canada Solo Food Show which followed ANTAD, was based on the fact that Mexico City is the largest district in the country with its huge population, financial and purchasing power making it an important market that cannot be ignored. It is also known from last year's ANTAD experience that most retail outlets, importing firms and distributing companies have their head offices in Mexico City. Despite the fact that ANTAD was a very well attended show, several companies that are based in Mexico City did not attend due to resources and time limitations. This made it important to give those companies an opportunity to view Canadian products and to give Canadian companies the chance to evaluate market opportunities in the important Mexico City market. Another reason to hold this show was to use it as a pilot project for a proposed major Canada solo trade show of all sectors to take place in 1994 preceding ANTAD with anticipated participation in the range of 500 companies.

Description of Event

The show took place on April 1, 1993 in the lobby and the lounge area of the Canadian Embassy in Mexico City. The morning of the show, the companies erected their display and stocked them with merchandise. The booths were beautifully designed and placed to line the circular lobby and the lounge. Each display exhibited a banner with the company name and the Canadian flag. Hundreds of Mexican importers, distributors, wholesalers and retailers were invited and the show was well attended. The show hours were from noon to 5:00 but continued throughout a reception that followed. In addition to the commercial buyers, Mexican government officials and media guests were also present. The Solo show was also visited by the Honourable Mary Collins. Minister Collins and Ambassador David Winfield visited Canadian exhibitors and spoke to potential Mexican importers in support of Canadian products. They also conducted interviews with the Mexican media which were aired or published immediately following the Show.

Embassy staff, and government officials helped introduce visitors to Canadian companies. Representatives from the Royal Canadian Mounted Police were present to greet visitors throughout the Show.

Conclusion

This event was considered by Canadian exhibitors to be extremely successful, exceeding results achieved at ANTAD. Many Canadian exhibitors reported securing distributors and markets for their products during this event and others reported making contacts worthy of future follow-up. All exhibitors indicated that they would participate in a similar event in the future.

Many Canadian participants and Mexican buyers recommended the extension of the Show for more than one day in order to re-visit contacts and further negotiate business arrangements.

1994 SHOW

Arrangement is being negotiated to hold a multi-sector Canadian Solo Show in Mexico City, 21-24 of March 1994. Location will be announced once arrangement is finalise. It is anticipated that over 500 Canadian Companies will be displaying wide varieties of fine Canadian products and services during this event. Some of these companies will participate at ANTA 1994 in Guadalajara to be held 27-29 of March, 1994.

COMPANIES PARTICIPATING IN THE SOLO FOOD SHOW

Aberfoyle Springs
Adm/Ogilvie
Atlantic Traders Ltd.
Adult Foods Ltd.
Basic Foods Inc.
British Columbia Blueberry Council
British Columbia Raspberry Growers Association
British Columbia Trade Development Corporation
British Columbia Tree Fruits Ltd.
Burns Meats Ltd.
Canada Pure Sparkling Water
Cambrian Wild Rice Marketing
Can-Oat Milling Products Co. Ltd.
Chocolate Products Co. Ltd.
Colombo Procsitutto Corp.
Delft Blue Veal Inc.
Distribuidora International Ltd.
Enterprises H. Aida Inc.
Ganong Bros. Ltd.
Heddco Group International
IMO Foods Ltd.
Issy Steen-Sids Sunflower Seeds (1974) Ltd.
J.S. McMillan Fisheries Ltd.
Linsey Foods Ltd.
Lovell & Christmas (Canada) Inc.
Maritime Marketing Services Inc.
National Cheese Co. Ltd.
Paturel Seafood Ltd.
Sable Fish Packers (1988) Ltd.
Saskatchewan Pulse Crop Development Board
Siena Foods Ltd.
Sun-Rype Products Ltd.
Vivant Natural Spring Water
Westglen Milling (1989) Ltd.

NORTH AMERICAN FREE TRADE AGREEMENT

On December 17, 1992, Brian Mulroney, George Bush and Carlos Salinas de Gortari signed a new North American Free Trade Agreement (NAFTA), thus signifying their intention to seek domestic legislative approval. In less than two years, they and their negotiators had successfully met the challenge of putting together a new trading framework for North America. The Agreement provides a new set of rules to cover investment and more than \$300 billion in annual three-way trade, and it will open the door to a vast new potential in trade and investment relations among the three countries.

The NAFTA provides for the progressive elimination of all tariffs on goods qualifying as North American under its rules of origin. For most goods, existing customs duties will either be eliminated immediately or phased-out in five or 10 equal annual stages. For certain sensitive items, tariffs will be phased-out over a period of up to 15 years. Tariffs will be phased-out from the applied rates in effect on July 1, 1991, including the U.S. Generalized System of Preferences (GSP) and the Canadian General Preferential Tariff (GPT) rates. Tariff phase-outs under the Canada-U.S. FTA will continue as scheduled under that Agreement. The NAFTA provides that the three countries may consult and agree on a more rapid phase-out of tariffs.

The Agreement extends the benefits of the Canada-U.S. Free Trade Agreement (FTA) to include Mexico. It also strengthens and expands that accord to provide an even firmer foundation for trade and investment. It provides a framework of rules within which private entrepreneurs can seek to expand their market and investment activities. It is tailored for the demanding conditions of a large, open economy. It will make the three economies more capable of taking on broader competition on a global basis. The gradual elimination of most Mexican tariff and non-tariff barriers through the NAFTA will open up even more opportunities to Canadian exporters in Mexico.

Like the FTA, the NAFTA forms an integral part of the GATT-based multilateral trade relations system and is fully consistent with GATT

requirements. The NAFTA incorporates the fundamental national treatment obligation of the GATT. Once goods have been imported into one NAFTA country from another NAFTA country, they must not be the object of discrimination. This commitment extends to provincial and state measures. The three countries have agreed not to impose new customs users fees similar to the U.S. merchandise processing fee or the Mexican customs processing fee ("derechos de tramite aduanero"). Mexico will eliminate by June 30, 1999, its existing customs processing fee on North American goods.

The FTA continues to govern agricultural trade between Canada and the U.S. Within the NAFTA, Canada and Mexico have a separate agreement. Mexico's market will be opened through the immediate elimination of import licences and phase-out of tariffs. Key Canadian exports include grains, oilseeds, pork, fish, potatoes and processed foods. Canada's import quotas for supply managed egg, poultry and dairy products remain unaffected by the Agreement and Mexico will also exclude these sectors. Canada and Mexico retain the right for 10 years to impose special tariffs to prevent sudden surges of import-sensitive products. For Canada, the safeguards apply to certain fruits and vegetables. Health and safety standards are maintained.

AGRI-FOOD MARKET OPPORTUNITIES

Today, many Canadian exporters already enjoy success in the Mexican market. Two-way trade should reach \$5 billion by the end of the decade.

Opportunities exist in Mexico for virtually all agri-food products, from foods (both processed and primary products), beverages, meat, fish and seafood products, oilseeds, grains, pulses, special crops, livestock (both live animals and genetics), and breeding stock. Opportunity exists as well for technology transfers relating to all these commodities as the Mexican industry is revitalizing in order to remain competitive with imported products creating significant demand for food processing equipment and services. As well, Mexican consumers have experienced a growth in their economy fuelling their desire for a diversified product choice.

Mexico's imports of food and beverage products totalled \$5 billion in 1992. Annual growth for the next five years is estimated to be as high as 30-40%, based on the continued urbanization of the population and increasing standards of living. The Canadian Embassy in Mexico indicates that 15-20% of Mexicans now have the income to regularly buy imported processed frozen foods, including higher end products, creating significant demand for equipment to safely transport and distribute the products within Mexico.

Strategic Focus:

Mexican businesses and consumers are likely to witness a rapid increase in the economy in the next few years.

The number and diversity of retail outlets, will be fuelled by the incredible financial power of recently formed international joint ventures such as those between Wall-Mart/Cifra and Kmart/Puerto de Liverpool. Mexican consumers will soon be sieged by the best in U.S., Canadian and European retailing customized to the individual needs of the Mexican consumer.

To take advantage of market opportunities created by the potential impact of the NAFTA Agreement and the socio-economic changes in Mexico, it is important that the Canadian industry, together with

governments (both federal and provincial) priorities the elements of a strategic focus on the Mexican market. The first priority should be to maintain our access to Mexico's formerly protected food sector under the NAFTA. Educating the Canadian suppliers of the health requirement, packaging and shipping regulations under NAFTA as well as specific information on the Mexican market and distribution system should be the second priority. EAITC should work closely with the Food Industry Development Division of Agriculture Canada to ensure that this goal is accomplished.

TRADE CONTACTS

CANADIAN CONTACTS IN MEXICO

Embassy of Canada
Calle Schiller No. 529
Col. Polanco, Apart. Postal 105-05
11560 Mexico D.F., Mexico
Tel:(011-52-5) 724-7900
Fax:(011-52-5) 724-7982/7984

Canadian Chamber of Commerce
Rio De La Plata
Nombre 30,
06500 Mexico, D.F.
Mexico
Tel:(011-52-5) 286-2526/0901

Canadian Trade Office
Edificio Kalos, C.P.64000,
Zaragoza 1300 SUR,
Monterrey, Nuevo Leon, Mexico
Tel:(011-52-83) 44-32-00
Fax:(011-52-83) 44-30-48

MEXICAN CONTACTS IN CANADA

Embassy of Mexico
130 Albert Street, Suite 1800
Ottawa, Ontario K1P 5G4
Tel:(613) 233-8988
Fax:(613) 235-9123

Consulate General of Mexico
2000 Rue Mansfield, Suite 1015
Montreal, Quebec H3A 2Z7
Tel:(514) 288-2502
Fax:(514) 288-8287

Consulate General of Mexico
60 Bloor Street W., Suite 203
Toronto, Ontario M4W 3B8
Tel:(416) 922-2718
Fax:(416) 922-8867

Consulate General of Mexico
#810-1139 West Pender Street
Vancouver, B.C. V6E 4A4
Tel:(604) 684-3547
Fax:(604) 684-2485

Mexican Honorary Consulate
3107 Vercheres Street, S.W.
Calgary, Alberta
T2T 3R6
Tel:(403) 245-0303

Mexican Honorary Consulate
380 Chemin St. Louis
Number 1407,
Quebec, Quebec G1S 4M1
Tel:(418) 681-3192

Bancomext
Trade Commission of Mexico
P.O. Box 32, Suite 2712,
TD Bank Tower
66 Wellington Street
Toronto, Ontario M5K 1A1
Tel:(416) 867-9292
Fax:(416) 867-1847

Bancomext
Trade Commission of Mexico
200 Granville Street
Suite 1365,
Vancouver, B.C.
V6C 1S4
Tel:(604) 682-3648
Fax:(604) 682-1355

Bancomext
Trade Commission of Mexico
C.P. 305,
Place Bonaventure, Floor "F",
Fraham Hallway, Suite 18,
Montreal, Quebec H5A 1B4
Tel:(514) 393-1758
Fax:(514) 393-3340

MEXICAN FEDERAL GOVERNMENT DEPARTMENTS

Secretariat for Commerce and
Industrial Promotion
Alfonso Reyes No. 30,
Col. H. Condesa
06140 Mexico, D.F., Mexico
Tel:(011-52-5) 211-0036

Secretariat of Fishing
Secretaria de Pesca
Av. Alvaro Obregon, No. 269,
Col. Roma Sur
06700 Mexico, D.F., Mexico
Tel:(011-52-5) 211-0063

Secretariat of Health
Secretaria de Salud
Donceles No. 39,
Col. Centro Historico
06010 Mexico, D.F., Mexico
Tel:(011-52-5) 512-9994

IMPORTERS/DISTRIBUTORS/USERS

Direct exporting to Mexico is not simple, it demands that you visit Mexico, learn about the market, and meet with potential end-users, distributors, agents, and government trade officials. Exporters must develop a network of contacts on the Mexican side and establish close working relationships with several key individuals. In light of constantly evolving circumstances, the following list of Mexican importers, distributors and users cannot be timeless or exhaustive, Canadian fish, processed food and beverage exporters are advised to check all relevant details with their commercial contacts and to adhere strictly to the specifications set by Mexican importers and authorities.

Alimentos en su Hogar, S.A. de C.V.
Canela 104-B, Col. Granjas México
06400 México, D.F., Mexico
Contact: Dr. Claudio Lemionet
Tel:(5) 657-4424
Fax:(5) 657-6892
Products: grocery

Alimentos Sanimex, S.A. de C.V.
Calzada de la Viga 216
Col. Lorenzo Boturini
México D.F., Mexico
Contact: Sr. Moisés Nankin
Tel:(5) 740-9676/8333/8668
Fax:(5) 740-8248
Products: grocery, meat products

Ardura de Mexico, S.A. de C.V.
Av. Central 143
Col. Unidad Industrial Vallejo
07700 México D.F., Mexico
Contact: José Manuel Ardura
Tel:(5) 754-6197/752-4227
Fax:(5) 586-6191
Products: meat products

Casa Autrey, S.A. de C.V.
Av. Poniente 146., No. 554,
Industrial Vallejo
07720 México, D.F. Mexico
Contact: Lic. Jorge Eduardo Mendoza
Tel:(5) 368-4786/58
Fax:(5) 368-2488
Products: grocery

Cia. Eurolatina de Comercio, S.A.
Anatole France 27
Col. Polanco-Reforma
11550 México, D.F., Mexico
Contact: Sr. F. Rivera Duarte
Tel:(5) 570-6659/6679
Products: grocery

Cia. Orendain, S.A. de C.V.
Av. Vallarta No. 6230., Jocotán.
45010 Zapopan, Jalisco. Mexico
Contact: Carlos Orendain Hernández
Tel:(36) 27-18-29
Fax:(36) 27-13-76
Products: distilled spirits

Dinamica Alimenticia, S.A. de C.V.
Filiberto Gómez 98, Col. Tlalnepantla
54000 Estado de México, Mexico
Contact: Sr. Arturo Mendoza
Tel:(5) 390-4855
Fax:(5) 390-7296
Products: grocery

Distribuidora de Prod. Refrigerados
J. López Hickman 603, Col. Caracol
64810 Monterrey, N.L., Mexico
Contact: Sr. Moisés Hernández
Tel:(83) 44-1875/40-4295/40-4740
Fax:(83) 40-2415
Products: grocery

Distribuidora Puig, S.A. de C.V.
París No. 255.
El Carmen Coyoacán.
04100 México, D.F. Mexico
Contact: Manuel Alonso Jaudenes
Tel:(5) 658-7199
Fax:(5) 554-2874
Products: wines, distilled spirits

Atunes y Derivados, S.A. de C.V.
Estereo Urios S/N. Seis.
Mazatlán, Sin. Mexico
Contact: Sr. Saúl García
Tel:(678) 491-99
Products: canned seafood, canned

Cafe el Marino, S.A. de C.V.
Km. 1193.5 Carr.
Int'l al Sur., Anáhuac 82180
Mazatlán, Sin. Mexico
Contact: Javier Lizarraga Mercado
Tel:(678) 84-93-11
Fax:(678) 84-93-54
Products: grocery

G.I. Urbi, S.A. de C.V.
Lafayette 14, Col. Anzures
11590 México, D.F., Mexico
Contact: Sr. E. Chávez Ponce
Tel:(5) 254-1803
Products: grocery

Gigante, S.A. de C.V.
Av. Ejército Nacional 769-A
Col. Nueva Granada
11520 México, D.F., Mexico
Tel:(5) 545-5161/250-3011
Fax:(5) 250-9171
Products: grocery, seafood

Grupo Cosmos, S.A. de C.V.
Tennyson 133, Col. Polanco
11560 México D.F., Mexico
Contact: Sr. Elías Lanson
Tel:(5) 203-4420
Fax:(5) 254-0656
Products: grocery

Grupo Distr. Tucan, S.A. de C.V.
Fresnillo 60-5, Col. 20 de Noviembre
15310 México D.F., Mexico
Contact: Sr. Rodolfo Arellano
Tel:(5) 702-2226/3858
Fax:(5) 795-0491

Conagra Mexico, Incorporated
Flores No. 39-2o., Piso Juárez
06600 México, D.F. Mexico
Contact: Lynch Grattan
Tel:(5) 533-5203
Fax:(5) 514-6106
Products: frozen, pickled, preserves

Consupharma, S.A. de C.V.
Insurgentes Sur., No. 4120.
La Joya Tlalpan
14090 México, D.F. Mexico
Contact: Lic. Francisco Cortina
Tel:(5) 573-2500
Fax:(5) 679-7694
Products: grocery

Importaciones Tulipanes, S.A.
Golfo de Cortés.
No. 3061-H., San Lucas.
44690 Guadalajara, Jalisco. Mexico
Contact: Ing. Ramiro Ruelas Garcia
Tel:(36) 15-30-08
Fax:(36) 41-68-22
Products: grocery

Importaciones y Exportaciones
Camino a Sta. Teresa No. 13, Torre 7
P.H. 4 Pedregal del Lago
México D.F., Mexico
Contact: Arq. J.A. Rodriguez L.
Tel:(5) 652-2390
Fax:(5) 784-1860
Products: frozen foods

Indalmex, S.A. de C.V.
Av. de la Luz 34
Col. Cuautitlán Izcalli
54830 Cuautitlán, Estado de México
Contact: Lic. Jorge Saint Martin
Tel:(5) 872-2535/3300
Fax:(5) 872-2239/6099
Products: grocery, meat products

E & J Vinateros de California, S.A.
Norte 45., No. 958.
Industrial Vallejo.
02300 México, D.F. Mexico
Contact: Ing. Héctor Meléndez R.
Tel:(5) 368-4811
Fax:(5) 368-6118
Products: wines

Exclusivas Pinfi, S.A. de C.V.
Andrómaca., No. 39.
Amplización Granada.
11529 México, D.F. Mexico
Contact: Lic. Guillermo Figueroa
Tel:(5) 254-1455
Products: wines

Kraft General Foods de Mexico
Poniente 116.,
No. 553.
Industrial Vallejo.
07729 México, D.F. Mexico
Contact: Lic. Rafael Gorostieta G.
Tel:(5) 567-1100
Fax:(5) 587-7979
Products: grocery

La Fortuna de Monterrey, S.A.
Químicos 223
Col. Tecnológico
Monterrey, N.L., Mexico
Contact: Lic. Fidel Cantú Martínez
Tel:(83) 58-2903/3520/6033
Fax:(83) 55-6034
Products: grocery

Lactival S.A. de C.V.
Encarnación Ortiz 1608
Col. del Gast
02950 México, D.F., Mexico
Tel:(5) 355-0985
Fax:(5) 355-5384
Products: meat products

Grupo Fomer, S.A. de C.V.
Recreo., No. 113., Del Valle
03100 México, D.F. Mexico
Contact: Lic. Fernando Zamora R.P.
Tel:(5) 524-2679
Fax:(5) 524-6503
Products: wines, alcoholic beverages

Importaciones Cantabria, S.A.
Calle de la Cazuela, No. 28-A.
Ejidos del Moral.
09040 México, D.F. Mexico
Contact: Javier Bueno Garcia
Tel:(5) 694-9094
Fax:(5) 694-9154
Products: wines

Importaciones Freser, S.A. de C.V.
Calle 5., No. 2712/22, Mcdo. de
Abas.
Guadalajara, Jalisco. Mexico
Contact: Sr. Oscar Fregoso Cortés
Tel:(36) 47-67-07
Fax:(36) 22-85-61
Products: grocery

Operadora de Productos Pecuarios
Av. los Angeles 1101 Ote.
Col. del Norte
64500 Monterrey, N.L., Mexico
Contact: Ing. Andoni Arruti
Tel:(83) 51-1788/3723/0746
Products: grocery, meat products

Organizacion Agor, S.A. de C.V.
Av. Insurgentes Sur.,
No. 1748.
Desp. 502. Florida.
01030 México, D.F. Mexico
Contact: Bernardo Aguilar H.
Tel:(5) 524-2764
Fax:(5) 534-8523
Products: grocery

Indust. Agrícola Carredana, S.A.
Cazuela., No. 28.
Ejidos del Moral.
09040 México, D.F. Mexico
Contact: Javier Bueno Garcia
Tel:(5) 594-9094
Fax:(5) 694-9154
Products: fine food products

**Indust. Agropecuaris Santa Anita
Empresa., No. 78.**
Mixcoac.
03910 México, D.F. Mexico
Contact: Victor Monarque Estrada
Tel:(5) 563-8870
Fax:(5) 611-3229
Products: grocery

Industrial Sidrera, S.A.
Paseo Jacarandas 328 Altos
Col. Sta.
María Insurgentes
06430 México, D.F., Mexico
Contact: Sr. Pablo Oria
Tel:(5) 547-9336/9337
Fax:(5) 541-0557
Products: grocery

Petro Corporation International
Calle 5 No. 24-F,
Alce Blanco
San Bartolo Naucalpan
Edo. de México, Mexico
Contact: Sr. David Cherem
Tel:(5) 360-0231/360-1082
Fax:(5) 562-9017
Products: grocery

Productos y Distribuidora Mora
Filomeno Mata.
No. 13., Centro.
06000 México, D.F. Mexico
Contact: Oscar Eduardo Culbeaux
Tel:(5) 521-7853
Fax:(5) 521-7793
Products: grocery

Lomeli Int'l Trade Centre
López Mateos Norte 400,
Piso 5
Guadalajara, Jal., Mexico
Tel:(36) 163-122/8/7
Fax:(36) 163-171
Products: grocery

Marcas Mundiales, S.A. de C.V.
San Luis Tlatilco.,
No. 14.
Parque Industrial Naucalpan.
53460 Naucalpan, Edo. de México.
Contact: Lic. Eduardo Solórzano B.
Tel:(5) 872-3383
Fax:(5) 565-0802
Products: distilled spirits

Maxie Distribuidores, S.A. de C.V.
Plaza Pedregal del Lago,
Camino Sta., Teresa 13,
Nivel 1, Local 12
México D.F., Mexico
Contact: Ing. Richard le Vine
Tel:(915) 652-7999
Fax:(915) 652-4656
Products: seafood

SAT-COM, S.A. de C.V.
Av. Ejército Nacional 728,
3er. Piso, Col. Polanco
11550 México, D.F., Mexico
Contact: Ing. Eduargo Morales
Tel:(5) 254-1852/545-9593
Fax:(5) 531-3028
Products: grocery

Seagram's de Mexico, S.A. de C.V.
Horacio' 1855-4., Los Morales,
Polanco
11510 México, D.F. Mexico
Contact: Ramón Valdez González
Tel:(5) 531-3240
Fax:(5) 395-7491
Products: alcoholic beverages

Pacific Star Foods de Occidente
Eugenio Cuzin.,
No. 930.
Parque Industrial Belenes.
45150 Zapopan, Jalisco. Mexico
Contact: José Luis Mota Vallari
Tel:(36) 56-18-50
Fax:(36) 56-91-53
Products: prepared foods

Participaciones Mariano, S.A.
Serapi Rendón., No. 112.
San Rafael
06470 México D.F. Mexico
Contact: Adolfo Castañeda Méndez
Tel:(5) 566-3058
Fax:(5) 546-7015
Products: grocery

Pescadería la Marinera, S. de R.L.
Calz. de la Viga
No. 124-34
Delg. V. Carranza
15820 México D.F., Mexico
Contact: Carlos Arenas Valderrama
Tel:(5) 552-7455/7544/7566
Products: seafood

Pescados Industrializados, S.A.
Av. Puerto de Manzanillo y Ver. S/N
Parque Ind. Alfredo Bonfil.
82050 Mazatlán Sin. Mexico
Contact: Sr. Fernando Valdez Patt
Tel:(678) 555-31
Fax:(678) 259-37
Products: seafood, grocery

Productos Españoles, S.A. de C.V.
Libra., No. 100.
Prados Churubusco.
04230 México, D.F. Mexico
Contact: Joaquín Gómez Garat
Tel:(5) 670-9453
Fax:(5) 581-6025
Products: wines

Productos Gabi, S.A. Dde C.V.
Calle Dos., No. 3.
Alce Blanco.
53370 Naucalpan, Edo. de México.
Contact: Fernando García Pineda
Tel:(5) 358-6501
Fax:(5) 358-9546
Products: grocery

Provedora de Perecederos, S.A.
Centeno 421-A
Col. Granjas México
08400 México D.F., Mexico
Contact: Sra. Socorro Macías
Tel:(5) 650-6422/6618
Fax:(5) 657-7232
Products: perishable products

Representaciones Reco, S.A.
Oscar Wilde., No. 232.
Colinas de San Jerónimo.
64630 Monterrey, N.L. Mexico
Contact: Alberto Coronado Q.
Tel:(83) 48-96-67
Fax:(83) 48-50-04
Products: grocery

Sersa de Occidente, S.A. de C.V.
Calle 5., No. 1078., Zona Industrial.
44940 Guadalajara, Jalisco. Mexico
Contact: Sergio Sánchez Ontiveros
Tel:(36) 10-5657
Products: seafood, grocery

Super Bocados Camargo
Tuxtla 402, Col. Mitras Norte
64320 Monterrey, N.L., Mexico
Contact: Adán or Gilbero Cano
Tel:(83) 70-0196/71-0093
Fax:(83) 73-4151
Products: grocery

Super Importado
Cofre de Perote 244-B, Lomas de
Chap.
11000 México, D.F., Mexico
Contact: Sr. Isaac Cojab
Tel:(5) 202-4127
Products: grocery

Super Mayoreo Naturista, S.A.
Av. Primero de Mayo., No. 178.
San Andrés Atoto.
53500 Naucalpan, Edo. de México.
Tel:(5) 300-5331
Fax:(5) 300-1667
Products: grocery

Universal de Comercio Exterior, S.A.
José Vascon. 220 Piso 4, Col.
Condesa
06140 México D.F., Mexico
Contact: Dr. Enrique Morales
Tel:(5) 211-0044/0052
Fax:(5) 211-0101
Products: grocery

GLOBAL LIST OF FAIRS AND MISSIONS FOR THE AGRI-FOOD SECTOR

The following sector is part of the "International Trade Business Plan" which was developed by the department of External Affairs and in consultation with the private sector. The plan provides information on the international business development activities that the Government will undertake in this fiscal year. The key contacts if a company should want to participate in any of this activities are also provided.

Agri-food Sector

Activity	Date	Location	Dept.	Contact
United States				
Hotel, restaurant, supermarket and institutional equipment and services; national stand: Northeast Foodservices and Logging Expo	Apr 1993	Boston	EAITC	613-944-9483
Food products and beverages; national stand: 21st Food and Trade Exposition	Apr 1993	Puerto Rico	EAITC	613-944-6134
Hotel, restaurant, supermarket and institutional equipment and services; national stand: National Restaurant Association Show	May 1993	Chicago	EAITC	613-944-9483
Semiprocessed and processed food and beverage; national stand: Summer Fancy Food Show	Jun 1993	New York City	EAITC	613-944-9483
Specialty Foods Initiative (NEXUS)	Jul 1993	United States	ISTC	416-973-5184
Agricultural equipment and services; national stand: Empire Farm Days	Aug 1993	Seneca Falls	EAITC	613-944-9483
Semiprocessed and processed food and beverage; national stand: National Food Distributors Show	Aug 1993	San Diego	EAITC	613-944-9483
Hotel, restaurant, supermarket and institutional equipment and services; national stand: Florida Restaurant Association Show	Aug 1993	Orlando	EAITC	613-944-9483
Agricultural equipment and services; national stand: Husker Harvest Days	Sep 1993	Grand Island (Nebraska)	EAITC	613-944-9483
Semiprocessed and processed food and beverage; national stand: Natural Food Products Expo East	Sep 1993	Baltimore	EAITC	613-944-9483
Packaging equipment; national stand: Westpack '93	Sep 1993	Anaheim	EAITC	613-944-6134
Semiprocessed and processed food and beverage; national stand: National Prepared Frozen Food Festival	Oct 1993	East Rutherford	EAITC	613-944-9483
Semiprocessed and processed food and beverage; national stand: Ohio Grocers' Association Show	Oct 1993	Columbus	EAITC	613-944-9483
Semiprocessed and processed food and beverage; national stand: Private Label Show	Nov 1993	Chicago	EAITC	613-944-9483
Semiprocessed and processed food and beverage; national stand: Prepay Summer Fancy Food Show '94	Nov 1993	New York City	EAITC	613-944-9483
Semiprocessed and processed food and beverage; matchmaking forum	Nov 1993	Des Moines	EAITC	613-944-9483

Activity	Date	Location	Dept.	Contact
Semiprocessed and processed food and beverage; national stand: National Food Brokers' Association Show	Dec 1993	Chicago	EAITC	613-944-9483
Agricultural equipment and services; buyers from United States to: Canadian International Farm Equipment Show	Jan 1994	Toronto	EAITC	613-944-9483
Agricultural equipment and services; national stand: National Farm Machinery Show	Feb 1994	Louisville (Kentucky)	EAITC	613-944-6134
Semiprocessed and processed food and beverage; national stand: Winter Fancy Food Show	Mar 1994	San Francisco	EAITC	613-944-9483
Semiprocessed and processed food and beverage; national stand: Natural Food Products Expo West	Mar 1994	Anaheim	EAITC	613-944-9483
Western Europe and European Community				
Food products and beverages; information booth: International Food and Drink Exhibition	Apr 1993	London	EAITC	613-995-6438
Slaughter Technologies (Red Meat)	Apr 1993	Europe	ISTC	416-973-5184
Technology Mission (White Meat Sector)	May 1993	Europe	ISTC	416-973-5184
Seed potatoes; buyers from Italy to	Jul 1993	New Brunswick, Prince Edward Island	EAITC	613-995-9766
Agri-food; Investment seminar: Tecnoconserve Food Processing Fair	Oct 1993	Parma (Italy)	INVCAN	613-996-7865
Food products and beverages; national stand: Anuga '93	Oct 1993	Cologne	EAITC	613-943-0893
Food basic ingredients; information booth: Food Ingredients Europe	Oct 1993	Paris	EAITC	613-992-7001
Technology Adaptation Mission for the Canadian Pork Industry	Oct 1993	Netherlands, Cologne	ISTC	613-954-2922
Semen; buyers from Denmark to	Nov 1993	Ontario, Saskatchewan, Alberta	EAITC	613-995-4730
Food products; information booth: Igeho Food Show	Nov 1993	Basel	EAITC	613-996-2147
Italy Food Expo	Nov 1993	Milan	ISTC	613-954-2927
Agricultural equipment; information booth: Agrotica	Feb 1994	Thessaloniki	EAITC	613-992-7001
Food products and beverages; information booth: Food and Drink Expo '94	Mar 1994	Birmingham	EAITC	613-996-1530
Food products and beverages; information booth: Alimentaria International Food Fair	Mar 1994	Barcelona	EAITC	613-996-6359
Food products and beverages; national stand: SIAL '94	Oct 1994	Paris	EAITC	613-996-2363
Food equipment industry; investment roundtable	TBD* 1993	London, Paris, Milan	INVCAN	613-995-7941
Canadian food; solo in-store promotion	ONG* 1993	United Kingdom	EAITC	613-995-6565
Japan				
Food products and beverages; information booth: Utage '93 Gourmet Fair	Apr 1993	Osaka	EAITC	613-995-8619
Pork Promotional	Apr 1993	Japan	CPI	613-236-9239
Food gift items; solo show	May 1993	Tokyo	EAITC	613-995-8619
Lobster and white wine; solo show	Sep 1993	Osaka	EAITC	613-995-1677

Activity	Date	Location	Dept.	Contact
Food products and beverages; information booth: Foodex '94	Mar 1994	Makuhari	EAITC	613-995-8619
Canadian food; solo show	Mar 1994	Osaka	EAITC	613-995-8619
Canadian and Japanese company product demos; solo show	TBD 1993	Tokyo	EAITC	613-995-8619
Incoming Beef Study Tour	TBD 1993	Japan	CBEF	403-274-0005
Agriculture, food and beverages; three missions from Japan to	TBD 1993	Canada	EAITC	613-995-8619
Beef promotions	ONG 1993	Japan	CBEF	403-274-0005
East Asia				
Dairy farm management; seminar	Apr 1993	Taiwan	CLEA EAITC	519-754-4924 613-996-7582
Food products; information booth: Hofex '93	May 1993	Hong Kong	EAITC	613-995-6962
Food products and food equipment; information booth: International Fine Food and Food Equipment Show	Jun 1993	Taiwan	EAITC	613-996-7582
Food products; information booth: Taichung International Food Show	Jun 1993	Taiwan	EAITC	613-996-7582
Farm equipment; buyers from China to	Jun 1993	Saskatchewan, Manitoba	EAITC	613-996-6987
Agri-food; strategic alliances investment mission to	Jun 1993	Korea, Taiwan, Japan	INVCAN	613-992-5204
Food; in-store promotion	Aug 1993	Taiwan	EAITC	613-996-7582
Food products; solo show	Mar 1994	Korea	EAITC	613-943-0897
Food processing, conservation and agriculture machinery and equipment; information booth: Agro China '94	Apr 1994	China	EAITC	613-996-6987 613-992-7882
Dehydrated Alfalfa Products - feeding trial and seminar	TBD 1993	Taiwan	CDA	403-450-0169
Exploratory mission	TBD 1993	Korea	CBEF	403-274-0005
Incoming mission of Korean industry and government officials	TBD 1993	Korea	CDA	403-450-0169
Mission to promote Canadian wild blueberries	TBD 1993	Korea	WBANA	506-472-2517
Food; in-store promotion	ONG 1993	Hong Kong	EAITC	613-995-6962
Seoul Food Participation and workshops	ONG 1993	Korea	CBEF	403-274-0005
Seminars and workshops for commercial, procurement and end-user groups	ONG 1993	Korea	CDA	403-450-0169
Implement a field service program	ONG 1993	Korea	CDA	403-450-0169
Canola promotions, seminars and workshops	ONG 1993	Korea	CCC	204-944-9494
Swine genetics; mission with seminars and workshops	ONG 1993	Korea	PSBA	613-731-5531
Asia Pacific South				
Processed food; mission from Malaysia to	Apr 1993	Canada	EAITC	613-996-5824
Processed food; promotion: Canada Food Week	Apr 1993	Singapore	EAITC	613-996-5824
Bakers and flour; mission from New Zealand to	Apr 1993	Canada	EAITC	613-996-7662
Dairy cattle; buyers from Thailand to	May 1993	Canada	EAITC	613-992-0959
Processed food; buyers from Indonesia to	Jun 1993	Canada	EAITC	613-995-7659
Agricultural resources; information booth: National Agricultural Field Days	Jun 1993	New Zealand	EAITC	613-996-7662
* TBD - to be determined				
* ONG - ongoing				

Activity	Date	Location	Dept.	Contact
Processed food; buyers from Thailand to	Jun 1993	Canada	EAITC	613-992-0959
Oilseeds and grains; buyers from Bangladesh to	Aug 1993	Canada	EAITC	613-996-7256
Agricultural equipment; national stand: Agquip '93	Aug 1993	Gunnedah (Australia)	EAITC	613-995-7662
Processed food; mission from Philippines to	Sep 1993	Canada	EAITC	613-995-7659
White bean; buyers from New Zealand to	Sep 1993	Canada	EAITC	613-996-7662
Food sector; solo show	Oct 1993	Melbourne, Sydney	EAITC	613-996-7662
Canola oil; seminar	Nov 1993	Pakistan	EAITC	613-996-7256
Agriculture equipment; information booth: Canterbury Agricultural and Pastoral Show	Nov 1993	Christchurch	EAITC	613-996-7552
Baking; seminar: for Philippino bakers	Jan 1994	Philippines	EAITC	613-995-7659
Animal genetics; national stand: Royal Melbourne Show	Apr 1994	Melbourne	EAITC	613-995-7662
Mission to identify regulatory issues and prospective partners through Enterprise Malaisie	TBD 1993	Malaysia	CBEF	403-274-0005
Mission to identify and assess potential partners and to attend trade show	TBD 1993	Singapore	CBEF	403-274-0005
Africa and the Middle East				
Agri-food and agriculture equipment and services; information booth: Saudi Agriculture '93	Oct 1993	Riyadh	EAITC	613-944-5984 613-992-7882
Dryland farming; information booth, seminar and mission to: Saudi Agriculture '93	Oct 1993	Saudi Arabia, Iran	EAITC	613-944-7029
Counselling, machinery, insemination, food, cattle; mission to	Nov 1993	Morocco, Algeria	EAITC	613-944-0396
Agricultural and natural resources; information booth: International Fair and Conference of Agricultural and Natural Resources Development	Jan 1994	Tehran	EAITC	613-944-7029
Incoming mission on potato seed	TBD 1993	Lebanon, Egypt, Syria	POCAN	506-453-0788
Workshops, seminars and trade show on Canadian Alfalfa	TBD 1993	Middle East	CDA	403-450-0169
Latin America and the Caribbean				
Swine mission to Central America	Apr 1993	Central America	AGCAN	613-993-6671
Livestock; information booth and seminar: Conferencia Ganadero '93	May 1993	Acapulco	EAITC	613-995-8804
Memorandum of Understanding (MOU) Ministerial Mission	May 1993	Colombia	AGCAN	613-993-6671
Processed foods and beverages; mission to	Jun 1993	Mexico City, Guadalajara	WED	204-983-0181
Processed food group	Jun 1993	Brazil	AGCAN	613-993-6671
Livestock and agri industry; national stand: Agro Expo '93	Jul 1993	Bogota	EAITC	613-996-2268
Livestock genetic; information booth: Expointer '93	Aug 1993	Puerto Alegre	EAITC	613-996-6921
CIGAL, National Dairy Congress seminars	Aug 1993	Mexico	AGCAN	613-993-6671
Food processing; national stand: Expo Alimentos '93	Sep 1993	Monterrey	EAITC	613-995-8804
CONAPOR, National Swine Congress seminars	Oct 1993	Mexico	AGCAN	613-993-6671
Swine, genetic materials and services; information booth: National Swine Congress '93	Nov 1993	Acapulco	EAITC	613-995-8804

Activity	Date	Location	Dept.	Contact
Food consumer products; national stand: Antad '94	Mar 1994	Guadalajara	EAITC	613-996-3558
Livestock genetic material; mission to	Mar 1994	Panama, Costa Rica, El Salvador	EAITC	613-995-0460
Agri-food; strategic partnering (investment)	TBD 1993	Mexico	INVCAN	613-995-0759
Central/Eastern Europe and the Commonwealth of Independent States				
Agricultural equipment; mission to: Agrotech Ukraine '93	Apr 1993	Kiev	EAITC WED	613-996-6652 306-975-5854
Exploratory mission to assess market potential for seed potatoes	Apr 1993	Russia, Belarus, Kazakhstan	POCAN	506-453-0788
Agriculture and food processing; mission to	May 1993	Budapest	EAITC	613-996-1530
Food processing equipment; solo show	May 1993	Bucharest	EAITC	613-996-7107
Agriculture and food consumer products; national stand: Novi Sad Fair	May 1993	Belgrade	EAITC	613-992-7001
Agriculture; information booth: Agricultural Exhibition	Aug 1993	Prague	EAITC	613-996-2147
Packaging machinery; mission to	Sep 1993	Brno	EAITC	613-996-7107
Food and food processing; information booth: Polagra '93	Sep 1993	Warsaw	EAITC	613-996-7107
Packaging and food processing; mission to: Budatranspack	Oct 1993	Budapest	EAITC	613-996-7107
Food processing equipment; national stand: Mjasomolprodemash '93	Nov 1993	Kiev	EAITC	613-996-6652
Incoming mission of growers and buyers of seed potatoes	TBD 1993	Hungary, Czech Republic, Slovak Republic	POCAN	506-453-0788
Incoming missions to trial sites to demonstrate benefits of higher-class seed	ONG 1993	Hungary	POCAN	506-453-0788
Multiple Markets				
Agricultural equipment and services; buyers from United States and others to: Western Canada Farm Progress Show	Jun 1993	Regina	EAITC	613-992-7882
Royal Agricultural Fair; buyers from Korea and Mexico to	Nov 1993	Toronto	EAITC AGCAN	613-943-0897 613-993-6671
Getting Ready to Go Global sector campaign: Broad range of international activities to be undertaken in food and beverage products	TBD 1993	Various	EAITC ISTC	613-995-1775 613-954-3087

Canada - Mexico
EXPORT AND IMPORT STATISTICS

January to December 1992

CANADA-MEXICO EXPORT/IMPORT STATISTICS
Annual 1992 (\$,000 Cdn)

EXPORTS TO MEXICO	1991	1992
Motor Vehicle Parts	127,100	157,600
Wheat	25,000	108,700
Iron & Steel Products	46,300	87,800
Telecommunications Equip./Parts	21,800	61,000
Meat & Livestock	31,600	49,900
Bituminous Coal	2,200	32,100
Newsprint	34,900	28,300
Milk Powder	13,400	24,900
Aircraft & Parts	17,300	20,800
Wood Pulp	21,200	20,200
Sub-Total	340,800	591,200
Others	219,900	179,400
TOTAL EXPORTS	560,700	770,600

IMPORTS FROM MEXICO	1991	1992
Motor Vehicles & Parts	1,254,300	1,290,400
Radio & Television Equipment	143,500	199,400
Petroleum Oils	97,600	188,400
Engines & Parts	224,900	139,400
Ignition Wiring Sets	105,000	118,800
Data Processing Machines & Parts	127,800	105,700
Air Conditioners & Parts	57,000	73,100
Filtering/Purifying Machinery & Parts	26,900	66,400
Fruits & Nuts	56,800	55,500
Vegetables-not prep.	48,600	43,100
Sub-Total	2,142,300	2,280,100
Others	437,500	471,000
TOTAL IMPORTS	2,579,800	2,751,100

Source: Statistics Canada, Merchandise Trade Statistics

CANADA-MEXICO MERCHANDISE TRADE EXPORTS (\$,000 Cdn)

EXPORTS TO MEXICO	1990	1991	1992
Motor Vehicle Parts (incl. Engine Parts)	109,400	127,100	157,600
Wheat	8,400	25,000	108,700
Iron & Steel Products	67,700	46,300	87,800
Telecoms, Rel. Equip/Parts	40,000	21,800	61,000
Meat & Livestock	23,600	31,600	49,900
Bituminous Coal	0	2,200	32,100
Newsprint	15,900	34,900	28,300
Milk Powder	72,500	13,400	24,900
Aircraft & Parts	39,100	17,300	20,800
Wood Pulp	27,700	21,200	20,200
Rape or Colza Seeds	0	0	13,000
Asbestos	13,400	16,000	12,700
Copper (Raw)	0	0	12,200
Filtering/Purif. Machinery	16,400	2,200	10,700
Barley, Oats & Canary Seed	700	5,100	9,400
Sulphur	28,800	19,800	7,500
Boards & Panels (Electr.)	600	100	7,200
Furniture & Furnishings	900	2,400	7,000
Petroleum Oils	5,100	16,100	6,900
Sub-Total	470,400	402,400	677,800
Others	172,900	158,300	92,800
TOTAL EXPORTS	643,400	560,700	770,600

Source: Statistics Canada, Merchandise Trade Statistics

CANADA-MEXICO MERCHANDISE TRADE IMPORTS (\$,000 Cdn)

IMPORTS FROM MEXICO	1991	1992
Automotive Parts, Materials & Accessories	538,200	688,400
Automotive Vehicles	716,200	602,100
Radio, Telephone, Audio, Equipment & Parts	143,500	199,400
Petroleum Oils	97,600	188,400
Engines & Engine Parts	224,900	139,400
Ignition Wiring Sets	105,000	118,800
Data Processing Machines & Parts	127,800	105,700
Air Conditioners, Fans, Equipment & Parts	57,000	73,100
Filtering/Purifying Machinery & Parts	26,900	66,400
Fruits & Nuts	56,800	55,500
Vegetables - not prepared	48,600	43,100
Electrical Lighting & Signalling Equipment	27,500	34,100
Fabrics, Carpets & Yarn	30,200	31,700
Beer, Wine & Spirits	15,500	17,700
Furniture & Furnishings	21,200	14,900
Springs (Iron or Steel)	15,400	14,300
Articles of Clothing	11,500	13,500
Sub-Total	2,263,500	2,406,300
Others	316,300	344,800
TOTAL IMPORTS	2,579,800	2,751,100

Source: Statistics Canada, Merchandise Trade Statistics

**Canada - Mexico
Merchandise Trade Exports and Imports**

Annual 1992 (\$,000 Cdn)

	Exports to Mexico	Imports from Mexico	Total Two-Way Trade
1990	643,400	1,748,600	2,392,000
1991	560,700	2,579,800	3,140,500
1992	770,600	2,751,100	3,521,600

Source: Statistics Canada, Merchandise Trade Statistics

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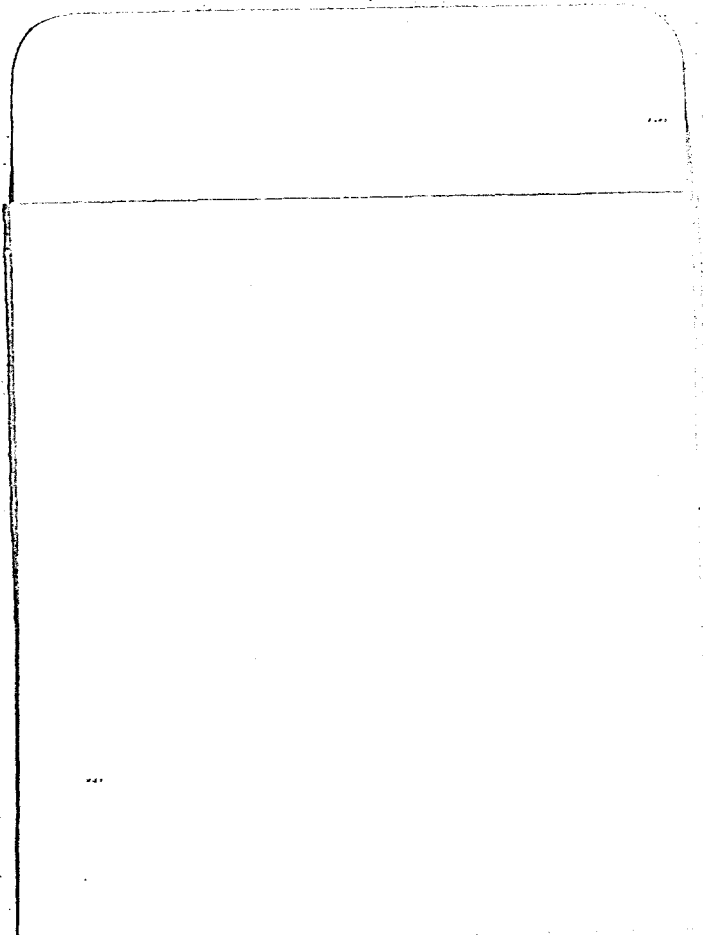
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