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Furniture

Dept. of External Affairs
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THE OPPORTUNITY

The Mexican furniture sector offers interesting opportunities for Canadian manufacturers of residential, office and institutional furniture.

- Canada and Mexico are each other's second-largest trading partners in furniture products.
- Mexico's furniture industry consists mainly of small firms, using low-technology methods.
- There is an expanding market for exported Mexican furniture, especially traditional designs.
- Mexican producers need to modernize in order to stay competitive in the newly-liberalized trade environment.
- Mexico imports substantial quantities of metal furniture and office furniture.

A FLAIR FOR TRADITIONAL DESIGNS

Furniture is a heavily traded commodity. In general, countries that are large importers of furniture are also large exporters. For example, in 1995, Canada was the world's fourth-largest furniture importer and the fifth-largest exporter, with a trade surplus of almost US $700 million. This multilateral trade gives Canadian consumers access to a very wide range of styles and prices.

Canada is Mexico's second-largest furniture trading partner after the United States. But the trade is mostly in one direction. Based on both country's import estimates, as reported to the United Nations, Canada imported US $205 million worth of furniture from Mexico in 1994, while exports were valued at only US $12 million. Canada claims roughly 2 percent of Mexico's imported furniture market, while Mexico accounts for about 9 percent of Canada's furniture imports.

Notwithstanding the disproportionate nature of this relationship, the fact that Canada and Mexico trade similar products with each other makes this industry different from most others. It suggests interesting opportunities for co-manufacturing or co-marketing agreements as well as other types of joint ventures.

Mexican furniture is known for its handmade qualities and distinctive traditional styles. But these designs are much more prevalent in exported furniture than they are in the domestic market.

SUMMARY REPORT

This market information on Mexican **furniture** 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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The best-known Mexican furniture is *rústico*, an imposing design from the colonial period made of hardwood, with traditional tar, wax and oil finishes. (Photographs of this style are available on the Internet at http://www.orbinet.com.mx:80/rufiexsa/.) *Equipal* is a pre-colonial style originating in Jalisco, made from rosewood and mesquite slats, with seats and backs of pigskin. Traditional furniture is also made from wrought iron and glass. Because these styles are popular throughout the south-western United States, a substantial export market has been created. By one estimate, 90 percent of the traditional furniture made in Mexico is exported; most of the rest is sold to foreigners living in Mexico and hotels catering to tourists.

Domestic consumers tend to prefer more contemporary designs, made from lighter wood such as pine, and having modern finishes. One industry expert says that poor domestic sales of traditional furniture are the result of economics, not taste. He points out that the *rústico* style works best when used for an entire house, whereas most Mexicans can afford to buy only one piece at a time.

Canadian furniture producers use advanced technology for the manufacture of both wood and metal furniture, incorporating laminates and other advanced materials. Office furniture and advanced kitchen systems are particular strengths.

These contrasting styles and strengths suggest opportunities for joint ventures. Canadian technology could be used to help Mexican companies to modernize their production methods while retaining traditional designs. Mexican-Canadian joint ventures could also produce contemporary office and kitchen furniture for the Mexican market. Co-marketing arrangements between Canadian and Mexican manufacturers to distribute each other's products are also a possibility.

MEXICO WOOD FURNITURE INDUSTRY, 1993

Enterprises by size

Employment Range	Establishments	Employees	Average Employment
1 to 16	17,725	40,166	2
16 to 50	604	16,214	27
51 to 100	135	9,346	69
101 to 250	94	14,088	150
251 or more	16	10,650	666
Total	**18,574**	**90,464**	**5**

Source: *Instituto Nacional de Estadística, Geografía e Informática (INEGI)*, National Institute for Statistics, Geography and Informatics, *Censos Económicos*, 1994.

THE MEXICAN FURNITURE INDUSTRY

There are nearly 20,000 furniture manufacturers throughout Mexico, but they are mostly small-family owned companies. According to a 1995 study by *Banco Nacional de Comercio Exterior (Bancomext)*, Mexican Foreign Trade Commission, based on the most recent industrial census of 1993, more than 90 percent of these are micro-enterprises, with 15 or fewer employees.

For statistical purposes, companies in this sector are distinguished on the basis of whether their furniture is made of wood or metal, rather than the usual office/institutional vs. residential division in Canada. For the most part, metal furniture is for the office and institutional markets, but there is considerable overlap between the two subsectors, especially considering the use of wrought iron for traditional residential furniture.

Taken together, the wood and metal furniture manufacturers employed only about 44,000 workers in 1993, an average of only 2.4 employees per establishment. About 96 percent of these companies specialized in wood furniture. Only 29 firms were classified as large, meaning that they employed more than 250 workers; in fact, these firms employed an average of 555 workers in 1993. Sixteen of these firms were producers of wood furniture, 13 specialized in metal furniture. On average, metal furniture manufacturers are larger than their counterparts who work in wood, reflecting the greater capital intensity of metal manufacturing methods.

MEXICO METAL FURNITURE INDUSTRY, 1993

Enterprises by size

Firm Size	Establishments	Employees	Average Employment
1 to 16	736	3,966	5
16 to 50	187	5,068	27
51 to 100	52	3,646	70
101 to 250	38	6,261	165
251 or more	13	5,439	418
Total	**1,026**	**24,380**	**24**

Source: *Instituto Nacional de Estadística, Geografía e Informática (INEGI)*, National Institute for Statistics, Geography and Informatics, *Censos Económicos*, 1994.

On the other hand, the largest firms specialize in wood furniture which dominates the market. According to data from the *Instituto Nacional de Estadística, Geografía e Informática (INEGI),* National Institute for Statistics, Geography and Informatics, 1993 wood furniture sales at the manufacturer level accounted for almost 70 percent of total furniture sales.

The industry is concentrated in urban areas, most importantly Mexico City, Monterrey and Guadalajara. There are also important regional industries in Chihuahua, Michoacán and San Luis Potosí. In addition, there were 132 furniture operations in Mexico's *maquiladora,* in bond manufacturing, zones in 1995. The *maquiladora* benefits are gradually becoming redundant under the North American Free Trade Agreement (NAFTA). Most of them are beginning to integrate into the Mexican economy and are looking for local suppliers. Many will need technical help to meet the requirements of multinational buyers, which will create an additional motivation for joint ventures with foreign firms.

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FOREIGN TRADE

As a result of a series of sweeping economic reforms, Mexico has recently become a net exporter of furniture products. After decades of protectionism, Mexico unilaterally liberalized its trade arrangements beginning in 1986, when it became a member of the General Agreement on Tariffs and Trade (GATT). The furniture industry rationalized to adapt to the newly competitive environment. Between 1990 and 1994 furniture exports multiplied by more than 10 times, from US $79 million to US $841 million. Exports to Canada rose 12 times, to reach US $205 million over the same period.

Imports also increased between 1990 and 1994, but not by as much. As a result, Mexico's furniture trade balance improved from a US $176 million deficit in 1992 to a US $258 million surplus in 1994.

The peso devaluation of December 1994 further improved Mexico's furniture trade balance. By mid-January 1995, Mexico's currency had lost almost half its value relative to the US dollar. As a result of the higher costs of foreign-made products, imports fell by 26 percent in 1995 while exports increased by about 5 percent, leaving Mexico with a US $450 million surplus.

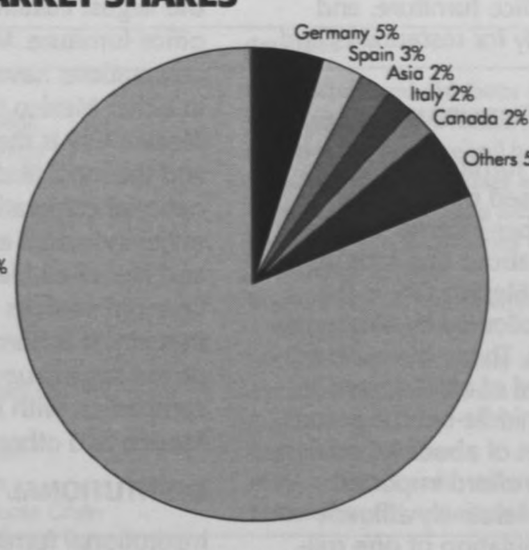
Mexico's most important customer for furniture is the US, which buys 96 percent of the total. Canada is second, followed by Germany, France and Spain. Furniture parts make up 56 percent of Mexico's exports, with wood furniture accounting for another 28 percent. About 15 percent is metal furniture and the rest is mostly plastic.

The most important foreign competitors in the Mexican market for imported furniture are the United States, followed by Germany, Spain, Italy and Asian countries, including Taiwan. Imports from Canada fell by 56 percent in 1995 to US $5.2 million, following the devaluation of the peso. The total includes a cross-section of furniture products including wood, metal and plastic furniture. Canada accounts for about 2 percent of Mexico's imported furniture market.

Mattresses and bedding are excluded from the accompanying table, because they are not normally considered part of the furniture industry in Canada. They are, however, included in the aggregate trade statistics that are shown elsewhere in this summary, because they are included with furniture and parts in both the Harmonized (Chapter 94) and the Standard International Trade Classification (code 821) systems.

Canada has additional exports to Mexico that are related to the furniture industry. This industry consumes about 30 percent of Mexico's plywood, some of which is imported from Canada. In addition, there is growing interest in Canadian woods such as poplar, red maple and alder for use in higher-quality furniture. Some furniture manufacturers import rough wood components for finishing in Mexico.

IMPORT MARKET SHARES



Source: International Trade Information System, University of Texas at Austin, 1995.

IMPORTS OF FURNITURE AND LIGHTING FITTINGS, 1994 TO 1995

US dollars

	World		Canada	
	1994	1995	1994	1995
Seats	**134,005,525**	**63,753,255**	**3,210,451**	**2,064,692**
Swivel seats with variable height	24,285,303	15,030,396	547,854	761,073
Seats with wooden frames, upholstered	37,813,857	16,193,338	283,150	64,834
Seats with metal frames, upholstered	20,431,289	8,258,791	374,787	293,185
Other seats with metal frames	6,809,442	3,361,703	108,434	43,015
Other seats with wooden frames	6,341,515	2,394,533	42,758	47,702
Other seats	19,756,319	6,735,091	1,221,847	115,519
Metal frames	10,669,262	7,703,291	195,295	412,260
Other seat parts	7,898,538	4,076,112	436,326	327,104
Medical, Surgical, Dental Furniture	**15,823,526**	**7,000,254**	**399,971**	**6,393**
Other Furniture	**311,248,781**	**144,733,614**	**7,897,672**	**2,968,488**
Metal office furniture	32,280,390	22,203,931	1,610,840	597,380
Other metal furniture	76,067,638	43,128,077	484,068	546,310
Wooden office furniture	31,550,701	16,898,807	977,789	384,405
Wooden kitchen furniture	12,391,672	4,637,989	202,801	87,874
Wooden bedroom furniture	30,477,853	9,477,850	647,318	407,709
Other wooden furniture	71,066,504	25,290,153	1,281,883	156,005
Plastic furniture	19,782,002	7,059,719	648,098	179,358
Cane, bamboo, etc., furniture	4,971,147	1,744,822	7,718	5,771
Parts	32,660,874	14,292,266	2,037,157	603,676
Lamps and Light Fittings	**112,853,645**	**54,065,955**	**433,064**	**140,159**
Total Imports	**573,931,477**	**269,553,078**	**11,941,158**	**5,179,732**

Source: *Banco Nacional de Comercio Exterior (Bancomext)*, Mexican Foreign Trade Commission.

CUSTOMERS

About 75 percent of the Mexican furniture market is home furniture, 10 percent is office furniture, and the rest is mostly for restaurants and institutions.

RESIDENTIAL FURNITURE

Imported wood furniture for the home is purchased primarily by middle- and upper-income Mexicans who constitute about one-fifth of the population. Mexico City is the largest market, followed by Monterrey and Guadalajara. Those three cities include one-third of all Mexicans in the upper- and middle-income groups, creating a market of about 7.5 million people who can afford imported products. Other relatively affluent cities with a population of one million or more include Toluca, Puebla, León and Torreón.

OFFICE FURNITURE

Large corporations, especially those involved in industries where making a good impression is important, are the largest customers for imported office furniture. Most large Mexican corporations have their headquarters in either Mexico City or Monterrey. Mexico City is the national capital and the most likely location for multinational corporations. Monterrey is a major industrial and financial centre and half of all Mexican industry and financial services is controlled from that city. It is home to more than a dozen large *grupos*, family-owned companies, with holdings throughout Mexico and other countries.

INSTITUTIONAL FURNITURE

Institutional furniture is purchased mainly by government institutions. Health care and education are both extensive sectors given Mexico's population, which will reach 100 million by the turn of the century. Since the devaluation, however, all public institutions have been subject to severe budget constraints.

The *Sistema Nacional de Salud*, National Health Care System, is divided into separate systems for those who are employed in the formal economy and for those who are not. Mexicans who can afford to pay have the third alternative of using private health care facilities. The body responsible for health care policy and regulation throughout Mexico is the *Secretaría de Salud (SS)*, Secretariat of Health.

Mexico's school system is similar to Canada's. The system includes preschool, primary, junior high and high schools. In addition there are vocational schools known as *capacitación para el trabajo* and mid-level technical schools called *profesional medio*. Federal schools are controlled by the *Secretaría de Educación Pública (SEP)*, Secretariat of Public Education. Many affluent Mexicans send their children to private schools. Most of them belong to the *Asociación Nacional de Escuelas Particulares (ANEP)*, National Association of Private Schools. Public universities are about equally divided between government-operated and autonomous institutions. The latter receive funding from the government but control their own spending. They are, therefore, usually more promising prospects for purchases of imported goods.

Health care and educational institutions in Mexico are treated in greater detail in separate publications in the Department of Foreign Affairs and International Trade's (DFAIT's) Export *i* Mexico series. That series also includes a bidders handbook for government procurement.

COMPETITORS

Canadian furniture manufacturers compete both with domestic manufactures and other importers. The accompanying tables show manufacturers listed with the *Cámara Americana de Comercio de México A.C. (Amcham)*, American Chamber of Commerce in Mexico. More extensive and detailed lists are available from the principal industry associations representing furniture manufacturers.

There are several large and modern Mexican manufacturers. *Vexon*, for example, is a Monterrey firm that began as a distributor for American-made furniture. It began in 1969 with three employees. In 1992, the company invested US $2 million in German and Japanese technology, and began manufacturing. Today *Vexon* has about 700 employees. The company exported about 20 percent of its production in 1994 and anticipated that half its output would go to foreign markets by 1996.

Bernardo De Silva, president of *Vexon*, was quoted in *Expansión* as saying that his company's success rests on the use of advanced technology, combined with an export orientation. He also stresses that the company is "more than a manufacturer," with a strong consulting division, consisting of architects, industrial designers, decorators and engineers. The com-

SELECTED OFFICE AND INSTITUTIONAL FURNITURE MANUFACTURERS AND DEALERS

Company	Activities
Comercial López Morton	Dealer in wood furniture for offices
Comercializadora de Industrias Piramid	Dealer in office furniture, interior design
Grupo Comercial Cuwa	Dealer in filing cabinets
Herman Miller México	Office planning and design, furniture systems
Hon Export Limited	Manufacturer of office furniture
Industrias Ideál	Theatre seats, furniture for hotels, restaurants and schools
Industrias Quetzál	Manufacturers of restaurant furniture, desks and table tops
Industrias Riviera	Manufacturers of office furniture and shelving
Office Depot de México	Dealer in office and stationery supplies
Office Environment de México	Dealer in office furniture
Papsa	Distributor of office systems
Swarz Asociados	Dealer in office furniture and accessories

Source: *Cámara Americana de Comercio de México A.C. (Amcham)*, American Chamber of Commerce in Mexico, 1996.

SELECTED RESIDENTIAL FURNITURE MANUFACTURERS AND DEALERS

Company	Activities
Camas Lamas	Manufacturer and distributor of metal beds
Central Mueblera Potosina	Wholesale and retail furniture
Centro Mueblero Placencia	Distributor of furniture and home appliances
Colchones Coloso	Manufacturer of mattresses and furniture
Gim International	Manufacturer of furniture and handicrafts
Grupo Gomco	Manufacturer and distributor of industrial and domestic furniture
Grupo Tres	Interior designer, manufacturer and dealer in furniture
Grupo Wendy	Manufacturer of mattresses and furniture
Muebles Fundidos Artísticos	Manufacturer of aluminum and iron furniture
Novorenta	Furniture rental
Nueva Mueblería Hemán	Retail home furniture
Ramos Original Design	Manufacturer of rustic style furniture
Rústicos de Antaño Monte Cristo	Manufacturer of rustic style furniture

Source: *Cámara Americana de Comercio de México A.C. (Amcham)*, American Chamber of Commerce in Mexico, 1996.

pany operates design centres in Mexico City, Guadalajara, Ciudad Juárez and Monterrey. In addition, *Vexon* continues to represent foreign furniture manufacturers, including Networks Modular, Guildord, Trendway, Allsteel Hardwood House and Executive Furniture.

Many smaller furniture manufacturers have not been able to take advantage of Mexico's export boom because they lack the technology and the capital to modernize and expand. Some of them are potential joint venture partners for Canadian manufacturers. With Canadian expertise, they could move quickly to take advantage of the opportunities. In return, they can provide Canadian companies with access to a substantial domestic market.

TRENDS AND OPPORTUNITIES

The description of the structure of Mexico's furniture manufacturing industry is based on the most recent industrial census, which is referred to as the 1994 census, but which is actually based on 1993 data. Important structural changes have occurred since then. Many manufacturers have adapted to increased foreign competition and have increased their export orientation. This is driving a trend towards vertical integration and modernization.

The Mexican furniture industry developed in a protected environment. For many decades, government policies were geared to import displacement and employment creation. The industry was protected by tariffs of up to 100 percent and import permits were required for some products. These policies fostered the use of labour-intensive techniques and created considerable employment, but they also led to the development of a very inefficient domestic industry.

In the mid-1980s, the government reversed these policies and initiated a sweeping program of economic reforms. The maximum tariff was reduced to 20 percent, import licences were eliminated, and Mexico became a member of the General Agreement on Tariffs and Trade (GATT) in 1986. With the advent of the North American Free Trade Agreement (NAFTA) in 1994, tariffs within North America fell even further and will be entirely phased out over the next few years.

According to an official of the Furniture Council of *Cámara Nacional de la Industria de la Transformación (Canacintra)*, National Chamber of the Manufacturing Industry, the *apertura*, as the reforms were called, had a devastating effect on the furniture industry because tariffs were lower on finished products than on furniture components. Thus, he says, there was a larger incentive to market than to manufacture and many domestic manufacturers went out of business.

Other companies survived by modernizing and gearing up for export production. Some of the larger companies bought out smaller ones as the industry rationalized itself for the new environment. New, modern manufacturing facilities were built. Exports rose steadily, from US $79 million in 1991 to US $841 million in 1994. In addition, many Mexican manufacturers rounded out their product lines with exclusive representation deals for American manufacturers.

The situation changed drastically in the last days of 1994, when the government of President Ernesto Zedillo, in office for only about three weeks, abruptly stopped supporting the peso. Within a few weeks the currency fell to half its former value. The effect on the domestic market was devastating. National gross domestic product (GDP) fell by 7 percent in 1995. For the most part, furniture is a postponable expenditure and some large furniture manufacturers reported sales drops of 50 percent or more.

Unlike many other industries, the furniture sector did not substantially increase its export sales as a result of the devaluation. While total non-petroleum exports rose by more than one-third in 1995, furniture exports grew by only about 5 percent. One reason was that the modern manufacturers were already exporting a large proportion of their output. And for the most part, smaller companies lacked the technology and capital to meet export demands.

This situation is creating opportunities for joint ventures with Canadian companies. Medium-sized Mexican companies could take advantage of strong export markets as well as recovering domestic markets if they could acquire modern technology. Mexican furniture manufacturers also have established channels of distribution, which could be used to market Canadian furniture through partnership agreements.

REGULATORY ENVIRONMENT

The Mexican furniture industry is not subject to any special forms of government regulation. As a retail product, residential furniture is subject to Mexico's system of consumer protection regulations. These include labelling regulations as well as quality and safety standards for some specific products.

Both the labelling and quality standards are issued in the form of *Normas Oficiales Mexicanas (NOMs)*, official standards. They are issued mainly by the *Secretaría de Comercio y Fomento Industrial (Secofi)*, Secretariat of Commerce and Industrial Development. Within *Secofi*, official standards are the responsibility of the *Dirección General de Normas*, Bureau of Standards. *NOMs* are promulgated by executive decrees, published in the *Diario Oficial de la Federación*, Mexico's Official Gazette. These regulations have legislative authority under the *Ley Original de la Administración Federal*, Federal Administration Act and the *Ley Federal de Normas y Metrología*, Federal Law on Standards and Metrology.

Electric lighting is the only type of furniture likely to be subject to safety standards, under *NOM-003-SCFI-1993*. These regulations appear to be restricted to lighting in public places and to Christmas tree lights. The regulations are in a constant state of revision, however, and exporters of electrical apparatus of any kind are advised to verify the current regulations with their agent, distributor or other importer prior to shipment. Although the onus for compliance technically rests with the importer, testing, certification and labelling requirements must be met before the product can cross the Mexican border.

Furniture is subject to Mexico's general labelling regulations *(NOM-050-SCFI-1994)*. These rules apply to all prepackaged products intended for retail sale which are not covered by a more specific regulation. The law requires that labels be in Spanish; other languages may appear, as long as Spanish is equally prominent. Labels must appear on product packages and there are minimum sizes for typefaces based on the size of the package. The label must include the name of the product, a quantity statement, the country of origin, risk warnings if applicable, and the name or trade name of the importer. The importer's name may be applied after the product has entered Mexico.

Larger furniture items may be exempt from the labelling regulations on the grounds that they are not prepackaged, but rather "bulk products" which are defined as those measured or weighed in the presence of the consumer. If the packaging is removed by the retailer before the sale, in principle the regulations do not apply. Nonetheless special regulations *(NOM-004-SCFI-1994)* apply to textiles, requiring that labels be affixed to the product. It is not clear whether they apply to fabrics used to manufacture furniture.

The latest labelling regulations came into force only in March 1997, and are subject to interpretation and revision. Previous labelling regulations have been the source of much confusion, with many revisions and "clarifications" after they have been published. Exporters of products who could potentially be subject to regulations are strongly advised to verify current requirements prior to shipment.

MARKET ENTRY STRATEGIES

The bulk of imported furniture for the home, office and institutional markets is handled by distributors. Retail customers buy at department stores and specialty retailers, while office and institutional customers buy from distributors or specialized wholesalers. Some large manufacturers operate their own distribution networks, and this channel is potentially accessible to Canadian companies through joint ventures or co-marketing arrangements.

Canadian companies which enter this market often deal directly with distributors. Some companies choose to work through an exclusive agent, who in turn works through distributors to get the product to market.

Mexico's economic restructuring and, more recently, the peso crisis of December 1994, has forced a shakeout in the distribution sector. Many distributors went out of business during 1995 and the survivors have been forced to form alliances to build national networks. Mexico's traditional multi-layered distribution system is no longer viable and retailers are trying to consolidate their purchasing. Nonetheless, national distributors who do not carry competing lines can be hard to find, and an the agent/distributor combination has advantages. Still, a single distributor who can adequately cover the target market is simpler and involves lower commission costs.

Institutional furniture is usually purchased by government agencies through public tender. The *Ley de Adquisiciones Públicas*, the Public Procurement Act, governs all purchases by government agencies. Each entity has a small discretionary budget and small procurement contracts do not have to go to public tender. In most cases, the price ranges involved are unlikely to attract Canadian suppliers. The smaller tenders also continue to favour local suppliers. There may, however, be some opportunities for used furniture in this market.

Attending furniture shows in Mexico is a good way to establish contacts with potential customers, distributors or partners. Guadalajara has a strong traditional furniture industry, and it features an annual exhibit called *Expo Mueble*. The 1997 show was in February. *Mueble Internacional de Verano '97*, to be held in August 1997, features traditional furniture. The city also hosts a more broadly based furniture show called *Tecno Mueble Internacional*, to be held in July 1997. Monterrey is the site of the annual *Fiesta del Mueble*, with the 1997 show scheduled for July.

The Commercial and Economic section of the Canadian Embassy in Mexico City and the consulates in Guadalajara and Monterrey can

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provide assistance to companies that have developed an export strategy for Mexico. They maintain a list of furniture distributors.

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
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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.

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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

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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

Business and Institutional Furniture Manufacturers Association
2680 Horizon Drive SE
Suite A 1
Grand Rapids, MI 49546-7500
USA
Tel.: (616) 285-3963
Fax: (616) 285-3765
Internet: http://www.bifma.com

Quebec Furniture Manufacturers Association
1111 St. Urbain Avenue
Suite 101
Montreal, PQ H2Z 1Y6
Tel.: (514) 866-3631
Fax: (514) 871-9900

Ontario Furniture Manufacturers Association
6900 Airport Road
Suite 200
Mississauga, ON L4V 1E8
Tel.: (905) 677-6561
Fax: (905) 677-5212

Furniture West
1873 Inkster Boulevard
Winnipeg, MA R2R 2A6
Tel.: (204) 632-5529
Fax: (204) 694-1281

Canadian Council for the Americas
Executive Offices
360 Bay Street
Suite 300
Toronto, ON M5H 2V6
Tel.: (416) 367-4313
Fax: (416) 367-5460

Alliance of Manufacturers and Exporters Canada
99 Bank Street
Suite 250
Ottawa, ON K1P 6B9
Tel.: (613) 238-8888
Fax: (613) 563-9218

Alliance of Manufacturers and Exporters Canada
75 International Boulevard
Fourth Floor
Etobicoke, ON M9W 6L9
Tel.: (416) 798-8000
Fax: (416) 798-8050

The Canadian Chamber of Commerce
55 Metcalfe Street
Suite 1160
Ottawa, ON K1P 6N4
Tel.: (613) 238-4000
Fax: (613) 238-7643

Forum for International Trade and Training Inc.
155 Queen Street
Suite 608
Ottawa, ON K1P 6L1
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
Ottawa, ON K1P 6N7
Tel.: (613) 238-3222
Fax: (613) 995-4564

Mexican Embassy in Canada

Embassy of Mexico
45 O'Connor Street
Suite 1500
Ottawa, ON K1P 1A4
Tel.: (613) 233-8988
Fax: (613) 235-9123

MEXICO

Government Departments

Secretariat of Commerce and Industrial Development
Secretaría de Comercio y Fomento Industrial (Secofi)
Sub-Secretaría de Promoción de la Industria y Comercio Exterior
Insurgentes Sur No. 1940–P.H.
Col. Florida
01030 México, D.F.
México
Tel.: (52-5) 229-6561/6562
Fax: (52-5) 229-6568

Secretariat of Commerce and Industrial Development Bureau of Standards
Secretaría de Comercio y Fomento Industrial (Secofi)
Dirección General de Normas
Av. Puente de Tecamachalco No. 6
Col. Lomas de Tecamachalco
53950 Tecamachalco
Estado de México
México
Tel.: (52-5) 729-9300/9475 to 9478
Fax: (52-5) 729-9484

80025 75540

Secretariat of Health
Secretaría de Salud (SS)
Lieja No. 8, Piso 5
Col. Juárez
06600 México, D.F.
México
Tel.: (52-5) 553-7670/7940
Fax: (52-5) 286-5497

Secretariat of Public Education
Secretaría de Educación Pública (SEP)
Argentina No. 28, Piso 2
Col. Centro
06029 México, D.F.
México
Tel.: (52-5) 329-6380/6827
Fax: (52-5) 329-6822

Business and Professional Organizations

National Association of Private Schools
Asociación Nacional de Escuelas Particulares (ANEP)
Av. José María Lafragua No. 3
Piso 10
Col. Tabacalera
06030 México, D.F.
México
Tel.: (52-5) 512-8080/4438
Fax: (52-5) 535-9716

National Chamber of the Manufacturing Industry
Cámara Nacional de la Industria de la Transformación (Canacintra)
Av. San Antonio No. 256
Col. Ampliación Nápoles
03849 México, D. F.
México
Tel.: (52-5) 563-3400
Fax: (52-5) 598-5888

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

Forest Products Industry Chamber
Cámara Nacional de la Industria Forestal (CNIF)
Viaducto Miguel Alemán No. 277
Col. Escandón
11800 México, D.F.
México
Tel.: (52-5) 273-0986
Fax: (52-5) 273-0933

National Chamber of the Lumber and Related Products Industry
Cámara Nacional de la Industria Maderera y Similares
Av. Santander No. 15, Desp. 301
Col. Insurgentes Mixcoac
03920 México, D.F.
México
Tel.: (52-5) 598-6725
Fax: (52-5) 598-6932

Association of Furniture Manufacturers of Jalisco
Asociación de Fabricantes de Muebles de Jalisco (Afamjal)
Av. Niños Héroes No. 2663
Col. Jardines del Bosque
44520, Guadalajara, Jalisco
México
Tel.: (52-3) 122-7178
Fax: (52-3) 122-7103

Trade Shows

Guadalajara

Tecno Mueble Internacional
10–12 July 1997, Expo Guadalajara, Guadalajara
Association of Furniture Manufacturers of Jalisco
Asociación de Fabricantes de Muebles de Jalisco (Afamjal)
Av. Niños Héroes No. 2663
Col. Jardines del Bosque
44520, Guadalajara, Jalisco
México
Tel.: (52-3) 122-7178
Fax: (52-3) 122-7103

Mueble Internacional de Verano '97
13-16 August 1997, Expo Guadalajara, Guadalajara
Association of Furniture Manufacturers of Jalisco
Asociación de Fabricantes de Muebles de Jalisco (Afamjal)
Av. Niños Héroes No. 2663
Col. Jardines del Bosque
44520, Guadalajara, Jalisco
México
Tel.: (52-3) 122-7178
Fax: (52-3) 122-7103

Expo Mueble '97
12-15 February, 1997, Guadalajara
Gran Salón de Exposiciones, Guadalajara
Association of Furniture Manufacturers of Jalisco
Asociación de Fabricantes de Muebles de Jalisco (Afamjal)
Av. Niños Héroes No. 2663
Col. Jardines del Bosque
44520, Guadalajara, Jalisco
México
Tel.: (52-3) 122-7178
Fax: (52-3) 122-7103

Monterrey

Expo Tu Casa
15-18 May 1997, Cintermex, Monterrey
Av. Fundidora, No. 501
Col. Obrera
64010 Monterrey, Nuevo León
México
Tel.: (52-8) 369-6969
Fax: (52-8) 369-6911

EXI-Mueble '97
25-28 September, 1997 Cintermex, Monterrey
Asociación de Fabricantes de Muebles
Av. Fundidora No. 501, Of. 93
Col. Obrera
64010 Monterrey, Nuevo León
México
Tel.: (52-8) 369-6435/6436
Fax: (52-8) 369-6437