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# Giftware Products



## THE OPPORTUNITY

The Mexican market for giftware products offers interesting opportunities for some Canadian manufacturers.

- Mexicans exchange gifts extensively and some of their gift-giving occasions are not traditional in Canada.
- Almost half of Mexico's population of almost 100 million are under 20, creating a large market for toys.
- Although low-cost domestic products and imports from Asia dominate the market, there are niche markets for some higher-priced, imported items.
- The best prospects are for items that are uniquely Canadian, which have been packaged for the up-scale market segments.

## MEXICO'S GIFT-GIVING TRADITION

Mexicans love to give and receive presents. The family is paramount in the Mexican culture and exchanges of gifts reinforce this value. Even in business relationships, it is normal to establish a personal friendship first, before seriously discussing

commercial issues. Exchanges of gifts are often part of that process. It is customary, for example to bring a small gift when invited to a business associate's home for dinner. Gifts are exchanged on all the occasions that they are in Canada, including birthdays, anniversaries, religious holidays and weddings. A high proportion of Mexicans are Catholic, so religious occasions and associated gift giving are especially important. Giving gifts is also part of the indigenous tradition of paying tribute to someone.

Mexicans exchange gifts on two occasions that are not generally observed in Canada. *Día de los Reyes*, Epiphany, which is celebrated on the evening of January 5, features a second round of gifts for children following Christmas. *Día de tu Santo*, literally "your saint's day" honours the saint after whom a person is named. There are also saints' days allocated to occupations and professions. Small gifts, and sometimes cash, are considered appropriate on these days.

The type of gift depends on the nature of the occasion. Expensive gifts are reserved mainly for birthdays and Christmas within families. Popular items range from jewellery and apparel for adults, to toys and

## SUMMARY REPORT

This market information on Mexican giftware products has been produced and published by Prospectus Inc. under contract with DFAIT, along with other market profiles and summaries on business opportunities in Mexico. It is available from:

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games for younger family members. Inexpensive gifts are appropriate for more casual occasions. Older and relatively affluent Mexicans are fond of household ornaments of bronze, marble or glass. Among young adults, clothing, perfumes, CDs, pens, kitchenware and specialty foods are appreciated gifts.

Only the relatively affluent can afford to buy most gifts imported from the developed countries. But for those who can afford them, imported items imply prestige. In general, families in the top 20 percent of the income distribution are considered the best potential customers. Inexpensive Mexican crafts are widely available and some are imported from Asia and Africa.

Opportunities for sales of Canadian giftware are concentrated in specialized niches which can be difficult to access. Affluent Mexicans shop for gifts in malls, department stores and specialty boutiques. For the most part, distributors mix giftware with other items, and do not specialize. Serious art and collectibles are the principal exception, but those are limited to a very small segment of the market.

## THE GIFTWARE MARKET IN MEXICO

Giftware is not specific to any particular industry. Gift products are distinguished by the fact that they are purchased for someone other than the buyer. Indeed, many buyers feel that ideal gifts are things that recipients would not buy themselves. Frequently, a product becomes giftware because of the way it is wrapped or packaged. For example, presentation bottles of maple syrup are considered a good gift in Mexico, but regular grocery-store packages would be more likely to be purchased for consumption by the buyer.

## JEWELLERY

Jewellery manufacturing is the largest industry which concentrates heavily in products intended to be purchased as gifts. Mexico's jewellery industry has a long history and a tradition of handmade quality. This industry is made up of very small companies. According to the 1994 industrial census, published by *Instituto Nacional de Estadística, Geografía e Informática (INEGI)*, National Institute for Statistics, Geography and Informatics, there were 1,585 establishments in 1993 which manufactured gold or silver jewellery. They employed about 8,000 persons, for an average of about 5 employees per enterprise. Another 258 companies — 92 with about 3,000 employees — were engaged in the manufacture of costume jewellery.

Some industry experts believe that these census numbers are much too low. There is a large "informal" sector manufacturing handmade jewellery and crafts. This sector consists of small unregistered companies and self-employed individuals. They typically sell their wares at street markets.

Mexican manufacturers of costume jewellery tend to be larger and more capital-intensive than those working in precious metals and stones. Some of them export their products to Canada and the United States, but most of them are threatened in their own market by low-cost imports from Asia. Leading manufacturers include *Argollas Matrimoniales, Casa Guijarro, Karatí, Vari, Lior, Industrias Link, Joyería Baque, Joskes de México* and *Nina Reguértis*. These companies market their products mainly through large retail chains.

## TOYS

According to the 1994 industrial census published by *Instituto Nacional de Estadística, Geografía e Informática (INEGI)*, National Institute for Statistics, Geography and Informatics,

in 1993 Mexico had 164 toy manufacturing enterprises. This probably underestimates the total because it excludes small operations in the informal sector. It also excludes foreign-owned *maquiladora*, or in-bond manufacturing operations, such as Fisher Price, which tend to be relatively large.

Local production is concentrated in low-technology products, including balls, balloons and marbles. Plastic and inflatable toys and rideable toys are also manufactured. Most of Mexico's consumption of more sophisticated toys is imported. Large multinationals such as Mattel dominate the local market, selling mostly products imported from Asia. But because they manufacture part of their product lines in Mexico, so far these companies have been exempted from Mexico's countervailing duties on imports of toys from Asian countries. Duties on some Chinese toys, for example, exceed 350 percent.

## CRAFT PRODUCTS

Mexican companies that identify themselves as giftware producers are found in many other industries in addition to jewellery and toy manufacture. Many of them can be described as crafts, in the sense that their manufacture generally requires some kind of manual skill.

The *Asociación Mexicana de Fabricantes de Artículos para Regalo, Decoración y Artesanías (Amfar)*, Mexican Association of Gift, Decoration and Craft Products, published a directory of exhibitors at their 1996 giftware show. This show's slogan was "Christmas begins in July," and the directory provides an indication of the popularity of various gift products. About 40 percent of the 400 exhibitors who participated in the show included themselves in the *artesanías*, crafts category. Their products included a wide variety of decorative items, including glass,

metal, wood and earthenware figures. Ceramic, clay and porcelain products were displayed by almost 20 percent of the exhibitors. About 16 percent of the companies listed themselves as distributors of imported products. On average, there were about two product category listings for each exhibitor.

## BUYERS

Giftware of the types most likely to be imported from Canada are sold mainly in upscale retail establishments catering to relatively affluent Mexicans. According to data published by the Mexico City consulting firm *SIGMA Consultores*, households with a 1996 income of more than US \$9,680 made up just over one-fifth of the population. This includes families ranked as middle and high income. These consumers reside almost entirely in the major cities. Middle and upper income households include almost 30 percent of the populations of Mexico City, Guadalajara and Monterrey. The three cities are home to one-third of all Mexicans in those income groups, creating a market of about 7.5 million people. Other relatively affluent cities with a population of one million or more include Toluca, Puebla, León and Torreón.

The retailers who cater to this market segment include hypermarkets and supermarkets (which sell many non-food items), department stores and specialty boutiques. Most of the large hypermarket chains, including *Comercial Mexicana*, *Gigante*, and *Casa Ley* have sections featuring products such as costume jewellery and toys that are popular gifts. Modern shopping malls, anchored by major department stores and featuring exclusive specialty stores, cater to affluent Mexicans. The leading department stores include *Coppel*, *El Puerto de Liverpool*, *Departa-*

## GIFTWARE EXHIBITORS BY PRODUCT AT THE 1996 AMFAR GIFT SHOW

percentage of 400 exhibitors

Product Line	Percentage	Typical Products
Crafts	40.1	sculptures, figurines, ceramic and metal handicrafts, religious figures
Ceramic, clay and porcelain products	19.6	figures, sculptures, decorations, candle holders, tableware, picture frames
Imported products	15.8	figures, tableware, games, party items, pens, pictures
Pictures, frames and sculptures	14.2	original paintings and reproductions, figures, frames
Furniture and wood products	13.6	small decorative furniture, boxes, picture frames, sculpture
Bags and accessories	6.3	purses, bags, hair accessories, hats
Lamps, chandeliers and shades	6.3	porcelain and metal table lamps and chandeliers
Glass and stained glass products	6.0	figures, sculptures, glass panels
Christmas products	5.4	religious scenes and decorations
Flowers and candles	5.0	natural and artificial flower arrangements, decorative candles
Paper products	5.0	greeting cards, giftwrapping materials, disposable party items, books
Acrylic and pewter products	4.4	picture frames, trays, tableware, decorations, promotional items
Figures and dolls	4.4	porcelain and cloth dolls, hand puppets, Christmas figures
Jewellery and clocks	4.4	gold, silver and costume jewellery, watches
Gold, silver, plated and brass products	4.1	tableware, vases, candle holders, picture frames
Home and cutlery products	4.1	tableware, cutlery, licensed children's products
Leather products	4.1	purses, wallets, belts, brief cases, desk accessories
Whites and textiles	4.1	bedding, towels, table sets
Perfumes and fragrances	0.9	scented oils, dehydrated flowers, aromatic candles


Note: percentages do not total to 100 because many exhibitors selected more than one category.

Source: *Asociación Mexicana de Fabricantes de Artículos para Regalo, Decoración y Artesanías (Amfar)*, Mexican Association of Gift, Decoration and Craft Products.

mental José Ramírez and *El Palacio de Hierro*. Several American retail chains have started operations in Mexico, either on their own or in partnership with Mexican firms. Wal-Mart, K-Mart and JC Penny are all active in Mexico.

Some of the large retail chains buy directly from manufacturers in other countries. This has become less common since the devaluation, however, as the major chains try to cut costs by simplifying their procure-

ment systems. National distributors are gradually developing to replace the traditional multi-layered distribution system. While some of the major Mexican-American partnerships have locked up sources of supply in the US, other retailers buy imported goods from Mexican distributors. A directory of major retail outlets in Mexico is available from the *Asociación Nacional de Tiendas de Autoservicios y Departamentales (ANTAD)*, National Retailers' Association.



*ANTAD* has announced that 200 new stores will be built in 1997 by its affiliated chains. Sales are expected to increase by 8 percent during the year. The president of *ANTAD* was quoted in the media as saying that sales will not reach 1994 levels until 1999.

### **DIRECT RETAIL**

Direct retail sales are a new but a growing phenomenon in Mexico. Traditionally, the postal system has been grossly inefficient and the phones unreliable. This deprives direct marketers of their two most important tools. Customer lists are not readily available and only about 4 million Mexicans hold credit cards.

In spite of this, the direct marketing industry in Mexico has grown since the devaluation of the peso in December 1994. Several American direct marketing firms have moved into Mexico and have reported response rates that are triple the typical level experienced in the United States. One observer attributes this phenomenon to the fact that Mexicans do not receive much mail, and certainly not much junk mail, so they tend to read mailed advertising. Commercial mailers can speed up service by pre-sorting mail and delivering it direct to postal substations. Mexico's telephone system is gradually improving since it has been privatized and deregulated. And telemarketers have found that, unlike their northern neighbours, Mexicans are too polite to hang up on the caller.

Mexican marketing specialists say that giftware can do well using catalogues and private deliveries. For example, Victoria's Secret distributes exclusively by catalogue in Mexico and delivers within 48 hours by courier from the United States. Crafts and jewellery are also sold this way. In the principal cities, personal messenger services can be hired for as little

as US \$0.50 per delivery if the volume is substantial.

### **COMPETITORS**

Canadian-made giftware is relatively expensive in Mexico and it competes against similar products from other developed countries, as well as against lower-priced merchandise from Mexican, African or Asian producers. American manufacturers are the most direct competitors for Canadian firms.

At the low end of the market, there is a large "informal sector," dominated by street vendors and operators of small market stalls. These businesses provide intense competition for stores in the formal sector because they are untaxed and often sell pirated merchandise. The least formal retail element is known as the *tianguis*, the word for market in one of the native languages. These are open-air markets that set up once a week on an established day and street. Although traditionally known for fresh produce, the *tianguis* are also large marketers of all sorts of knickknacks, toys and costume jewellery. Some of these items are imported illegally from the Far East, but many American products are both available and considered better.

Quite a large amount of costume jewellery is distributed through catalogues using networks of individuals (usually women) who sell to their friends and co-workers. Avon and House of Fuller both distribute through these channels. Direct retail sales are also offered through promotions mailed to credit-card holders and through television advertising.

### **TRENDS AND OPPORTUNITIES**

Although Canada and Canadians enjoy a very positive image in Mexico,

individual Canadian products are not well known, often being mistaken for American products. Interviews with Mexican buyers revealed a general curiosity about Canadian gift products, but also concern that a steady supply of Canadian products is difficult to obtain. Nonetheless, they mentioned several categories where Canadian goods might be well received.

### **APPAREL AND ACCESSORIES**

Accessories are the most common apparel items purchased as gifts. Ties, belts, wallets and purses are all popular. Canadian products in this category are mainly in the high-quality market segment where they compete mainly with American and European products. There are some cases of cross-marketing agreements between Canadian and Mexican companies in this sector.

### **ARTS AND CRAFTS**

Original paintings, art reproductions, sculpture, and crafts are extremely popular as gifts in Mexico. The most popular products are small ornaments and figures of wood, ceramic, glass or metal. Many of them have religious themes. Buyers say that to compete in this market, Canadian products should have unique qualities. Native artwork and carvings were mentioned by some observers as products that have some potential in the high-end market segment.

### **BOOKS AND WRITING PRODUCTS**

Books, stationery and writing accessories are also customary gifts. Children's books and "coffee table" books are the most common types of gift book. Writing products such as pens, markers, notebooks, erasers and other accessories sell well, especially those designed especially for children.

Greeting cards and all types of gift wrapping are in demand. This category includes fancy gift boxes, wrapping paper and bags of all kinds.

## FOODS AND BEVERAGES

Specialty foods such as smoked fish, maple syrup, cheeses and deli products, are sometimes given as presents, especially at Christmas. "Real" maple syrup is valued for hotcakes and waffles and it is also used in traditional Mexican desserts. Confectionery, especially chocolates and candied fruit, is also appreciated.

Premium liquor, especially whiskey, is a common business gift but observers say that Canadian brands are virtually unknown.

## JEWELLERY

The best prospects in the jewellery market are for contemporary styles made from advanced materials other than the traditional silver and gold used by Mexican manufacturers. Costume jewellery is growing in popularity because more women are working. Also, a very serious crime wave caused by the devaluation of the peso in December 1994 is making both men and women reluctant to wear expensive jewellery in public.

The size of the costume jewellery market in Mexico is estimated by the United States Department of Commerce at almost US \$50 million for 1996, with annual growth projected in the 10 to 15 percent range over the next few years. Import penetration is estimated at 45 percent. Jewellery exports increased by 41 percent in 1996 according to estimates from the *Secretaría de Comercio y Fomento Industrial (Secofi)*, Secretariat of Commerce and Industrial Development.

Low-price products dominate the market, according to the United States Department of Commerce estimates. Close to half the market is for pieces that sell for less than US \$10, and those costing between US \$10 and US \$50 account for another 40 percent.

Artificial jewellery is duty free under the North American Free Trade Agree-

ment (NAFTA), and the US claimed 38 percent of the 1994 import market. It was followed by Taiwan with 18 percent and South Korea with 14 percent. Canada ranked as Mexico's 8<sup>th</sup> largest source of costume jewellery, with about 2 percent of the import market in 1994, double its share two years earlier.

## KITCHENWARE AND TABLEWEAR

Mexicans like formal table settings. Tableware ranging from cutlery to dishes to textile products are customary gifts. Small kitchen gadgets are also popular, especially those with novelty or convenience properties. Electric kitchen appliances do not usually fall into the gift category. Many Mexicans prefer hand-operated devices, such as cast-iron juicers, to their electric equivalents.

## TOYS

A wide variety of toys are presented as gifts. Close to half of Mexico's population is under the age of 20. The total population is expected to reach 100 million by the end of the century, creating a large toy market, even after ability to pay is considered. The United States Department of Commerce has estimated the size of the Mexican toy market at about US \$450 million annually.

Toys are usually defined to include wood, vinyl, fabric and ceramic dolls, including collectibles, which may be intended for use by adults. Although many toys are made in Mexico, imports claimed 62 percent of the market in 1994. About one-third of the import market is claimed by the US and most of the rest comes from Asian suppliers.

The market can be divided into three segments, based on age. There are about 10 million Mexicans under the age of four. They are especially fond of stuffed figures and rideable toys. Another 10 million are between the ages of 5 and 9. They tend to prefer motorized toys, action figures and construction kits. There are almost

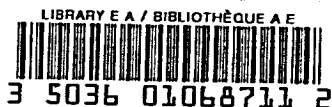
20 million young Mexicans between the ages of 10 and 19 and games of both the electronic and board types are popular with them.

## JOINT VENTURES

In some sectors, Canadian manufacturers have successfully entered the market by forming joint ventures with Mexican firms. Typically, Canadian technology and manufacturing know-how is used to modernize Mexican operations, creating expanded access to local and export markets. This is still a growing trend since the devaluation of the peso in December 1994, because many Mexican firms cannot meet quality standards for export markets which are booming because of the cheap peso. In addition, the trend towards costume jewellery is putting domestic producers under pressure, because it is more capital-intensive than the traditional hand-worked gold and silver products made in Mexico. In some markets, Canadian and Mexican firms have agreed to distribute each other's products to fill gaps in their product lines.

## THE REGULATORY ENVIRONMENT

Gift products are not generally subject to regulation by the Mexican government, except for the enforcement of labelling requirements. All goods destined for resale must be labelled according to regulations which became effective 1 March 1997. They are set out in *Norma Oficial Mexicana (NOM)*, official standard *NOM-050-SCFI-1994*. The labels must be in Spanish and must include the name of the product, the country of origin, a quantity statement (unless the quantity is obvious on sight), warnings and instructions for handling, (if relevant) along with the importer's name and address. Prepackaged food, apparel, textiles and leather



are subject to their own specialized labelling regulations.

Goods can be imported into Mexico only by a Mexican citizen or corporation which must be registered and assigned an importer number. The name and address of the importer must appear on the product label, although this can be affixed after the goods enter Mexico. Stick-on labels are acceptable, provided that they accompany the goods when entering Mexico. In this event, the product is subject to special inspection by a government "verification unit" prior to sale.

Some products are also subject to quality standards set out in product-specific *NOMs*. The most likely gift products to be affected are electrically-operated apparatus such as Christmas tree lights. These regulations are in a constant state of revision, and Canadian exporters should verify the current requirements with their agent, distributor or other importer prior to shipment.

## MARKET ENTRY STRATEGIES

Most Canadian companies entering the Mexican market do so, at least initially, through a Mexican agent or distributor. Others form partnerships or joint ventures with Mexican manufacturers. In some cases, Canadian and Mexican manufacturers agree to distribute each other's product lines.

Giftware encompasses a wide range of products and, for the most part, it is handled by distributors as part of broader lines. Nonetheless there are a few giftware specialists. Some companies enter into exclusive representation agreements with Mexican agents, who in turn work through regional distributors to reach retail outlets. On the other hand, since the devaluation, there has been pressure to

develop national distributorships to simplify the marketing chain. Still, national distributors may be hard to find for some products.

Attending trade shows is a good way to make contacts with potential Mexican customers or partners. The *Asociación Mexicana de Fabricantes de Artículos para Regalo, Decoración y Artesanías (Amfar)*, Mexican Association of Gift, Decoration and Craft Products, holds an annual show in Mexico City. The 1996 show was held in July. Exhibitors included a wide range of Mexican manufacturers and importers. There were 400 exhibitors and about 8,600 visitors.

## KEY CONTACTS

### CANADA

#### *Canadian Government*

#### *Department of Foreign Affairs and International Trade (DFAIT)*

DFAIT is the Canadian federal government department most directly responsible for trade development. The *InfoCentre* should be the first contact point for advice on how to start exporting. It provides information on export-related programs and services, acts as an entry point to DFAIT's trade information network, and can provide copies of specialized export publications and market information to interested companies.

#### **InfoCentre**

Tel.: 1-800-267-8376 or  
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Fax: (613) 996-9709

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\*FaxLink is a faxback system which provides summaries on a range of Mexican markets. It must be contacted

through your fax machine. Dial from your fax phone and follow the voice prompt instructions.

**The Trade and Economic Division of the Embassy of Canada in Mexico** can provide vital assistance to Canadians venturing into the Mexican market. The trade commissioners are well-informed about the market and will respond in whatever measures possible to support a Canadian firm's presence in Mexico.

#### **Trade and Economic Division**

The Embassy of Canada in Mexico  
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#### **Canadian Consulate**

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#### **Canadian Consulate**

Hotel Fiesta Americana

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Col. Vallarta Poniente

44110 Guadalajara, Jalisco

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**International Trade Centres** have been established across the country as a convenient point of contact to support the exporting efforts of Canadian firms. The centres operate under the guidance of DFAIT and all have resident trade commissioners. They help companies determine whether or not they are ready to export, assist firms with market research and planning, provide access to government programs designed to promote exports, and

arrange for assistance from the trade commissioners in Ottawa and trade officers abroad. Contact the International Trade Centre nearest you.

**World Information Network for Exports (WIN Exports)** is a computer-based information system designed by DFAIT to help Canada's trade development officers abroad match foreign needs to Canadian capabilities. It provides users with information on the capabilities, experience and interests of more than 24,000 Canadian exporters. For general information, call (613) 944-4WIN (4946); to register on WIN Exports, call (613) 996-2057, or fax 1-800-667-3802 or (613) 944-1078.

#### **Program for Export Market Development (PEMD)**

PEMD is DFAIT's primary export promotion program. It supports a variety of activities to help Canadian companies expand into export markets. PEMD shares up to 50 percent of eligible expenses. Program financial assistance is a repayable contribution, not a grant, and must be approved in advance. For general information, call the InfoCentre at 1-800-267-8376. For applications for assistance through this program, call the International Trade Centre nearest you. In Quebec, PEMD is administered by the 13 regional offices of the Federal Office of Regional Development (FORD Q).

#### **Industry Canada**

##### **Fashion, Leisure and Household Products Branch**

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#### **Canadian International Development Agency (CIDA)**

CIDA is an important possible source of financing for Canadian ventures in Mexico. A special fund is available through CIDA under the Industrial Cooperation Program (INC). This program provides financial contributions to stimulate Canadian private-sector involvement in developing countries by supporting long-term business relationships such as joint ventures and licensing arrangements. For more information, call (819) 997-7905, or fax (819) 953-5024.

#### **Export Development Corporation (EDC)**

EDC helps Canadian exporters compete in world markets by providing a wide range of financial and risk management services, including export credit insurance, financing to foreign buyers of Canadian goods and services, and guarantees.

EDC has established relationships with leading commercial and public sector institutions in Mexico and Latin America. For information on the full range of EDC services, call (613) 598-2500, or fax (613) 598-6858.

#### **Revenue Canada**

Revenue Canada, Trade Administration Branch provides service in English, French and Spanish. Revenue Canada publications and customs notices are also available by calling or faxing the NAFTA Information Desk: 1-800-661-6121 or (613) 941-0965; fax: (613) 952-0022.

#### **Business and Professional Associations**

##### **Gift Packaging and Greeting Card Association of Canada**

501 Consumers Road  
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#### **Canadian Council for the Americas**

Executive Offices  
360 Bay Street  
Suite 300  
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Fax: (416) 367-5460

#### **Alliance of Manufacturers and Exporters Canada**

99 Bank Street  
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Fax: (613) 563-9218

#### **Alliance of Manufacturers and Exporters Canada**

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Fax: (416) 798-8050

#### **The Canadian Chamber of Commerce**

55 Metcalfe Street  
Suite 1160  
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Tel.: (613) 238-4000  
Fax: (613) 238-7643

#### **Forum for International Trade and Training Inc.**

155 Queen Street  
Suite 608  
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Tel.: (613) 230-3553  
Fax: (613) 230-6808

#### **Language Information Centre**

240 Sparks Street RPO  
Box 55011  
Ottawa, ON K1P 1A1  
Tel.: (613) 523-3510

#### **Open Bidding Service**

P.O. Box 22011  
Ottawa, ON K1V 0W2  
Tel.: 1-800-361-4637 or  
(613) 737-3374

#### **Canadian Standards Association**

178 Rexdale Blvd.  
Etobicoke, ON M9W 1R3  
Tel.: (416) 747-4000  
Fax: (416) 747-4149





**Standards Council of Canada**

45 O'Connor Street  
Suite 1200  
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Tel.: (613) 238-3222  
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***Mexican Embassy in Canada***

**Embassy of Mexico**

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**MEXICO**

***Government Departments***

**Secretariat of Commerce and Industrial Development**

*Secretaría de Comercio y Fomento Industrial (Secofi)*  
*Sub-Secretaría de Promoción de la Industria y del Comercio Exterior*  
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Fax: (52-5) 229-6568

**National Institute for Statistics, Geography and Informatics**

*Instituto Nacional de Estadística, Geografía e Informática (INEGI)*  
*Dirección de Políticas y Normas en Informática*  
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***Mexican Business and Professional Organizations***

**Mexican Association of Gift, Decoration and Craft Products**

*Asociación Mexicana de Fabricantes de Artículos para Regalo, Decoración y Artesanías (Amfar)*  
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Fax: (52-5) 576-9709

**Mexican Jewellers Association**

*Asociación Mexicana de Fabricantes de Joyería (Ameffo)*  
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México  
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Fax: (52-5) 703-2560

**National Chamber of the Apparel Industry**

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Col. Centro  
06040 México, D.F.  
México  
Tel.: (52-5) 588-7822, 761-5446  
Fax: (52-5) 578-6210

**Mexican Toy Industry Association**

*Asociación Mexicana de la Industria del Jugete, A.C. (Amiju)*  
Av. San Antonio No. 256, Piso 8  
Col. Ampliación Nápoles  
03849 México, D.F.  
México  
Tel.: (52-5) 611-3899, 563-3400, ext. 376  
Fax: (52-5) 611-3899

**National Retailers' Association**

*Asociación Nacional de Tiendas de Autoservicios y Departamentales (ANTAD)*  
Av. Homero 109 Piso 11  
Col. Chapultepec Polanco  
11560 México, D.F.  
México  
Tel.: (52-5) 254-1714/6620, 545-8803  
Fax: (52-5) 203-4495, 250-2536

**National Chamber of the Manufacturing Industry**

*Cámara Nacional de la Industria de la Transformación (Canacindra)*  
Av. San Antonio No. 256  
Col. Ampliación Nápoles  
03849 México, D. F.  
México  
Tel.: (52-5) 563-3400  
Fax: (52-5) 563-5381

**National Association of Importers and Exporters of the Mexican Republic**

*Asociación Nacional de Importadores y Exportadores de la República Mexicana (ANIERM)*  
Av. Monterrey No. 130  
Col. Roma  
06700 México, D.F.  
México  
Tel.: (52-5) 564-8618/9218  
Fax: (52-5) 584-5317

***Trade Shows***

*JugueteExpo Internacional*  
27-30 May, 1997

*Asociación Mexicana de la Industria del Jugete, A.C. (Amiju)*  
Av. San Antonio No. 256 Piso 8  
Col. Ampliación Nápoles  
03849 México, D.F.  
México  
Tel.: (52-5) 611-3899, 563-3400 ext. 376  
Fax: (52-5) 611-3899

*Expo Joyería '97*

*Asociación Mexicana de Fabricantes de Joyería (Ameffo)*  
Río Mame No. 19, P.H.  
Col. Cuauhtémoc  
06500 México, D.F.  
México  
Tel.: (52-5) 703-2627/2483/2687  
Fax: (52-5) 703-2560

*Sede del Regalo*

20-24 August, 1997  
*Grupo Salpro S.A. de C.V.*  
Av. Reynosa No. 15  
Col. Hipódromo Condesa  
06100 México, D.F.  
México  
Tel.: (52-5) 271-0503/0531  
Fax: (52-5) 273-1681/1456

*Amfar Expo Regalo*

21-25 July, 1997  
*Asociación Mexicana de Fabricantes de Artículos para Regalo, Decoración y Artesanías (Amfar)*  
Av. Monterrey No. 149  
Col. Roma  
06700 México, D.F.  
México  
Tel.: (52-5) 564-4564/8961/8765  
Fax: (52-5) 576-9709