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Market study for sporting goods and  
leisure products in Mexico. --  
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# Market Study for Sporting Goods and Leisure Products in Mexico.



Dept. of External Affairs  
Min. des Affaires extérieures

JUL 4 1991

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**INFORMATION FOR CANADIAN BUSINESSMEN  
PREPARED BY THE COMMERCIAL DIVISION,**



# Market Study for Sporting Goods and Leisure Products in Mexico.

## 1. BACKGROUND

## 2. ECONOMIC ENVIRONMENT

This market guide booklet has been prepared with the problems inherent to the initiating exporter in mind. However it is not exhaustive; individual circumstances, interest and needs will dictate how companies should tailor their approach and strategy to the Mexican market. While every attempt has been made to ensure accuracy in this study, no responsibility can be accepted for errors or omissions.

## 3. END USERS

Further assistance can be obtained by addressing requests directly to the Commercial Division of the Canadian Embassy in Mexico City located at Calle Schiller No. 529, Colonia Polanco, 11560 México, D.F. Telephone 254-32-88, telex 177 1191 and fax (sending from Canada) 011 (525) 545-17-69; or the Latin American Division Department of External Affairs, Industry Science and Technology Canada, 125 Sussex Drive, Ottawa, Ontario K1A 0G2, Phone 9950460 Fax (613) 996-06-77.

## iv. Trade Associations

## v. List of Potential Agents/Representatives



**MARKET STUDY FOR SPORTING GOODS  
AND LEISURE PRODUCTS IN MEXICO**

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## 1. BACKGROUND

The Mexican market for leisure related products encompasses a variety of consumer product categories, including sporting goods, saddlery, sporting arms and ammunition, athletic footwear and apparel, boats and recreational vehicles, bicycles and motorcycles and adult games. All of the above areas have been greatly benefitted by Mexico's trade liberalization policies adopted after its accession to GATT in August of 1986, in particular by reduced tariffs and the elimination of import permit requirements on many items under this category. These changes in commercial policy have opened new opportunities to Canadian manufacturers wishing to export their products to the thriving Mexican consumer market.

There are 70 sports federations in Mexico, to which 6.5 million professional and amateur sports people in all disciplines are affiliated. Additionally, it is estimated that another 20 million people practice some sport. The most popular sport in Mexico by far is soccer, followed by baseball, basketball, volleyball, American football, tennis, running, track and field, aerobics and swimming among the most important. In Mexico City alone, there are 600 public sports centers and three sports "cities" run by the Department of the Federal District (Prodep). Additionally, there are approximately 25 to 30 private sports clubs offering tennis, golf and swimming facilities. Throughout the country, every town and village has some sports facility and all school children have sports as an assignment. There are 120 sports stadiums in Mexico with an estimated annual attendance of 15 million people. Soccer is the most popular sport and attracts the bulk of attendance, followed by baseball.

## 2. ECONOMIC ENVIRONMENT

With the objective of reducing the inflation rate, the Mexican authorities implemented a stabilization program, called the Economic Solidarity Pact, which features traditional austerity measures, entailing tight fiscal and monetary policies and unorthodox measures, such as price, wage and exchange rate controls. This program has been the cornerstone of Mexico's economic policy over the past three years and has resulted in a drastic reduction of the inflation rate, from an annual rate of 159% in 1987 to 52% in 1988 and 19.7% in 1989. A 20%-25% inflation rate is expected in 1990. Along with the objective of consolidating the progress made in price stabilization, Mexico's macroeconomic policy in 1990 aims to reaffirm gradual and sustained economic recuperation, basically by establishing



the necessary conditions to encourage national and foreign investment. In 1991, the Mexican authorities expect to reach an inflation rate equivalent to international levels and to relax price controls.

Mexico's gross domestic product (GDP), after increasing 3.7% and 2.7% during 1984 and 1985 respectively, diminished by 3.5% in 1986. In 1987, it increased a moderate 1.5% and an additional 1.1% in 1988. Domestic economic activity recovered for the third consecutive year in 1989 with a growth rate of 2.9% to reach \$200 billion (1). With an 84.5 million population, per capita GDP is estimated at Cdn\$2,550. During the 1990-1994 period GDP is expected to maintain an average annual growth rate of 2%-3%. In disaggregated terms, this represents an annual growth rate of 5.3% in the manufacturing sector, 2.3% in the services sector and only 0.6% in the agricultural sector. After several years of stagnation, public investment will grow 5% and private investment will also rise 5%.

In an effort to revitalize and open the Mexican economy, the Mexican Government undertook a series of structural changes, including the accession to the General Agreement on Tariffs and Trade (GATT) on August 24, 1986 leading to an extensive trade liberalization process: import permits were eliminated on all but 325 of the total 11,950 tariff items based on the recently adopted Harmonized System. Official import prices are no longer applicable, nor the 5% export development tax, and import duties were lowered from a maximum of 100% in 1982 to 20% in January 1988. The automotive and computer industries are also being opened up, through the elimination of prior import permits, to allow free entry of products in these industries.

According to official data from the Mexican Secretariat of Commerce and Industrial Development (SECOFI), Mexico's trade balance in 1989 dropped to a \$644.8 million deficit, down from a surplus of \$1.75 billion in 1988 and \$8.4 billion in 1987. Total exports increased 10.7% in 1989, from \$20.6 billion in 1988 to \$22.8 billion. Imports increased 23.9% from \$18.9 billion to \$23.4 billion, having already increased 48% from \$12.2 billion in 1988. During 1989, imports of consumer products grew 82%, while those of intermediate goods increased by 17% and capital goods by 18%.

Total Mexican imports from Canada increased 24% in 1989 and amounted to Cdn\$603 million, while total Mexican exports to Canada were valued at Cdn\$1,698 million. Mexico and Canada have traditionally been strong trading partners. According

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1. Note: All values in this report, unless otherwise stated (Mexican pesos, Mex\$, Canadian dollars, Cdn\$, etc) are quoted in United States dollar equivalents.



to Mexican figures, in 1989, 1.9% of Mexico's imports came from Canada, while 1.2% of its exports were to Canada. This makes Canada Mexico's fifth largest exporter and sixth largest importer.

Such figures support the possibility expressed by Mexican and United States authorities of creating a North American free market. The negotiations of a free market agreement between the United States and Mexico are underway. With its coming into effect, and with the existing Canada-United States agreement, the feasibility of an open market across North America is probable.

### 3. MARKET ASSESSMENT

The total Mexican market for sporting goods and leisure related products and equipment, as described above, amounted to \$119 million in 1987. In 1988, total apparent consumption of these products grew by 47.9%, driven by a 230% increase in imports as they became freely available through the trade liberalization policies, together with the gradual economic recovery and reduced inflation, which both increased disposable income. In 1989, apparent consumption increased by another 28% to \$225 million, driven by the same forces. These growth rates are not expected to continue in the future, but a healthy annual rate of six percent is expected to take total demand to \$301 million by 1994, in view of Mexico's economic growth forecasts and the increasing importance of sports and leisure in these circumstances. While in 1987 imports accounted for 23% of total demand, in 1988 this share increased to 51% and further to 63% in 1989, representing import sales of \$142.5 million up from \$89.5 million in 1988. The elimination of prior import permits and the reduction of import duties payable on consumer products analyzed in this report have been extremely influential in changing the structure of the Mexican market for leisure related products.

The following table shows imports in each category.

**TABLE 1**  
**TOTAL APPARENT CONSUMPTION OF SPORTING**  
**GOODS AND LEISURE PRODUCTS**  
(million dollars)

	1987	1988	1989	1994p
Production	110.4	107.2	106.9	123.9
+ Imports	27.2	89.5	142.5	209.9
- Exports	18.6	20.7	24.2	32.4
<b>TOTAL</b>	<b>119.0</b>	<b>176.0</b>	<b>225.2</b>	<b>301.4</b>



The total Mexican market for sporting goods and recreational equipment can be divided into five categories: Sporting apparel and footwear, including items such as bathing suits, jogging suits, gymnastics wear and clothes for specific sports, tennis shoes, mountaineering shoes, ski boots and other sporting footwear; heavy sports equipment, such as motorcycles, bicycles, gliders and campers; water sports equipment, encompassing yachts, boats, sailboats, surf boards, water skis, sails and fishing equipment; land sports equipment, including balls, rackets, nets, bats, skates, riding equipment, gymnastics and athletics equipment, golf, tennis, ping pong, badminton, hockey, archery, judo and other sports equipment, weight lifting apparatus, sporting arms and camping supplies; and games, such as equipment for bowling, billiard, parlour games, playing cards, balls and video games.

The total market of \$225.2 million is composed of \$63.6 million of heavy sports equipment, \$61.9 million in apparel and footwear, \$43.7 million of land sports equipment, \$34.3 million of games and \$22.6 million in water sports equipment.

### 3.1 IMPORTS

Total imports of sporting goods and leisure related products have increased dramatically in the past two years, from \$27.2 million in 1987 to \$142.5 million in 1989, in particular in those market segments previously restricted by prior import permits and in which tariffs were lowered most visibly, such as apparel, footwear, games and heavy sports equipment. The participation of imports in total apparent consumption has also significantly grown, from 23% to 63% during that period.

The following table shows imports in each category.

**TABLE 2**  
**IMPORTS OF SPORTING GOODS AND**  
**LEISURE PRODUCTS**  
( \$000 dollars)

	1987	1988	1989
Sporting apparel	1,278.7	3,154.1	8,886.8
Bathing suits	825.1	3,058.0	3,507.0
Sports footwear	50.8	6,994.9	24,655.1
<b>Total apparel &amp; footwear</b>	<b>2,154.6</b>	<b>13,207.0</b>	<b>37,048.9</b>





	1987	1988	1989
Tents & campers	27.9	879.5	1,202.6
Motorcycles	16,299.1	48,818.3	35,609.9
Bicycles	32.7	3,076.6	10,949.9
Gliders	60.8	54.8	54.1
<b>Total heavy sports eqmt.</b>	<b>16,420.5</b>	<b>52,829.2</b>	<b>47,816.5</b>
Sailboats & sails	382.2	667.7	909.5
Recreational boats	3,410.1	8,200.3	11,048.1
Surfboards	32.2	79.9	147.3
Water ski eqmt.	157.1	266.7	694.6
Other water sports eqmt.	68.3	153.8	336.9
Fishing eqmt.	575.4	1,038.4	1,552.9
<b>Total water sports eqmt.</b>	<b>4,625.3</b>	<b>10,406.8</b>	<b>14,689.3</b>
Snow ski eqmt.	14.9	46.9	64.4
Golf eqmt.	108.9	202.3	445.5
Table tennis eqmt.	73.0	110.7	260.6
Tennis eqmt.	523.7	1,414.0	1,845.4
Badminton eqmt.	85.9	145.3	449.3
Skates	247.4	780.1	1,328.3
Gymnasium & atheltics eq.	862.6	3,340.2	6,692.3
Hockey eqmt.	8.0	4.7	10.4
Bats	89.1	293.5	587.8
Mountaineering eqmt.	0.8	13.7	9.4
Saddlery	179.8	71.4	193.0
Archery eqmt.	32.2	22.9	83.9
Sporting arms	665.9	968.6	278.6
Other sporting eqmt.	401.6	1,073.6	3,218.6
<b>Total land sports eqmt.</b>	<b>3,293.8</b>	<b>8,487.9</b>	<b>15,467.5</b>
Video games	21.9	1,352.9	14,323.4
Coin operated machines	8.2	336.3	3,203.1
Billiard eqmt.	50.4	233.1	803.9
Bowling eqmt.	62.3	236.6	323.3
Playing cards	12.7	160.3	298.9
Balls	250.3	750.2	2,219.0
Other games	72.2	563.2	2,410.9
Parts for games	229.9	945.0	3,945.2
<b>Total games</b>	<b>707.9</b>	<b>4,577.6</b>	<b>27,527.7</b>
<b>GRAND TOTAL</b>	<b>27,202.1</b>	<b>89,508.5</b>	<b>142,544.9</b>

Source: Import data by SECOFI

Radical changes are taking place in the heavy sports equipment sector, including motorcycles, recreational boats and marine motors, camping trailers and motor homes. All of the above items required an import permit to be brought into



Mexico, but no longer do so since 1987. Imports of motorcycles have increased at dramatic rates because of the very limited amount of products supplied domestically. A few models of motorcycles are assembled with imported technology by Carabela, which is now negotiating a joint venture with the Japanese company Yamaha, and Honda. The remainder of the demand, representing 95% of total consumption, is imported, mostly from the U.S. and Japan. Data for 1988 show total imports of \$48.8 million, up from \$16.3 million in 1987 and \$500,000 in 1986. Imports fell again in 1989 to \$35.6 million to more realistic levels.

Complete motor boats were not allowed to be imported. The hulls were manufactured in Mexico and assembled with imported outboard motors, such as Evinrude, Yamaha, Johnson and Mercury. Changes in import policy are already translating into significant increases in imports of recreational boats, from \$3.4 million in 1987, to \$11.0 million in 1989, since water sports are very popular in Mexico. There are 40 ports in Mexico, a country with close to 10,000 kms of coastline.

Up to this point, this boom in imports has not impacted domestic production too strongly, since demand, both internal and external, has been sufficiently high to absorb existing manufacture plus growing imports. It is however expected that imports will continue to grow at a faster pace than local production because imported products are generally of better quality than those made in Mexico or are cheaper. Many specialized products are also not manufactured in Mexico, in particular those high quality products used by professional sportspeople. It is also true, that there is a marked preference for imported products among Mexican consumers, even if they are neither of better quality nor lower priced, as a result of the longstanding prohibition to import consumer products and the favorable "image" of imported products. As the market matures, rational purchasing criteria will again predominate. Total imports are expected to reach \$210 million by 1994, representing 70% of total apparent consumption.

The U.S. has traditionally dominated the import market due to a reputation for reliability, quality, the offering of a wide variety of products and geographic proximity, enabling fast delivery and service. In 1989 American manufacturers held a 67.3% market share, down from 71% in 1988 as a result of increased competition from Asian countries, notably China, Taiwan, Korea, Hong Kong and Japan. These countries often have a significant price advantage over European and American manufactured goods and are favored over the latter despite frequent quality control problems. Canadian exports of sporting goods and leisure products are almost non-existent, amounting to Cdn\$92,000 in 1988 and Cdn\$390,000 in



1989. There is a large market potential for Canadian products in Mexico, which is yet untapped.

**TABLE 3**  
**CANADIAN TRADE OF SPORTING GOODS AND**  
**LEISURE PRODUCTS WITH MEXICO**  
 (Cdn \$000)

	1988 IMPORTS FROM MEX	1988 EXPORTS TO MEX	1989 IMPORTS FROM MEX	1989 EXPORTS TO MEX
Saddlery	144	2	178	1
Apparel			2	2
Camping goods	1		1	4
Footwear	86		179	309
Motorcycles		79	285	
Bicycles	88		96	
Campers	842			
Pleasure boats		11		5
Video games			1,788	
Games	50		37	46
Watersports eqmt	1			
Golf eqmt.	109		275	
Balls	42		71	
Gymnasium articles			73	
Other sports	524		949	3
Fishing eqmt.	7		161	
<b>TOTAL</b>	<b>1,894</b>	<b>92</b>	<b>4,095</b>	<b>370</b>

Source: Statistics Canada - International Trade Division

**3.2 DOMESTIC PRODUCTION**

Domestic production is not expected to increase proportionately with imports, but rather to maintain its present levels. By 1994, local manufacture will be of approximately \$123 million. Exports, on the other hand, will represent increasing amounts of domestic production. They are expected to increase from \$18.6 million, or 17% of total production in 1987, to \$32.4 million, representing 26% in 1994. Items made in Mexico include sail and motorboats, gymnastics equipment, saddles and riding equipment, balls, bicycles, motorcycles, rackets, baseball gloves, sporting arms, camping equipment, fishing hooks and athletic footwear and apparel.

Mexico has been particularly successful in the production of bicycles, which satisfies practically 90% of total demand in this category, with brands such as Benotto, Windsor,



Magistrone, Bimex and Apache. Apparel and footwear are almost totally manufactured locally with very good quality and at extremely competitive prices. Adidas is the most important single supplier of athletic footwear and apparel in Mexico. Other important locally manufactured brands include Pony, Nike, White (local name for Reebok), Lacoste and Le Coq Sportif.

Local production is generally concentrated in non-technical goods. More sophisticated products, such as graphite rackets, golf equipment, skis, surf boards, sails, scuba gear, fishing gear, etc. are of imported origin. Several local manufacturers are subsidiaries, distributors or joint ventures of foreign firms, such as AMF/Voit, Coleman, Nike and Adidas. Well known imported brands include Academy, Broadway, American Camper, AMF, Barnett, Coleman, Davis, Decamp, Head, Kransco, Le Coq Sportif, Marcy, Optima, Plano, Precor, Reebok, Rossignol, Round, Schlessinger, Simmond, Spalding, Stubai, Trade Winds, US Divers, Vita Masters, Wilderness Trail and Wilson.

#### 4. END USERS

The potential end users of consumer goods in Mexico are a large proportion of the country's total population of approximately 80 million inhabitants, of which 70% are under thirty years of age. With an estimated annual growth rate of two percent, total population in Mexico will reach 100 million by the year 2000. Mexico City alone has approximately 20 million inhabitants, followed by Guadalajara (3.2 million), Monterrey (3 million), Puebla (1.2 million) and León (1 million). The cities which show the highest consumer indexes of non durable goods are Mexico City (39%), Guadalajara (7%), Monterrey (6%), Puebla (4%), León, Tampico and Culiacán (2%).

Purchases of sports equipment by government entities, such as the Secretariat for Public Education, the Mexican Olympic Committee, the Department of the Federal District (DDF), the National University (UNAM) and the Polytechnic Institute (IPN), state-run schools and sports centers, comprise approximately 10% of total demand. The remainder is spread among mostly individual consumers.

Approximately 56% of all registered firms in Mexico are dedicated to commercial activities, employ 29% of total working population and generate 24% of the country's total GDP, representing approximately \$30 billion in 1986. Of this total, 95% are retail outlets, amounting to an estimated 400,000, while the remaining 5% are wholesalers. The great majority (80%) of these firms are small family operations, employing only one or two people. Of the

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Approximately 5% of all registered firms in Mexico are dedicated to commercial activities, employ 2% of total working population and generate 24% of the country's total GDP, representing approximately \$30 billion in 1988. Of this total, 95% are retail outlets, amounting to an estimated 400,000, while the remaining 5% are wholesalers. The great majority (80%) of these firms are small family operations, employing only one or two people. Of the



remaining 20%, the vast majority have three to one hundred employees, since less than one percent have over 100.

Most sports and recreational goods are distributed by a small group of companies. Among these, Indemar and El Tigre del Centro are the most significant. Following is a list of the largest distributors with their areas of activity:

DISTRIBUTOR	AREA OF ACTIVITY
Indemar	D.F., Puebla, Mexico San Luis Potosí, Jalisco
El Tigre del Centro	D.F., government contracts
Corporación Rampol	Guanajuato, Michoacán, Querétaro
Acosta Productos	Nuevo León, Tamaulipas, Durango, Zacatecas, Coahuila
Sport Edition Arguelles	Morelos, Tlaxcala
Morell Representantes	Oaxaca, Chiapas, Tabasco, Veracruz
Exclusivas Condor del Golfo	Yucatán, Quintana Roo, Campeche
Distribuidora Deportiva Guerrero	Chihuahua, Sonora, Sinaloa, Nayarit, Colima
Distribuidora Deportiva de Baja California	Baja California North and South
Deportes Olimpic	Hidalgo, Guerrero, Aguascalientes

The largest sports equipment retailer in Mexico is Grupo Martí, which, with eleven stores throughout Mexico, is estimated to hold approximately 70% of the sports equipment market in the country. Major department stores control another 15%, while the remaining 15% consists of small independent retailers with small stores throughout the country's major cities. In Mexico City, for example, roughly 20 sports equipment stores are located downtown along Venustiano Carranza street.

Commercial establishments are grouped in several chambers and associations, the most important of which are the National Chambers of Commerce, all associated to the Confederation of National Chambers of Commerce (Concanaco),

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DISTRIBUTOR	AREA OF ACTIVITY
Indemar	D.F., Puebla, Mexico San Luis Potosí, Jalisco
El Tigre del Centro	D.F., government contracts
Corporación Ranpol	Guanajuato, Michoacán, Querétaro
Acosta Productos	Nuevo León, Tamaulipas, Durango, Zacatecas, Coahuila
Sport Edition Arguëlles	Morelos, Tlaxcala
Morel Representantes	Oaxaca, Chiapas, Tabasco, Veracruz
Exclusivas Condor del Golfo	Yucatán, Quintana Roo, Campeche
Distribuidora Deportiva Guerrero	Chihuahua, Sonora, Sinaloa, Nayarit, Colima
Distribuidora Deportiva de Baja California	Baja California North and South
Deportes Olímpic	Hidalgo, Guerrero, Aguascalientes

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Commercial establishments are grouped in several chambers and associations, the most important of which are the National Chambers of Commerce, all associated to the Confederation of National Chambers of Commerce (Conacsa),

the National Chamber of Commerce of Mexico City (Canaco) and the National Association of supermarkets and department stores.

The most important stores operating in Mexico include the following: Supermarkets: Aurrerá and Bodegaurrerá, Comercial Mexicana, Chedraui, Gigante, Soriana, Superama and Supermercados S.A. (Sumesa), among the most important. Department stores: Astor, Fábricas de Francia, Liverpool, El Nuevo Mundo, El Palacio de Hierro, Salinas y Rocha, Sanborn's, Sears Roebuck, Suburbia, Viana and Woolworth.

## 5. MARKET ACCESS

Mexican retailers regard price, quality, credit terms and product availability as influential to their import decisions. Canadian exporters may therefore find attention paid to improved credit terms, product availability and timely delivery effective in attracting the Mexican retailer, since the quality of Canadian and American products is greatly appreciated despite their higher prices. A closer contact between Canadian manufacturers and Mexican customers through advertising, trade shows and direct interviews are also influential to increasing sales in Mexico.

Sports advertising in Mexico is usually made through newspaper ads and, to a lesser degree, television commercials. Many major manufacturers also utilize sponsorship of well known athletes.

Sales in Mexico are usually made through local agents and distributors, normally operating on a commission basis. Many of the larger retailers in Mexico also import directly. This is certainly true of Grupo Martí and the large department stores, where the imported share of merchandise is largest. Direct importing involves travelling to major international trade shows in the field, mostly in the U.S. and West Germany. Retailers also rely on trade magazines to keep abreast of buying trends and suppliers. Small stores utilize a system of indirect importing, with Indemar, Grupo Martí and other large distributors acting as their middlemen. Decisions should be taken on whether to use an agent, joint venturing or licensing with a Mexican company. Mexico's market is highly competitive and companies which maintain an active presence in the market and establish a good track record by virtue of product performance, competitive price and service will do well.

All suppliers of equipment or services, whether local or foreign, to a Mexican Government entity must be registered with the Secretariat of Programming and Budget (SPP) and



WHEN SELLING TO THE MEXICAN GOVERNMENT AND ITS AGENCIES, IT IS  
REQUIRED TO HAVE REGISTRY NUMBER AS FOREIGN SUPPLIER.  
FOLLOWING IS RELATED INFORMATION

with the Purchasing Department of of the agency itself. All purchases over a specified minimum are subject to bidding.

As a result of Mexico's accession to GATT, the Mexican Government has gradually opened the economy to international suppliers. Import duties have been lowered from a maximum 100% in 1983, to 20% since December, 1988. The official import price system has been totally eliminated and import permits are required on only 325 of the total 11,950 items in the Mexican Tariff Act, none of which correspond to this industry sector. Mexico adopted the Harmonized System of Tariff Nomenclature on July 1, 1988.

The import conditions for sports and leisure products have improved significantly as a result of this commercial liberalization. They are subject to a 0% to 20% ad valorem duty assessed on the F.O.B. invoice value. In addition, a 0.8% customs processing fee is assessed on the invoice value. A 15% value added tax is then assessed on the cumulative value of invoice plus the above taxes.

There are no official metric requirements applicable to imports into Mexico, However, since the metric system of units is by law the official standard of weights and measures in Mexico, importers will usually require metric labeling for packaged goods, although the English system is also used. Dual labeling is acceptable. Imported products should be labeled in Spanish containing the following information: name of the product, trade name and address of the manufacturer, net contents, serial number of equipment, date of manufacture, electrical specifications, precautionary information on dangerous products, instructions for use, handling and/or product conservation and mandatory standards. Mexico adheres to the International System of Units (SI). Electrical standards are the same as in Canada. Electric power is 60 cycles with normal voltage being 110, 220 and 400. Three phase and single phase 230 volt current is also available.

Prepared by:  
Caroline Verut  
for the Canadian Embassy  
Mexico City  
September 1990



WHEN SELLING TO THE MEXICAN GOVERNMENT AND ITS AGENCIES, IT IS  
REQUIRED TO HAVE REGISTRY NUMBER AS FOREIGN SUPPLIER.  
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REGISTRATION WITH SECRETARIA DE PROGRAMACION Y PRESUPUESTO

(SPP)

Following is a summary of Registration Procedures for Canadian Companies wishing to sell to the Mexican Government and its decentralized agencies.

Note: Registration procedures now cannot be done by the foreign (Canadian) supplier, and must be done by the company's official local agent/representative in Mexico.

To obtain registry, the following documents should be submitted to the Registro de Proveedores Office of the Secretaría de Programación Y Presupuesto (SPP) (Ministry of Planning and Budgeting) located at the following address:

Registro de Contratistas y  
Proveedores de la Administración  
Pública Federal S.P.P.  
Av. San Antonio Abad No. 124 - Piso 1  
Col. Tránsito  
06380 México, D.F.

- a) Applications for registration of foreign supplier forms SPP in original and 3 copies, all signed separately.
- b) A copy of the company's balance sheet and profit and loss statement with data not older than two months with respect to the date of application entry into the Foreign suppliers registry, also translated into Spanish and legalized by the Mexican Consulate.
- c) Copy of power of company's legal representatives in Canada notarized, and certified by Mexican Consul (documents mentioning full name of person or persons, legally authorized to sign documents on behalf of company showing his (their) signature.
- d) Copy of agency/representative contract in Mexico notarized and then certified by Mexican Consul.
- e) Copy of a document that proves and guarantees legal existence of company in Canada.  
A certificate of incorporation from a Canadian -





Chamber of Commerce or Industry Chamber. This letter must be presented in its original form and must state that interested company has been legally incorporated in accordance to the laws of the country and must include the date of incorporation. The letter cannot be more than six months old from the date it was issued. In addition it must be translated into Spanish and legalized by the Mexican Consulate.

- f) Limited power to local agent to act on behalf of foreign firm on disputes and collection matters.
- g) A photocopy of sample past invoices for each product to be supplied duly translated and legalized by the Mexican Consulate with the date and the names of the buyer and the seller underlined and highlighted.

2. Once application forms and supporting documents are approved, registration number is issued in two to four weeks time. To claim registration number, foreign firm's representative will have to present original and copy of HD-1 form "Declaración General de Pago de Derechos" duly paid.

3. To obtain HD-1 forms. As first step, payment of \$366,000 Mexican Pesos (as of April 1990 and rate subject to changes) should be made at any office of the Secretaria de Hacienda y Crédito Público (SHCP) in cash, or with Mex. Peso bank draft in favor of the "TESORERIA DE LA FEDRACION" payable through a Mexican bank located in Mexico City and should be accompanied by four (4) payment forms DH1. Each form should be signed separately. Forms can be obtained at any SHCP's offices.

IMPORTANT

TO AVOID REFUSAL OF APPLICATIONS

- I Copies of documents b, c, d, e, f, g, must be translated into Spanish by certified local translator if done in Mexico. However if documents b, c, d, e, f, g and respective translations are done into Spanish in Canada, these do not have to be done by certified translator, as above, but documents and translations must be duly notarized, and then certified by nearest Mexican Consul in your area.
- II Original and copies of application forms must be signed separately by company's legal representative.



III Corporate name should appear exactly the same in all documents: (i.e.: spelling, company names which have changed over the years).

Legal representative's signature should be signed separately on following documents:

- . DH-1 Payment forms
- . Registry application forms (both pages)
- . Power of legal representative of company in Canada.
- . Copy of agency/representative contract in Mexico.
- . Limited power to local agent.

While every effort has been made to provide the above information accurately, the Canadian Embassy cannot assume responsibility for errors, omissions or subsequent changes in procedure which may occur.

Information  
updated April/90  
Canadian Embassy  
Mexico City

AMERICAN CHAMBER OF COMMERCE

MEXICO

MEXICO

# (5) 254-1863

TRANSPORTE Y COMERCIO  
INTERNACIONAL

-TRANSPORTATION AND FOREIGN TRADE  
INDUSTRIES

Presidente: Matayk No. 124-354

Polanco

11150 Mexico, D.F.

MEXICO

# (5) 254-1863

ASOC. MEXICANA DE AGENTES DE  
SEGUROS Y FIANZAS, A.C.

-INSURANCE AND GUARANTEE AGENTS

Flores No. 18, 1er. Pto.

Juarez

06000 Mexico, D.F.

MEXICO

# (5) 511-3118 Fax (5) 533-4983

ASOC. MEXICANA DE LA INDUSTRIA  
AUTOMOTRIZ, A.C.

-AUTOMOTIVE INDUSTRY

Esmeralda No. 90

Condesa

06100 Mexico, D.F.

MEXICO

# (5) 272-1144 Fax (5) 513-1592



**I.- ASSOCIATIONS AND  
CHAMBERS OF INDUSTRY  
AND COMMERCE**

**ASOCIACIONES Y  
CAMARAS DE INDUSTRIA  
Y COMERCIO**

**ASSOCIATIONS ET  
CHAMBRES D'INDUSTRIE  
ET COMMERCE**

**INDUSTRIE- UND  
HANDELS- KAMMERN-  
UND GESELLSHAFTEN**

**AMERICAN CHAMBER OF COMMERCE,  
A.C. (AM CHAM)**

Lucerna No. 78, 3er. Piso

Juárez

06600 México, D.F.

MEXICO

☎ (5) 705-0995 Fax (5) 535-3166

Telex 1771300 ACHAME

**ASOC. DE COMPAÑIAS AFIANZADORAS  
DE MEXICO (ACAM)**

-GUARANTEES COMPANIES-

Adolfo Prieto No. 1012, 4to. Piso

Del Valle

03100 México, D.F.

MEXICO

☎ (5) 523-6854 Fax (5) 523-8939

**ASOC. DE INDUSTRIALES DE  
TRANSPORTE Y COMERCIO  
INTERNACIONAL**

-TRANSPORTATION AND FOREIGN TRADE  
INDUSTRIES-

Presidente Masaryk No. 134-204

Polanco

11560 México, D.F.

MEXICO

☎ (5) 254-1863

**ASOC. MEXICANA DE AGENTES DE  
SEGUROS Y FIANZAS, A.C.**

-INSURANCE AND GUARANTEE AGENTS-

Florencia No. 18, 1er. Piso

Juárez

06600 México, D.F.

MEXICO

☎ (5) 511-3118 Fax (5) 533-4983

**ASOC. MEXICANA DE LA INDUSTRIA  
AUTOMOTRIZ, A.C.**

-AUTOMOTIVE INDUSTRY-

Ensenada Nq. 90

Condesa

06100 México, D.F.

MEXICO

☎ (5) 272-1144 Fax (5) 515-2542



**ASOC. MEXICANA DE PRODUCTORES DE SAL, A.C.****-SALT PRODUCERS-**

Tacuba No. 37-332

Centro

06600 México, D.F.

MEXICO

☎ (5) 518-3653 Fax (5) 566-5017

**ASOC. MEXICANA DEL COBRE, A.C.****-COOPER PRODUCERS-**

Av. Sonora No. 166, 1er. Piso

Hipódromo Condesa

06100 México, D.F.

MEXICO

☎ (5) 207-2254 Fax (5) 286-7723

Telex 1771673

**ASOC. NACIONAL DE AGENTES NAVIEROS****-MARITIME AGENTS-**

Homero No. 1425-302

Los Morales

11510 México, D.F.

MEXICO

☎ (5) 395-8931 Fax (5) 520-7165

Telex 1771900 ANANME

**ASOC. NACIONAL DE ARMADORES MEXICANOS****-MEXICAN SHIPBUILDERS-**

Benjamín Franklin No. 232

Escandón

11800 México, D.F.

MEXICO

☎ (5) 271-0088 Fax (5) 271-4010

Telex 1772690

**ASOC. NACIONAL DE FABRICANTES DE APARATOS ELECTRODOMESTICOS****-APPLIANCES MANUFACTURERS-**

Prol. Ingenieros Militares No. 130

11200 México, D.F.

MEXICO

☎ (5) 358-9196

**ASOC. NACIONAL DE FABRICANTES DE MEDICAMENTOS****-MEDICINE MANUFACTURERS-**

Eugenia No. 13-601

Nápoles

03810 México, D.F.

MEXICO

☎ (5) 536-1405 Fax (5) 536-1405

**ASOC. NACIONAL DE FABRICANTES DE SACOS DE PAPEL, A.C.****-PAPER BAGS MANUFACTURERS-**

Rey Maxtla No. 187

Industrial de San Antonio

02760 México, D.F.

MEXICO

☎ (5) 561-3200 Fax (5) 561-4509

**ASOC. NACIONAL DE FABRICANTES DE CAJAS Y EMPAQUES DE CARTON****-CARDBOARD BOXES AND PACKAGING MANUFACTURERS-**

Paseo de las Palmas No. 765-401

Lomas de Chapultepec

11000 México, D.F.

MEXICO

☎ (5) 520-0835

**ASOC. NACIONAL DE IMPORTADORES Y EXPORTADORES DE LA REPUBLICA MEXICANA****-IMPORTERS AND EXPORTERS-**

Monterrey No. 130

Roma

06700 México, D.F.

MEXICO

☎ (5) 564-9379 Fax (5) 584-5317

Telex 1772443

**ASOC. NACIONAL DE INDUSTRIALES DE ACEITES Y COMESTIBLES****-OILS AND FOODSTUFF INDUSTRIES-**

Praga No. 39, 3er. Piso

Juárez

06600 México, D.F.

MEXICO

☎ (5) 533-2859 Fax (5) 525-5124

Telex 1777371





**ASOC. NACIONAL DE INDUSTRIAS DEL PLASTICO, A.C.****-PLASTIC INDUSTRIES-**

Sullivan No. 165

San Rafael

06470 México, D.F.

MEXICO

☎ (5) 566-7466 Fax (5) 566-5017

**CAMARA BELGO-LUXEMBURGUESA-MEXICANA****-BELGIUM-LUXEMBOURG-MEXICO-**

Aristóteles No. 81

Polanco

11560 México, D.F.

MEXICO

☎ (5) 255-1662 Fax (5) 255-0893

Telex 1774382 MDCPME

**CAMARA DE COMERCIO BRITANICA, A.C.****-BRITISH OF MEXICO-**

Río de la Plata No. 30

Cuauhtémoc

06500 México, D.F.

MEXICO

☎ (5) 286-9918 Fax (5) 211-5451

Telex 1761274 BCCME

**CAMARA DE COMERCIO E INDUSTRIA DEL JAPON****-COMMERCE AND INDUSTRY OF JAPAN-**

Sevilla No. 9, 2o. Piso

Juárez

06600 México, D.F.

MEXICO

☎ (5) 207-5110

**CAMARA DE COMERCIO ITALIANA****-COMMERCE OF ITALY-**

Marsella No. 39, 1er. Piso

Juárez

06600 México, D.F.

MEXICO

☎ (5) 511-5257

Telex 177767-ITALME

**CAMARA DE COMERCIO MEXICO-ESTADOS UNIDOS****-UNITED STATES-MEXICO OF COMMERCE-**

Manuel María Contreras No. 133, 1er. Piso

Cuauhtémoc

06470 México, D.F.

MEXICO

☎ (5) 535-0613 Fax (5) 592-7491

Telex 1777484 CCEUME

**CAMARA DE PRODUCTOS ALIMENTICIOS ELABORADOS CON LECHE****-MILK PRODUCTS-**

Benjamín Franklin No.134

Escandón

11800 México, D.F.

MEXICO

☎ (5) 271-3848 Fax (5) 271-3798

**CAMARA FRANCO MEXICANA DE COMERCIO E INDUSTRIA, A.C.****-FRANCE-MEXICO OF COMMERCE AND INDUSTRY-**

Río Nilo No. 80, 6o. Piso

Cuauhtémoc

06500 México, D.F.

MEXICO

☎ (5) 514-0744 Fax (5) 525-7476

Telex 1777604 CFMCME

**CAMARA MEXICANO-ALEMANA DE COMERCIO E INDUSTRIA****-GERMANY-MEXICO OF COMMERCE AND INDUSTRY-**

Bosques de Ciruelos No. 130, 12o. Piso

Bosques de las Lomas

11700 México, D.F.

MEXICO

☎ (5) 251-4022 Fax (5) 596-7695

Telex 1771226 DEHAME

**CAMARA MINERA DE MEXICO****-MINING-**

Sierra Vertientes No. 369

Lomas de Chapultepec

11000 México, D.F.

MEXICO

☎ (5) 540-6061 Fax (5) 540-6788



**CAMARA NACIONAL DE LA INDUSTRIA  
AEROTRANSPORTES**

-AIR TRANSPORTATION-  
Paseo de la Reforma No. 76, 17o. Piso  
Juárez  
06600 México, D.F.  
MEXICO  
☎ (5) 535-1458

**CAMARA NACIONAL DE COMERCIO  
-COMMERCE-**

Las Torres No. 20  
Patera Vallejo  
07710 México, D.F.  
MEXICO  
☎ (5) 587-5381 Fax (5) 587-5447

**CAMARA NACIONAL DE COMERCIO DE  
LA CIUDAD DE MEXICO (CANACO)**

-COMMERCE OF MEXICO CITY-  
Paseo de la Reforma No. 42, 3er. Piso  
Juárez  
06048 México, D.F.  
MEXICO  
☎ (5) 592-2677 Fax (5) 592-2279  
Telex 1777262 COME

**CAMARA NACIONAL DE COMERCIO  
SERVITUR**

-COMMERCE SERVITUR-  
Delegación A. Madero, Las Torres No. 20  
Patera Vallejo  
07710 México, D.F.  
MEXICO  
☎ (5) 368-7246 Fax (5) 587-5447

**CAMARA NACIONAL DE LA INDUSTRIA  
AZUCARERA Y ALCOHOLERA**

-SUGAR AND ALCOHOL INDUSTRY-  
Río Niágara No. 11  
Cuauhtémoc  
06500 México, D.F.  
MEXICO  
☎ (5) 533-3040 Fax (5) 533-3040

**CAMARA NACIONAL DE LA INDUSTRIA  
CERILLERA**

-MATCHES INDUSTRY-  
Viena No. 36, 5o. Piso  
Juárez  
06600 México, D.F.  
MEXICO  
☎ (5) 535-8877

**CAMARA NACIONAL DE LA INDUSTRIA  
DE ACEITES, GRASAS Y JABONES**

-OILS, GREASES AND SOAPS INDUSTRIES-  
Melchor Ocampo No. 193 A-801  
Verónica Anzures  
11300 México, D.F.  
MEXICO  
☎ (5) 203-1640 Fax (5) 254-0325  
Telex 1776542

**CAMARA NACIONAL DE LA INDUSTRIA  
DE ARTES GRAFICAS, A.C.**

-GRAPHIC ARTS INDUSTRY-  
Av. Río Churubusco No. 428, 2o. Piso  
Del Carmen  
04100 México, D.F.  
MEXICO  
☎ (5) 554-3500 Fax (5) 554-3545

**CAMARA NACIONAL DE LA INDUSTRIA  
DE LA CELULOSA Y PAPEL**

-CELLULOSE AND PAPER INDUSTRY-  
Privada San Isidro No. 30  
Reforma Social  
11650 México, D.F.  
MEXICO  
☎ (5) 202-1349 Fax (5) 202-1349  
Telex 1773608

**CAMARA NACIONAL DE LA INDUSTRIA  
DE LA CERVEZA Y DE LA MALTA**

-BEER AND MALT INDUSTRY-  
Horacio No. 1556  
Polanco  
11570 México, D.F.  
MEXICO  
☎ (5) 520-6283 Fax (5) 202-1124



**CAMARA NACIONAL DE LA INDUSTRIA  
DE LA CONSTRUCCION****-CONSTRUCTION INDUSTRY-**

Periférico Sur No. 4839

Parques del Pedregal

14010 México, D.F.

MEXICO

☎ (5) 652-3016 Fax (5) 652-4372

Telex 1772742 CENICME

**CAMARA NACIONAL DE LA INDUSTRIA  
DE LA CURTIDURIA, A.C.****-TANNERY INDUSTRY-**

Tehuantepec No. 255, 1er. Piso

Roma Sur

06760 México, D.F.

MEXICO

☎ (5) 564-6600 Fax (5) 574-2555

**CAMARA NACIONAL DE LA INDUSTRIA  
DE LA TRANSFORMACION****(CANACINTRA)****-TRANSFORMATION INDUSTRY-**

Av. San Antonio No. 256

Nápoles

03849 México, D.F.

MEXICO

☎ (5) 563-3400 Fax (5) 598-9467

Telex 1777466

**CAMARA NACIONAL DE LA INDUSTRIA  
DE PLATERIA Y JOYERIA****-SILVERWEAR AND JEWELRY INDUSTRY-**

Reynosa No. 13

Condesa

06100 México, D.F.

MEXICO

☎ (5) 516-8481

**CAMARA NACIONAL DE LA INDUSTRIA  
DE RADIO Y TELEVISION****-RADIO AND TELEVISION INDUSTRY-**

Horacio No. 1013

Polanco

11550 México, D.F.

MEXICO

☎ (5) 250-2577 Fax (5) 545-6767

Telex 01777272

**CAMARA NACIONAL DE LA INDUSTRIA  
DEL CALZADO****-FOOTWEAR INDUSTRY-**

Durango No. 245, 11o. y 12o. Pisos

Roma

06700 México, D.F.

MEXICO

☎ (5) 533-6255 Fax (5) 511-5054

**CAMARA NACIONAL DE LA INDUSTRIA  
DEL HIERRO Y DEL ACERO****-IRON AND STEEL INDUSTRY-**

Amores No. 338

Del Valle

03199 México, D.F.

MEXICO

☎ (5) 543-4443 Fax (5) 687-0517

Telex 1764195

**CAMARA NACIONAL DE LA INDUSTRIA  
DEL VESTIDO****-APPAREL INDUSTRY-**

Tolsá No. 54

Centro

06040 México, D.F.

MEXICO

☎ (5) 588-7664 Fax (5) 578-6210

Telex 1762407 CINME

**CAMARA NACIONAL DE LA INDUSTRIA  
EDITORIAL MEXICANA****-PUBLISHING INDUSTRY-**

Holanda No. 13

San Diego Churubusco

04120 México, D.F.

MEXICO

☎ (5) 688-2221 Fax (5) 604-4347

Telex 1772969 CSIEME

**CAMARA NACIONAL DE LA INDUSTRIA  
FARMACEUTICA****-PHARMACEUTICAL INDUSTRY-**

Av. Cuauhtémoc No. 1481

Sta. Cruz Atoyac

03300 México, D.F.

MEXICO

☎ (5) 688-9477 Fax (5) 604-9808

Telex 1764111 CHIFME



**CAMARA NACIONAL DE LA INDUSTRIA HULERA**

-RUBBER INDUSTRY-  
Manuel Ma. Contreras No. 133-115

Cuauhtémoc  
06500 México, D.F.  
MEXICO

☎ (5) 535-8917 Fax (5) 535-8917

**CAMARA NACIONAL DE LA INDUSTRIA PESQUERA**

-FISHERY INDUSTRY-  
Manuel María Contreras No. 133, 4o. Piso

Cuauhtémoc  
06500 México, D.F.  
MEXICO

☎ (5) 566-9411 Fax (5) 546-0828  
Telex 01773354 CNIPME

**CAMARA NACIONAL DE LA INDUSTRIA TEXTIL**

-TEXTILE INDUSTRY-  
Plinio No. 220

Polanco  
11510 México, D.F.  
MEXICO

☎ (5) 259-2306 Fax (5) 540-1946  
Telex 1763087 CNITME

**CAMARA NACIONAL DE LA INDUSTRIA ELECTRONICA Y COMUNICACIONES ELECTRICAS**

-ELECTRONICS AND ELECTRIC COMMUNICATIONS INDUSTRY-  
Guanajuato No. 65

Roma  
06700 México, D.F.  
MEXICO

☎ (5) 574-7411 Fax (5) 584-5083  
Telex 1773527

**CAMARA NACIONAL DE LA SILVICULTURA E INDUSTRIAS DERIVADAS**

-SILVICULTURE AND DERIVATIVE INDUSTRIES-

Baja California No. 255, 12o. Piso, Edif. A  
Hipódromo Condesa  
06170 México, D.F.  
MEXICO

☎ (5) 584-4044 Fax (5) 574-5936

**CAMARA NACIONAL DE MANUFACTURAS ELECTRICAS (CANAME)**

-ELECTRIC ARTICLES-  
Ibsen No. 13

Chapultepec Polanco  
11560 México, D.F.  
MEXICO

☎ (5) 202-1440 Fax (5) 202-2020

**CAMARA NACIONAL DE TRANSPORTES Y COMUNICACIONES**

-TRANSPORTATION AND COMMUNICATIONS-

Pachuca No. 158 Bis.  
Condesa  
06140 México, D.F.  
MEXICO

☎ (5) 553-2682

**CAMARA NACIONAL DEL CEMENTO -CEMENT INDUSTRY-**

Leibnitz No. 77  
Anzures

11590 México, D.F.  
MEXICO

☎ (5) 533-0132 Fax (5) 203-4102  
Telex 1775715 CACEME

**COMISION NACIONAL DEL CACAO**

-CACAO COMMISSION-  
Tlaxcala No. 208, 5o. Piso

Hipódromo Condesa  
06170 México, D.F.  
MEXICO

☎ (5) 286-9376  
Telex 1771397 CNCME

**CONFEDERACION DE ASOCIACIONES DE AGENTES ADUANALES DE LA REPUBLICA MEXICANA**

-CUSTOMS BROKERS CONFEDERATION-  
Hamburgo No. 225

Juárez  
06600 México, D.F.  
MEXICO

☎ (5) 533-0075 Fax (5) 525-8570





**CONFEDERACION DE CAMARAS  
INDUSTRIALES (CONCAMIN)**  
-INDUSTRY CHAMBERS CONFEDERATION-  
Manuel María Contreras No. 133, 2o. Piso  
Cuauhtémoc  
06597 México, D.F.  
MEXICO  
☎ (5) 546-9053 Fax (5) 535-6871  
Telex 1773798

**CONFEDERACION DE CAMARAS  
NACIONALES DE COMERCIO  
(CONCANACO)**  
-COMMERCE CHAMBERS  
CONFEDERATION-  
Balderas No. 144, 3er. Piso  
Centro  
06079 México, D.F.  
MEXICO  
☎ (5) 709-1559 Fax (5) 709-1152  
Telex 1777318

**CONFEDERACION PATRONAL DE LA  
REPUBLICA MEXICANA (COPARMEX)**  
-PATRONAL CONFEDERATION-  
Av. Insurgentes Sur No. 950, 1er. Piso  
Del Valle  
03100 México, D.F.  
MEXICO  
☎ (5) 687-6465 Fax (5) 536-2160

**CONSEJO EMPRESARIAL MEXICANO  
PARA ASUNTOS INTERNACIONALES**  
-COORDINATING COUNCIL FOR  
INTERNATIONAL BUSINESS-  
Homero No. 527, 7o. Piso  
Polanco  
11570 México, D.F.  
MEXICO  
☎ (5) 531-7636 Fax (5) 531-1590  
Telex 1772948

**CONSEJO NACIONAL DE COMERCIO  
EXTERIOR (CONACEX)**  
-NATIONAL COUNCIL FOR FOREIGN  
TRADE-  
Tlaxcala No. 177-803  
Hipódromo Condesa  
06100 México, D.F.  
MEXICO  
☎ (5) 286-8744 Fax (5) 211-8465

**INDUSTRIA NACIONAL DE  
AUTOPARTES, A.C.**  
-AUTOMOTIVE PARTS INDUSTRY-  
Shakespeare No. 15, 3er. Piso  
Polanco  
11590 México, D.F.  
MEXICO  
☎ (5) 254-7766 Fax (5) 211-0943  
Telex 1761413 INAME

**PUERTOS MEXICANOS**  
-MEXICAN PORTS-  
Municipio Libre No. 377  
Sta. Cruz Atoyac  
03310 México, D.F.  
MEXICO  
☎ (5) 604-3829 Fax (5) 688-9368





LIST OF PRINCIPAL STORES CARRYING SPORTING GOODS

SPORTS AND LEISURE STORES

ACOSTA PRODUCTOS  
Tilos No. 91 y Jacarandas No. 156  
Col. Sta. María Insurgentes  
México D.F. 06480  
Tel. 782-0347 583-2219

ADIDAS DE MEXICO S.A. DE C.V.  
Insurgentes Sur No. 3696  
Col. Tlalpan  
México D.F. 14000  
Tel. 573-8355 573-8761

DEPORTES OLIMPIC  
Academia No. 13  
Col. Centro  
México D.F.  
Tel. 522-5868 522-7940

EL TIGRE DEL CENTRO S.A. DE C.V.  
Isabel la Católica No. 79  
Col. Centro  
México D.F. 06080  
Tel. 709-3373 709-3459

INDEMAR S.A. DE C.V. (MARTI)  
Francisco I. Madero No. 12  
Col. Santa Ursula Xitla  
México D.F. 14420  
Tel. 655-2421 655-2310 655-4738

INDUSTRIAS AMF  
Av. Tamaulipas No. 189  
México D.F. 06140  
Tel. 516-6550

INDUSTRIAS KOLMEX  
Calle del Río R7  
Naucalpan  
53370 Estado de México  
Tel. 358-2777

SPORT EDITION ARGUELLES S.A. DE C.V.  
Cda. Alberto Zamora No. 13  
Col. Coyoacán  
México D.F. 04000  
Tel. 554-6348 658-4168

F.M. INTERNACIONAL Tel. 78-3030  
Lic. Flavio Muñoz de León, Managing Director;  
Lic. María Muñoz de León, Administrative Man-  
ager; Fernando Domínguez C., Commercial  
Manager. Río Mississippi Ote. No. 44, Col. Del  
66220 México. Distribu-  
tion: Bathroom fixtures, appliances, hardware, air  
conditioning equipment, sporting goods. Estab-  
lished 1978. Sales: 70 million pesos.

GRUPO ALBERT, S.A. DE C.V. 535-7581  
Calle de Tlalpan 369, 4o. Piso  
Col. Alameda  
Del. B. Juárez  
03400 México, D.F.  
Alberto Nolasco Ch., General Director, C.P. Víctor Pavón M., Finance  
and Administrative Director; Ignacio Pereda A., Commercial  
Director  
Distributors of stationery, school and office supplies, gifts, toy  
sporting goods, city goods.  
Established 1960 - Personnel 459

BENJAMÍN M. DEL CAMPO, S.A. DE C.V. 538-0525  
Eje Central Lázaro Cárdenas 374 538-0526  
Col. Alameda  
Del. B. Juárez  
03400 México, D.F.  
Apdo. Postal 12-1018  
03020 México, D.F.  
María Elena Sosa, President; Carlos M. de Campo, Administrative  
Manager; Juan Pablo Martí del Campo, Sales Manager  
Bicycles, motorcycles, toys, exercise equipment, electric genera-  
tors, stents, stumps  
Established 1948 - Personnel 18

DARDE, S.A. DE C.V. 543-1864  
Milwaukee 14-B 543-3918  
Col. Ampliación Nápoles  
Del. B. Juárez  
03810 México, D.F.  
Kenneth A. Grant, General Manager; Richard Sobrino, Sales  
Manager; Lorna Grant, Secretary  
Distributors and importers of sporting goods.  
Established 1965 - Personnel 8

PRODUCTOS RECREATIVOS, S.A. Tel. 4-1504  
C.P. Jaime Ainslie Palencia, General Manager  
Mercurio 70, Parque Industrial, Mexicali, B.C.,  
28000 México. Polish of iron-golf heads.

JUSQUETERA ARA, S.A. 542-4770  
Insurgentes Sur 2432  
Col. San Ángel  
Del. A. Obreros  
01000 México, D.F.  
Ana Arakelian, President; Lic. William Dongian, General Manager;  
Francisco Corona, Sales Coordinator  
Distributors of toys, sporting goods, baby products.

DEPORTES MARTI, S.A.  
Venustiano Carranza 19  
Colonia Centro  
México 1, D.F.  
Tel. 521-72-04  
Sr. Apollina Acosta, Mgr

**COMERCIAL DEPORTIVA**

Tel. 672-3966

**PINEDO, S.A. DE C.V.**

Bretaña 158

Col. Zacahuiltco

Del. Iztapalapa

09490 México, D.F.

Ileana Pinedo, President; Leopoldo Mondragón, Executive Director; Rubén Zárate, Administrative General Director; Carlos Martínez, Purchasing Director.

Manufacture and sales of sporting goods.

Established 1952 • Personnel 150

**COMERCIAL ALSA,**

Tel. 563-2592

**S.A. DE C.V.**

Tintoreto 92. 5o. Piso

Col. Ampliación Ciudad de los Deportes

Del. B. Juárez

03710 México, D.F.

C.P. Rosa Maria Delgado, Comptroller.

Distributors of general merchandise.

Established 1978 • Personnel 60

**DEPORTES Y MULTIPRODUCTOS, S.A.**

Tel. 516-7810

Rafael Rebollar 55-1

Col. San Miguel Chapultepec

Del. M. Hidalgo

11850 México, D.F.

Antonio Guraieb, Administrator; Renee G. de Guraieb, Armando Guraieb, Andrés Guraieb and Héctor Guraieb, Partners; Guillermina Briseño, Personnel Manager.

Sporting goods and novelties.

Established 1985 • Personnel 6

**INDUSTRIAS AMF, S.A. DE C.V.**

Tel. 516-6550

Av. Tamaulipas 189, Edif. AMF

Col. Condesa

Del. Cuauhtémoc

06140 México, D.F.

C.P. Guillermo Martínez, President and General Manager; Lic. Efraim Lazzeri, Administrative and Legal Manager; C.P. Gustavo Bacarlett, Comptroller; Rafael Mondragón, Marketing Manager.

Manufacture, sales and leasing of bowling lane equipment and supplies, sporting goods, tire retreading machinery.

Established 1961 • Personnel 700

**DISTRIBUIDORA MALAJ, S.A.**

Tel. 564-5511

Jaime Vinitzky, General Manager. Campeche 290, 2o. Piso, Col. Hipódromo Condesa, Del. Cuauhtémoc, 06100 México, D.F. Distribution: Sporting clothes. Established: 1971.

**EQUIPOS INDUSTRIALES Y MARINOS, S.A.**

Tel. 564-1922

George A. Zeolla P., General Manager. Tehuantepec 85 P.B., Col. Roma Sur, Del. Cuauhtémoc, 06760 México, D.F. Distribution: Marine equipment and supplies, agricultural sprayers; gear pumps, rotary pumps, recreational vehicle equipment and supplies, agricultural pumps, corrosion resistant pumps. Established: 1965, Personnel: 9.

**F.M. INTERNACIONAL**

Tel. 78-3030

Lic. Flavio Muñoz de León, Managing Director; Lic. Mario Muñoz de León, Administrative Manager; Lic. Fernando Domínguez C., Commercial Manager. Río Mississippi Ote. No. 44, Col. Del Valle, Garza García, N.L., 66220 Mexico. Distribution: Bathroom fixtures, appliances, hardware, air conditioning equipment, sporting goods. Established: 1978, Sales: 70 million pesos.

**GRUPO ALBERT, S.A. DE C.V.**

538-7581

Calz. de Tlalpan 509, 4o. Piso

Col. Alamos

Del. B. Juárez

03400 México, D.F.

Alberto Alfille Ch., General Director; C.P. Víctor Favila M., Finance and Administrative Director; Ignacio Parada A., Commercial Director.

Distributors of stationery, school and office supplies, gifts, toys, sporting goods, dry goods.

Established 1980 • Personnel 459

**BENJAMIN M. DEL CAMPO, S.A. DE C.V.**

538-0525

Eje Central Lázaro Cárdenas 374

538-0526

Col. Alamos

Del. B. Juárez

03400 México, D.F.

Apdo. Postal 12-1018

03020 México, D.F.

María Elena Steta, President; Carlos M. del Campo, Administrative Manager; Juan Pablo Martín del Campo, Sales Manager.

Bicycles, motorcycles, toys, exercise equipment, electric generators, sirens, alarms

Established 1948 • Personnel 18

**DARDE, S.A. DE C.V.**

543-1864

Milwaukee 14-B

543-5919

Col. Ampliación Nápoles

Del. B. Juárez

03810 México, D.F.

Kenneth A. Grant, General Manager; Richard Sobrino, Sales Manager; Lorna Grant, Secretary.

Distributors and importers of sporting goods.

Established 1985 • Personnel 8

**PRODUCTOS****RECREATIVOS, S.A.**

Tel. 4-1604

C.P. Jaime Ainslie Palencia, General Manager. Mercurio 70, Parque Industrial, Mexicali, B.C., 28000 México. Polish of iron golf heads.

**JUGUETERIA ARA, S.A.**

548-6770

Insurgentes Sur 2453

Col. San Ángel

Del. A. Oregón

01000 México, D.F.

Ara Arakelian, President; Lic. Archavir Donigian, General Manager; Francisco Cornejo, Sales Coordinator.

Distributors of toys, sporting goods, baby products.

**DEPORTES MARTI, SA**

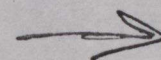
Venustiano Carranza 19

Colonia Centro

Mexico 1, D.F.

Tel 521-72-04

Sr. Apolina Acosta, Mgr





RETAIL SPORTING  
EQUIP. STORES IN MEXICO CITY

SPORTING GOODS - OUTLETS  
IN ACAPULCO, GRO.

**Sport Shops**

**TIENDAS DE DEPORTES**

ABASTECEDORA DEPORTIVA S. DE RL  
V. CARRANZA 14 CUATRECENAJET 0562 1110  
COL. CENTRO 521-10-77  
06000 MEXICO, D.F. 747-13-32

ACOSTAS DEPORTES  
V. CARRANZA 27 Y 29-B  
COL. CENTRO 521-45-60  
06000 MEXICO, D.F. 512-88-02

AQUA MUNDO S.A.  
AV. UNIVERSIDAD 1863 APUZ APABAZA  
MEXICO, D.F. 548-81-01

DEPORTES LA ANSCO  
VENUSTIANO CARRANZA NO. 18-A CENTRO  
DEPORTES VIAL  
VENUSTIANO CARRANZA 31 DIACT MARUAYTES  
COL. CENTRO 521-02-40  
06000 MEXICO, D.F. 518-58-29

EL TIGRE  
ISABELA LA CATOLICA 79  
COL. CENTRO 709-34-59  
06080 MEXICO, D.F. 709-33-42

MARTI  
CENTRO  
VENUSTIANO CARRANZA 19 521-16-36  
PERISUR  
CENTRO COMERCIAL PERISUR 652-35-99  
PLAZA SATELITE 360-00-69  
PLAZA UNIVERSIDAD 604-51-14  
POLANCO  
HORACIO 232 254-76-81

SALUD UNIVERSAL S.A. DE CV.  
AV. MORELOS 87  
06600 MEXICO, D.F. 566-08-22

**Sporting Goods**

**ARTICULOS PARA DEPORTES**

AQUAMUNDO SA-M  
ALEMAN 1000  
ACAPULCO, GRO. 2-10-41

ARTICULOS DEPORTIVOS PATOS  
E. MENDOZA 5 A y B 2-12-21  
GALEANA 4 2-25-42

ACAPULCO, GRO.

DEPORTES ALFONSO  
5 DE MAYO 17-B  
ACAPULCO, GRO. 3-16-00

DEPORTES VARGAS  
AV. CONSTITUYENTES 247-2-A  
ACAPULCO, GRO. 3-15-13

DEPORTIVOS VIOLANTE  
A SERDAN 9-D  
ACAPULCO, GRO. 3-88-66

HERMANOS ARNOLD  
AV. MIGUEL ALEMAN 106  
ACAPULCO, GRO. 2-07-88

IMPORTER/DISTR/RETAIL (SPORTING GOODS)  
GRUPO DEPORTIVO FERUSA, SA de CV  
AV. TULUM 10,  
CANCUN, Q.R.  
MAIL TO: P.O. BOX 93  
MERIDA, YUCATAN

**SPORTING GOODS MANUFACTURERS  
AND EXPORTERS FROM MEXICO**

**MEXICO - EXPORT  
DIRECTORY**

**SPORTING GOODS**

**ARTICULOS DEPORTIVOS**

**BALLS - SPORTS /  
BALONES DEPORTIVOS**

COMERCIAL DEPORTIVA PINEDO, S.A.  
BRETAÑA 158 532-00-07  
COL. ZACAHUIZCO 532-01-56  
09490 MEXICO, D.F. 572-31-25

ARTICULOS DEPORTIVOS PROFESIONALES  
ESTRELLA, S.A. DE CV.  
AV. MAZATLAN NO. 99  
COL. CONDESA  
11000 MEXICO, D.F. 286-11-29

**BOXING EQUIPMENT /  
COSTALES Y PERAS PARA BOX**

INDUSTRIA REYES, S.A.  
WAGNER 289, COL. VALLEJO 759-00-40  
07870 MEXICO, D.F. 537-28-51

**SPORTING GOODS**

**ARTICULOS DEPORTIVOS**

**GOGGLES - MOTORCYCLE /  
GAFAS PARA MOTOCICLISTA**

ARMAZONES MODERNOS, S.A.  
APDO. POSTAL 16310  
02000 MEXICO, D.F. 561-62-33

**FISHING SUPPLIES /  
ACCESORIOS PARA PESCA**

INDUSTRIAS ALTA MAR, S.A.  
PARAISO NO. 1750 P.O. BOX 1-1051  
44900 GUADALAJARA, JAL. 12-07-27  
TELEX: 681700

**NETS / REDES PARA PESCAR**

INDUSTRIAS ALTA MAR, S.A.  
PARAISO No. 1750 P.O. BOX 1-1051  
44900 GUADALAJARA, JAL. 12-07-27  
TELEX: 681700

**SPORT CARTRIDGES & GUNS /  
CARTUCHOS Y BALAS DEPORTIVOS**

INDUSTRIAS TECNOS, S.A. DE C.V.  
KM. 6 CARR. CUERNAVACA-TEPOZOTLAN  
P.O. BOX 542 13-29-00  
62000 CUERNAVACA, MOR. 13-13-11  
TELEX: 0173319 TECME





**BICILEYCA, S.A.** 754-0805  
 Trujillo 672, Desp. 104  
 Col. Lindavista  
 G.A. Madero  
 07300 México, D.F.  
 Lic. Salvador Carbajal, Commercial Director; Alector Luengo C.,  
 Sales Manager.  
 Manufacture and sales of bicycles and tricycles.  
 Established 1944

**HONDA DE MEXICO, S.A. DE C.V.** 89-0830  
 Carr. a El Castillo 7250  
 45680 El Salto, Jal.  
 Hideo Kimura, President; Hironobu Goto, Administrative Director;  
 Kazuhiko Kato, Commercial Director.  
 Manufacture and assembly of motorcycles and automotive parts.

● **WATSON PHILLIPS Y CIA.  
 SUCS., S.A.** Tel. (905) 576-2833  
 Robert D. Young, Managing Director; Patricia Gibson,  
 Marketing Director; Clyde Louis Young, Finance  
 Manager; José Manuel Castellanos, Sales  
 Manager; Rafael Alfaro, Purchasing Manager. San  
 Francisco Cuautlalpan 101, Naucalpan de Juárez,  
 Méx., 53370 México. Telex: 017-73-003. Distribu-  
 tion of bicycles and tires and tubes for bicycles  
 and motorcycles. Importation of chemicals for the  
 painting, food and cosmetics industries. Manu-  
 facture of curative materials: Plaster of Paris ban-  
 dages. Established: 1945, Personnel: 86,  
 Sales: 280 million pesos.

**TRICICLOS  
 Y BICICLETAS, S.A.** Tel. 577-7221  
 Manuel Osio, General Manager. José Justo Alva-  
 rez 26, Col. Constitución de la República, Del.  
 Gustavo A. Madero, 07460 México, D.F. Manufac-  
 turing: Bicycles.

**MINARELLI, S.A. (\*)** Tel. 674-2574  
 Luis J. Herrera, Administrator; William Vidal, Pur-  
 chasing Manager. Emperadores 223, Col. Porta-  
 les, Del. B. Juárez, 03300 México, D.F. Manufac-  
 turing: Parts for motorcycles and bicycles. Estab-  
 lished: 1978.

**H. STEELE Y CIA., S.A.** Tel. 518-0440  
 Norman W. Gottlieb, President; Sydney C. Kra-  
 vetz, Executive Vice President; Adolfo Suárez, Fi-  
 nance Vice President; Robert A. Lustberg, Sales  
 and Marketing Vice President; Lic. Alejandro Aya-  
 la, Purchasing Manager. Balderas 27, Col. Centro,  
 Del. Cuauhtémoc, 06040 México, D.F. Telex: 17-72-  
 743. Alarm clocks and watches; pressure cookers,  
 silverware and other articles for the home; bicy-  
 cles. Established: 1921, Personnel: 550, Sales:  
 2,132 million pesos.

**CENTRO DOMESTICO, S.A. DE C.V.** Tel. 18-5130  
 Pablo Gerber Stump, Managing Director; Lic.  
 Humberto Jiménez Ramos, Executive Director;  
 Lic. Salvador Monroy Monterrubio, Sales Man-  
 ager; José Reyes Arellano Arellano, Purchasing  
 Manager. Esteban Loera 391, Sector Libertad,  
 Guadalajara, Jal., 44380, México. Distribution:  
 Communication antennas; household appliances,  
 electrical and non-electrical, vacuum cleaners,  
 bicycles and motorcycles, mattresses, water  
 coolers, hydraulic equipment, gas equipment,  
 lamps, dish washers; clothes washing machines,  
 typewriters, clocks and watches, TV equipment,  
 ventilators. Established: 1951, Personnel: 230, Sa-  
 les: 275.7 million pesos.

**BENJAMIN M. DEL CAMPO, S.A.** Tel. 538-0525  
 Carlos Martín del Campo, Administrative Man-  
 ager; Reina Cabada Vda. del Campo, Treasurer;  
 Luis M. del Campo Steta, Sales Manager. Eje  
 Central Lázaro Cárdenas 376, Col. Alamos, Del. B.  
 Juárez, 03400 México, D.F. Telex: 17-71-300.  
 Distribution: Alarms, bicycles and motorcycles,  
 sirens, exercising equipment, toys, electric gener-  
 ating sets. Established: 1948.

**BENDIX MEXICANA, S.A. DE C.V.** Tel. 561-0033  
 Robert F. Sloane, Managing Director; Rafael Mén-  
 dez, Sales Director, E.O.; Christian Glastra, Fi-  
 nance Director. Santísimo 6, San Angel, Del. A.  
 Obregón, 01000 México, D.F. Telex: 17-71-044.  
 Manufacturing: Automotive brakes. Established:  
 1972, Personnel: 1,127, Sales: 1,452 million pesos.

**ACABADOS FINOS  
 INDUSTRIALES, S.A.** Tel. 686-3144  
 Hans Peter Doster, Managing Director; Reinhold  
 Gaul F., General Manager; Enrique Estrada Razo,  
 Sales Manager-Automotive Division; Ing. Juan A.  
 García, Sales Manager-Industrial Division; Ing. Jo-  
 sé Mayen Mayen, Plant Manager; Lic. Gustavo A.  
 Godínez, Purchasing Manager. Calz. Ermita Izta-  
 palapa 1478, Col. Ermita Iztapalapa, Del. Iztapala-  
 pa, 09360 México, D.F. Telex: 17-71-710. Manu-  
 facturing: Bicycle and motorcycle parts, car-  
 buretors, gasoline pumps, motor and automotive  
 parts, metal products, screw machined parts.  
 Established: 1958, Personnel: 570, Sales 300 mil-  
 lion pesos.

**CICLOMOTOR, S.A. DE C.V.** Tel. 531-3790  
 Ing. Jerry Pellegrini Q., Managing Director; Lic.  
 Jorge Gaya, Sales Manager; Raffaello Nencione,  
 Plant Manager; Giovanni Piccaluga, Purchasing  
 Manager; Roberto Olivarez, Administrative Man-  
 ager. Bradley 52, Col. Anzures, Del. M. Hidalgo,  
 11590 México, D.F. Telex: 17-72-145. Manufac-  
 turing: Motorcycles. Established: 1978.



CIA HULERA TORNEL S.A. DE C.V.

SANTA LUCIA 198

FRACC. INDUSTRIAL SAN ANTONIO

02700 AZCAPOTZALCO, MEXICO, D.F.

Bicycle tire and tube manufacture/distributor of tires and bicycles

TELS 561-61-11/ 352-25-93

MASTELLIARI, S.A. de C.V.

SANTA ROXA 69

EX-HACIENDA COAPA

14330 MEXICO D.F.

Bicycle manufacturer, Distributor, Agent/representative  
bicycle accessories, etc

ATTN: BRUNO ALESSI, MGR.

Phone 679-00-88

Telex 1771555 (AIFAME)

Fax(5)684 48 41



## SUPERMARKETS

### COMERCIAL MEXICANA

Fernando Alva Ixtlixochitl No. 27  
Col. Obrera  
México D.F. 06800  
Tel. 578-3019

### GIGANTE S.A. DE C.V.

Ejército Nacional No. 769-A  
Col. Polanco  
México D.F. 11520  
Tel. 250-3011

### OPERADORA DE SUPERAMA S.A. DE C.V.

Antiguo Camino a San Mateo No. 2  
Col. Anexo Coamilco  
Naucalpan  
53240 Estado de México  
Tel. 363-1322

### OPERADORA DE TIENDAS DE DESCUENTO S.A. DE C.V. (AURRERA)

Presidente Masaryk No. 111  
Col. Chapultepec Morales  
México D.F. 11570  
Tel. 399-4011 202-1311

### UNIDAD COMERCIAL DE TODO S.A.

San Francisco No. 1621  
Col. del Valle  
México D.F. 03100  
Tel. 534-8100

## DEPARTMENT STORES

### EL PALACIO DE HIERRO S.A. DE C.V.

Durango No. 230  
Col. Roma  
México D.F. 06700  
Tel. 525-9000 514-3888

### LIVERPOOL DE MEXICO S.A. DE C.V.

Mariano Escobedo No. 425  
Col. Polanco Chapultepec  
México D.F. 11560  
Tel. 531-3440



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DOCS  
CA1 EA953 90M22 ENG  
Market study for sporting goods and  
leisure products in Mexico. --  
43259645

