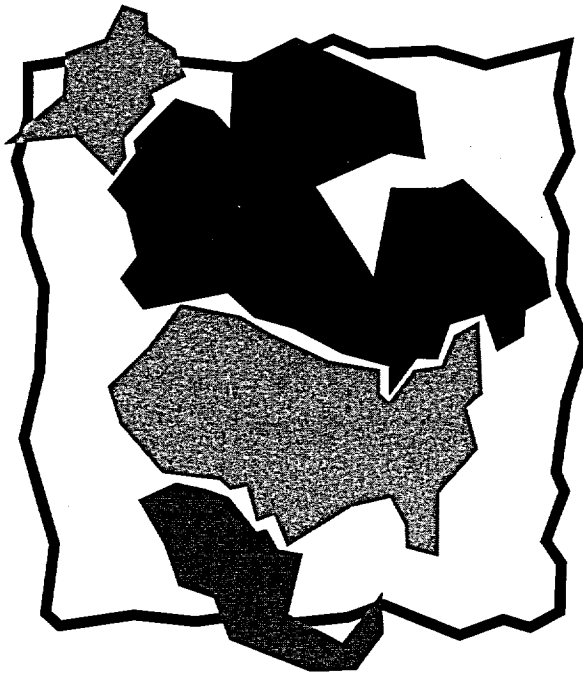


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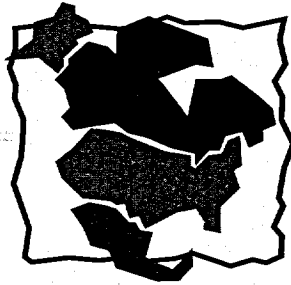


# WHERE TO FIND...?

## INFO SOURCES FOR THE MEXICAN MARKET



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Dept. of External Affairs  
Min. des Affaires extérieures

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# WHERE TO FIND...?

## INFO SOURCES FOR THE MEXICAN MARKET



*Where to Find...? Info Sources for the Mexican Market* is your guide to gathering current and accurate information on doing business in Mexico. It is designed to prepare you for a first visit to the Mexican marketplace. Acting on the suggestions contained throughout this guide will increase the likelihood that your first visit will be productive – that you will meet the right people, attend the best trade shows, collect the information you really need. If your company is already active in Mexico, then this guide will also prove helpful in keeping you up-to-date and in expanding your network of contacts.

The booklet is divided into two sections: one describing how to gather information on Mexico, and the other outlining where to obtain it. The “how-to” section offers a simple two-step approach to the process of market research: collecting general market information, followed by collecting sector- or product-specific information. The “where-to” section identifies key organizations and critical sources of information and describes the information resources of organizations in Canada, Mexico and elsewhere. A variety of tools and techniques for your information search is presented, including some easy-to-use and very effective electronic methods of collecting information.

This guide will provide you with a better understanding of the process of gathering information on Mexico: the who, what, where and how. The why is obvious: new markets, increased sales, and higher profits.

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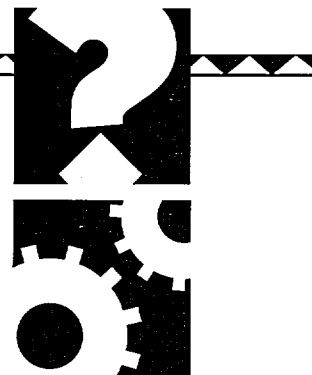
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# HOW TO GATHER INFORMATION



## General Market Information

Nobody knows your company better than you do. However, as an exporter you may need to look at your company in a different light. A clear understanding of your business plan and resources – from an exporter’s point of view – will allow you to decide if Mexico is a practical alternative. At that point, you can begin to plan your information gathering. What am I looking for? What do I plan to do with it? When do I need it?

Once you have organized a plan of action, you are ready to examine the Mexican business environment. Business practices, political and economic considerations, and demographics need to be studied. As you analyse each, focus on potential barriers and opportunities. Such a screening will let you develop a “feel” for the market before advancing to more detailed sector- or product-specific information.

The  symbol in the Contact Organizations sections of this guide, pages 8 to 14, indicate sources of general market information.

*Figure 1* points out some of the more important issues that you will need to address during the first stages of market research.

KNOW YOUR COMPANY	INFORMATION PRIORITIES
<ul style="list-style-type: none"> <li>▪ Business plan</li> <li>▪ Export experience</li> <li>▪ Production capacity</li> <li>▪ Language and cultural preference</li> <li>▪ Realistic objectives</li> <li>▪ Commitment</li> </ul>	<ul style="list-style-type: none"> <li>▪ Market size statistics</li> <li>▪ Market share statistics</li> <li>▪ Buyer behaviour</li> <li>▪ Potential distributors</li> <li>▪ Market segments</li> </ul>
BUSINESS INFORMATION	
<p><b>Business Practices</b></p> <ul style="list-style-type: none"> <li>▪ Dealing with market obstacles</li> <li>▪ Face-to-face contact</li> <li>▪ Commitment</li> <li>▪ Legal issues</li> </ul> <p><b>Political</b></p> <ul style="list-style-type: none"> <li>▪ Government priorities</li> <li>▪ Elections</li> <li>▪ Upcoming legislation</li> </ul>	<p><b>Economic</b></p> <ul style="list-style-type: none"> <li>▪ Availability of capital</li> <li>▪ Exchange rates</li> <li>▪ Inflation</li> <li>▪ Effects of the NAFTA</li> </ul> <p><b>Demographic</b></p> <ul style="list-style-type: none"> <li>▪ Young population</li> <li>▪ Income distribution</li> <li>▪ Urbanization</li> </ul>

### The power of numbers...

You can often determine whether the market is worthy of pursuit by consulting statistics that are readily available in general market information publications. Review of the introductory publication *Canada/Mexico: Partnering for Success*, available from the Department of Foreign Affairs and International Trade (see order form at end of this guide), led one executive to comment: “For us, Mexico was a roller coaster. We sell video equipment targeted at high-income professionals, so we were disappointed to find that the average income is low. Further digging revealed that income distribution is more concentrated in Mexico than

in Canada. There is a significant upper-income segment. And, approximately 50 percent of Mexicans are under the age of 20. Our hopes rose, and we decided to conduct additional, product-specific research...”



## PITFALLS

Many managers assume that the most effective way to obtain information on Mexico is to pay a local visit. The truth: *preliminary* information can be collected just as easily in Canada, often at a lower cost. It is important to first use free fax-back services, appropriate publications, and consultation with knowledgeable organizations, which are available in Canada and contained in this guide.

Mexican statistical information must be carefully examined. The high inflation rates and currency devaluations that were standard in the 1980s can distort information, making normal growth rates appear phenomenal. The problem is solved by converting peso statistics to a stable currency.

Outdated documents often give a radically different picture than more current publications. Mexico has experienced extreme economic swings in the past 15 years and as a result, market potential may appear to change substantially over a period of only four or five years.

## CHECKLIST

Is your company ready to make a strong commitment to the Mexican market? Are your expectations realistic? It is important to realize that reaching break-even sales volume may be only a medium-term goal.

Have you consulted with all available organizations in Canada before making plans to visit Mexico? This guide lists organizations that can send you general market information publications; many of them have personnel responsible for Mexico who are able to provide advice and further contacts.

Have you accessed electronic and fax-back information sources for general market information?

Have you identified seminars, conferences, training sessions and other networking opportunities in Canada? Such events are arranged by many of the organizations listed in this guide.


Have you developed a "wish list" of specific information items? Examples might include market size statistics, an understanding of market segments or a comparison of the Canadian and Mexican buyer. A list of specific items will help you better plan and organize your research, and as a result reduce costs.

List the most important barriers to marketing/selling your product or service in Mexico. Are there any cultural, geographic or demographic barriers? Have the economic, legal and regulatory barriers been identified? Can these barriers be overcome with the resources you have available?

## Sector- or Product-Specific Information

After you have gathered general information on Mexico, you will likely have a "feel" for doing business in Mexico. The next step is to focus on sector-specific data. Fortunately, detailed product reports are available in Canada. Research in Mexico should be considered only after fax-back, database and CD ROM sources in Canada have been exhausted.

It is important to locate potential Mexican distributors or partners. They can play a valuable role in determining marketing strategy, gathering information and making contacts in Mexico. A Mexican company will have insights on important factors and trends in the local market. Market studies identified in this guide normally list such key Mexican contacts.

The  symbol in the Contact Organizations sections of this guide, pages 8 to 14, indicates sources of sector- or product-specific information.

*Figure 2 illustrates how to gather sector-specific information. The search should be focussed on the buyer, the competitor and the product itself. With these questions answered, you will be able to begin developing a marketing strategy.*

### ARE YOU READY TO DEVELOP A DETAILED MARKET ENTRY STRATEGY?

#### Buyers

- Are market segments similar?
- Are distribution channels alike?
- Is buying behaviour similar?
- How do I inform buyers of my product/service?

#### Competitors

- Is there a dominant player?
- What is the basis of competition (price, product, quality)?
- How will the competition react to my entry?

#### Product/Service

- Is product adaptation necessary?
- How should the product be positioned?
- What price is appropriate?

#### Distributors/Partners

- Where can they be found?
- What role will they play?
- Is their information accurate?

### "It was time to pay a visit..."

"Our analysis of general market information revealed that Mexico held real potential for our company. I had read the market studies available from our government, and accessed the fax-back services of the Mexican Investment Board and U.S. Department of Commerce. I decided it was time to pay a visit to the market." Upon arrival in Mexico, Lisa Jong, Vice-President of Sunright Products, met with the Canadian Embassy trade officer responsible for her sector. "The officer added to my list of industry contacts. Meeting face-to-face with appropriate Mexican agents was essential. I was glad I had prepared a list before my visit. The first meeting was a success; the client was impressed by my knowledge of the

Mexican market, and introduced me to other key people..."



## **PITFALLS**

Personal contact is the norm in Mexico, where dependence on fax and phone is lower than in Canada. Mexicans tend to prefer face-to-face meetings. Surveys or telephone interviews may result in inaccurate data.

It is critical to verify all information gained in interviews. The majority of professionals are extremely helpful; however, the lack of hard data often leads to a discussion of personal opinions and beliefs. Such information is not always accurate. Get as many opinions as possible.

Gathering product-specific information can be a lengthy process. It is important to ensure that information previously collected remains valid throughout the process.

## **CHECKLIST**

Have you obtained all available product-specific information in Canada before arranging to visit Mexico? The Department of Foreign Affairs and International Trade distributes free sector reports in Canada, and the Mexican Investment Board and U.S. Department of Commerce offer fax-back services. Electronic information sources and key publications may also be of assistance.

If you are considering a visit to Mexico, do you know exactly what you wish to accomplish? Do you have a specific plan of action? Mexican organizations should be contacted from Canada to arrange appointments, in order to avoid "down time." Contact your local International Trade Centre for information on trade shows and export missions.

Have you collected enough information to develop a marketing strategy? If not, an alternative strategy should be considered. By this stage, the exporter should have detailed information on pricing and promotion strategies, distribution channels, and potential partners, buyers and competitors.

## **Speed was critical...**

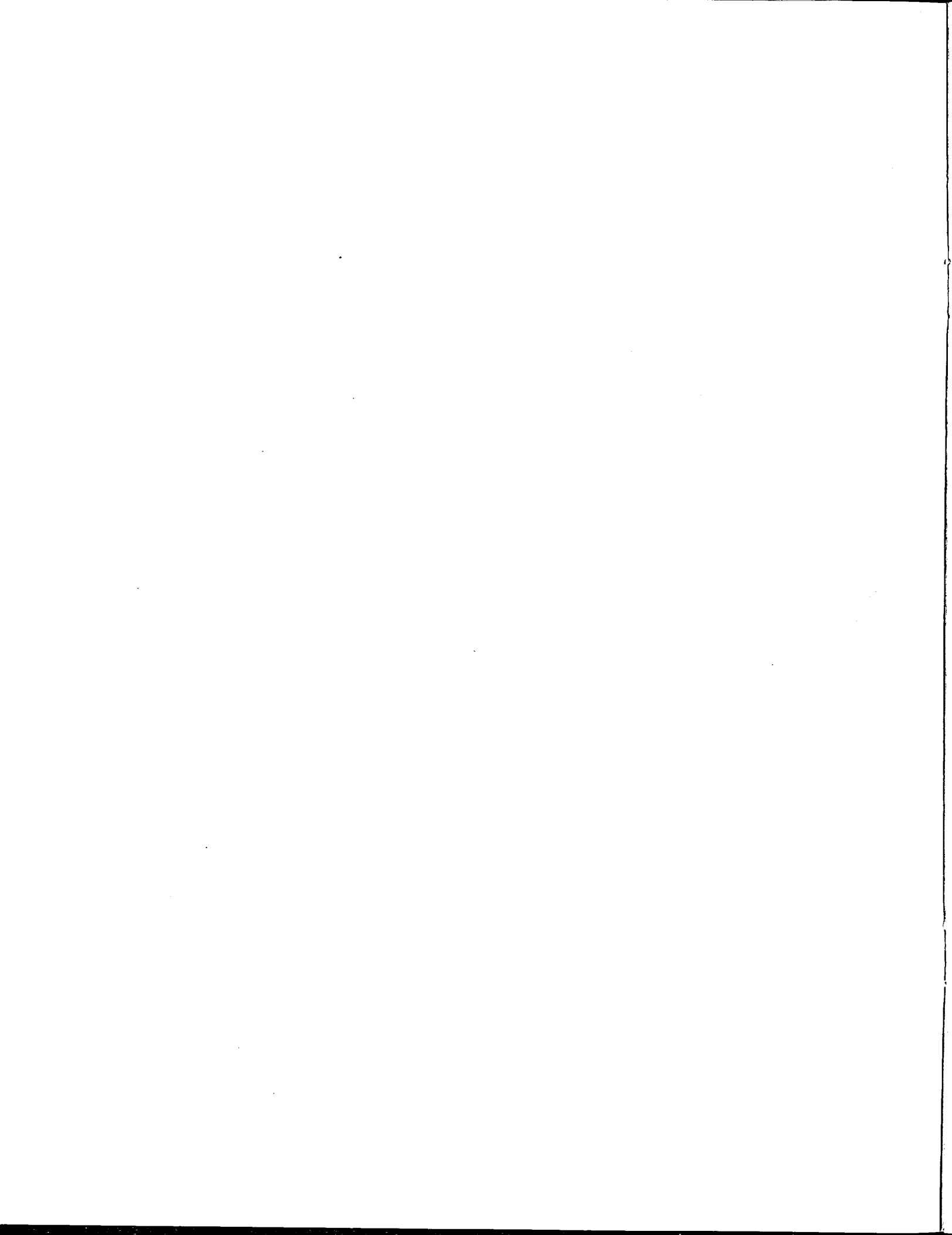
"We always considered Mexico an area for expansion, but never moved in that direction. This time, we needed to move fast." Victoria Enterprises contacted an information specialist for assistance with electronic information searches. The specialist was able to identify the top 10 industry players, and also provided details on product lines, product recalls and pending sales. Victoria Enterprises also requested information on recent mergers and acquisitions. All this information was collected within a 10-day period for less than \$1000. The electronic medium gave the company exactly what it needed: fast, accurate information. As a result, the firm was able to purchase a Mexican company capable of manufacturing its product locally.

List the strongest opportunities for your product or service in Mexico. Are the opportunities found in the same market niches or segments that you use in Canada? If so, are these opportunities long-term or short-term? The Mexican business environment is very dynamic and opportunities may disappear quickly.

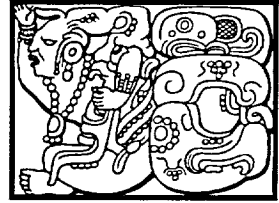
Does your company have the resources to support the marketing strategy you are considering? If not, an alternative strategy should be considered.

Have you verified the information provided by potential partners and distributors? Often, potential partners commit to "whatever it takes" to finalize a contract.





# WHERE TO GATHER INFORMATION



## Contact Organizations in Canada



### **Accounting, Consulting and Legal Firms**

Internationally oriented firms publish newsletters and guides that discuss tax and legal issues, investment regulations, financial markets, economic trends and aspects of conducting business in Mexico. Many have offices in Mexico, are associated with Mexican firms, and offer sector-specific research services. Through membership in Mexico-related associations and organizations, these firms network with the exporter.

Tel: (613) 238-4000, x243, Fax: (613) 238-7643

### **Agriculture Canada**

Agriculture Canada provides marketing intelligence and strategy help to agri-industry companies. Market reports are available on request. The Department also operates funding programs to assist companies with foreign marketing activities.

Contact: Assistant Director, Americas  
Tel: (613) 993-6671, Fax: (613) 995-0949

### **Bancomext/Mexican Trade Commission**

The Mexican Trade Commission, known as Bancomext, promotes trade with Mexico. Staff provide general and product-specific information and contacts, with an emphasis on fostering economic development in Mexico. Bancomext offers general market studies, along with a directory of Mexican companies active in foreign trade.

Toronto: Tel: (416) 867-9292, Fax: (416) 867-1847  
Montreal: Tel: (514) 287-1669, Fax: (514) 287-1844  
Vancouver: Tel: (604) 682-3648, Fax: (604) 682-1355

### **Canadian Chamber of Commerce**

The Chamber assists with the documentation procedures for exporting. A program exists to link Canadian companies with foreign buyers. The Chamber also offers trade certificates for temporary import of goods into a third country.

Tel: (613) 238-4000, Fax: (613) 238-7643

### **Canadian Commercial Corporation (CCC)**

The CCC is a Crown corporation that assists Canadian companies in the sale of goods or services to foreign governments. As prime contractor, the CCC is able to provide the foreign customer with a guarantee of contract performance.

Contact: External Relations  
Tel: (613) 996-0034, Fax: (613) 992-2134

### **Canadian Council for the Americas**

The Council is a private-sector organization that offers networking services to members. Conferences, speaker luncheons and seminars are organized. A monthly program on Mexico has been established. The Council has activities in Vancouver, Calgary, Edmonton, Toronto, Montreal, Ottawa and Halifax.

Contact: President, or Assistant to President  
Tel: (416) 367-4313, Fax: (416) 367-5460

### **Canadian Exporters' Association**

Association members are offered advice and support throughout the export process. Export seminars and workshops are organized.

Tel: (613) 238-8888, Fax: (613) 563-9218

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



CIDA uses financial incentives to support Canadian private-sector initiatives in long-term business co-operation arrangements. CIDA also plays a role in project definition studies in developing countries, including Mexico.

Contact: Program Manager, Mexico  
Tel: (819) 997-7905, Fax: (819) 953-5024

### **Canadian Manufacturers' Association (CMA)**


The CMA distributes software packages that have indexed the NAFTA agreement by key terms.

Tel: (416) 798-8000, Fax: (416) 798-8050


  
 **The Conference Board of Canada**

The Conference Board produces a variety of publications on economic conditions in Mexico. Direct comparisons of Canadian and Mexican economic sectors are published quarterly.

Tel: (613) 526-3280, Fax: (613) 526-4857


 **Customs Brokers and Freight Forwarders**

Customs brokers and freight forwarders are good information sources on shipping procedures, customs clearance and required documentation. Consult the yellow pages of your telephone directory for a listing of firms.

 **Export Development Corporation**

EDC provides financing or export insurance to Canadian companies in Mexico. Loans, loan guarantees, lines of credit, specialized credit and insurance coverage are available.

Tel: (613) 598-2500, Fax: (613) 237-2690

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

The Latin American and Caribbean Trade Division of DFAIT provides companies with general and sector-specific information. Examples include economic data, details of upcoming trade fairs, market intelligence, implications of the NAFTA and information on export programs. To request publications, use the InfoEx order form at the end of this guide.

For advice or further information, contact:


Tel: (613) 996-5546, Fax: (613) 943-8806

The library at DFAIT maintains a collection of international business materials, statistics and electronic sources of information, and is open to the public.

Tel: (613) 992-6150, Fax: (613) 944-0222

 **Financial Institutions**

Most banks and larger financial service companies have international trade divisions in Canada, and many have regional representation in Mexico. Many also publish useful documents on doing business in Mexico and financing trade.


 **Industry Associations**

Many Canadian industry associations have commissioned NAFTA impact studies. In addition, association directories may identify companies that have export experience in Mexico, or that participate in trade fairs and missions.

 **Industry Canada**

Industry Canada's mandate is to improve the competitiveness of Canadian industry. Trade officers can assist with the marketing abroad of Canadian goods and services. A variety of sector-specific information and programs is available. Consult the blue pages of your telephone directory to locate the office nearest you, or contact the Department in Ottawa.

Tel: (613) 954-2788, Fax: (613) 954-1894

 **International Trade Centres**

Federal government International Trade Centres should be the initial point of contact for the exporter. Each trade centre has an officer responsible for Mexico or Latin America. Assistance is provided with export readiness, market research and market planning. The centres also explain government programs and can arrange contact with trade officers in Mexico.


Vancouver:	Tel: (604) 666-0434, Fax: 666-8330
Whitehorse:	Tel: (403) 667-3925, Fax: 668-5003
Edmonton/ Yellowknife:	Tel: (403) 495-2944, Fax: 495-4507
Calgary:	Tel: (403) 292-6660, Fax: 292-4578
Saskatoon:	Tel: (306) 975-5315, Fax: 975-5334
Regina:	Tel: (306) 780-6325, Fax: 780-6679
Winnipeg:	Tel: (204) 983-8036, Fax: 983-2187
Toronto:	Tel: (416) 973-5053, Fax: 973-8161
Montreal:	Tel: (514) 283-8185, Fax: 283-8794
Moncton:	Tel: (506) 851-6452, Fax: 851-6429
Charlottetown:	Tel: (902) 566-7400, Fax: 566-7450
Halifax:	Tel: (902) 426-7540, Fax: 426-2624
St. John's:	Tel: (709) 772-5511, Fax: 772-5093

or 772-2373

  
 **Investment Canada**

Investment Canada helps Canadian companies in their search for joint venture, strategic alliance or investment partners. It provides information about investment issues and trends, and works to identify potential business matches.

Contact: Investment Development Division  
Tel: (613) 995-0465, Fax: (613) 996-2515

 **Laurier Trade Development Centre**


The Centre provides assistance such as market research and planning services, training, publications and software. A library of Mexican materials is maintained, including periodicals, market studies and electronic sources of information.

Contact: Wilfrid Laurier University  
Tel: (519) 884-1970, x6909, Fax: (519) 884-8849


 **Mexican Embassy in Canada**

The Embassy can provide general assistance to Canadian companies wishing to do business in Mexico. A Secretaría de Comercio y Fomento Industrial (SECOFI) office has been established at the Embassy (see SECOFI listing in the Contact Organizations in Mexico section, page 13).

Tel: (613) 235-7782, Fax: (613) 235-1129

 **Provincial Ministries of Trade Development**

Most provinces have a ministry responsible for international trade development, which can provide introductory publications, market information and networking assistance. Many have market research and export assistance programs. Consult the blue pages of your telephone directory to locate your ministry.

 **Statistics Canada**

The Client Services Section analyses import/export statistics in a variety of formats. Library Services provides access to documents with information on foreign countries, including Mexico. Loan of materials can be arranged through inter-library loan.

Contact: Chief, Client Services Section,  
International Trade Division  
Tel: (613) 951-9797, Fax: (613) 951-0117

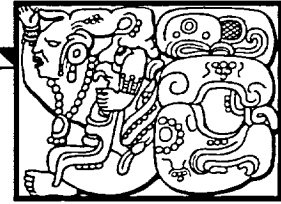
Contact: Director, Library Services  
Tel: (613) 951-8218, Fax: (613) 951-0939

 **Universities**

Library facilities, electronic information facilities (CD-ROM and database), consulting services and specialized staff may provide useful information to the exporter. Consult individual universities about programs and facilities, or contact the Corporate Higher Education Forum.

Tel: (514) 876-1356

## Contact Organizations in Mexico



Where possible, phone numbers have been included for contact organizations. To place a telephone call to Mexico, dial the international code (011), the country code (52), the appropriate area code and the number. Most of the numbers listed below are in Mexico City, area code (5), as noted.

### **American Chamber of Commerce**

The Chamber welcomes Canadian companies as members for an annual fee of US\$440. Membership includes a directory of all members operating in Mexico, a subscription to the monthly publication *Business Mexico*, as well as consultation services and networking. A series of books is also available from the Chamber, including: *How to Sell Your Product in Mexico* and *Location and Logistics in Mexico*. These books may be purchased by members and non-members.

Contact: Department of Trade and Investment  
Tel: (5) 724-3800 or 703-3908, Fax: (5) 703-2911

### **Asociación Nacional de Importadores y Exportadores de la República Mexicana**

The Association provides assistance with import and export issues. Information is available on licensing requirements, screening of representatives, statistics and training seminars. Sectoral studies are carried out for a fee.

Contact: Subdirector  
Tel: (5) 564-9379 or 584-9522, Fax: (5) 584-5317

### **Banks**

Sectoral studies are available from many Mexican banks, some of which have offices in Canada. Canadian banks with offices in Mexico network closely with their counterparts.

### **Bancomext Library**

Approximately 50 percent of all information at the library is available in English. The extensive collection of sectoral studies (Spanish only) is extremely useful. The library also has an updated copy of the United States Trade Data Bank.

Contact: Unidad de Recursos Informativos  
Tel: (5) 227-9000, x3007/3009, Fax: (5) 227-9070

### **Bolsa Mexicana de Valores**

The Mexican Stock Exchange operates several databases on Mexican companies. The Exchange also publishes a variety of reports, sectoral studies, financial analyses and capital market reports.

Contact: Assistant Director, International Affairs  
Tel: (5) 726-6600, Fax: (5) 705-4978

### **CANACINTRA**

CANACINTRA is a private-sector Chamber of Commerce that publishes a variety of trade-related reports and studies. The Chamber assists members with fiscal, legal and labour issues. Canadians may request assistance with partner or supplier identification and legal requirements.

Contact: Director Adjunto Operativo  
Tel: (5) 611-2987, (5) 611-1070 or (5) 563-3400  
Fax: (5) 598-6988

### **Cámara Nacional de Comercio (CANACO)**



The National Chamber of Commerce charges a fee to write market profiles in English. Several databases on import/export statistics are available for use. Trade fairs and networking events are also organized.

Contact: Promoción al Comercio Exterior  
Tel: (5) 566-7747 or (5) 592-2782, x1386/1387/1388  
Fax: (5) 592-3571

### **Canadian Chamber of Commerce, Mexico**


The Chamber promotes relationships between Canadian and Mexican companies. Activities include networking lunches and booking appointments and seminars. A directory of members is also produced.

Tel: (5) 525-0961 or 525-0541, Fax: (5) 729-9903

  
 **Canadian Embassy**

The Commercial Division of the Canadian Embassy provides market information to Canadian businesses. Trade commissioners assist with networking, distributor and partner identification, and promotion. The Embassy maintains a library of periodicals, market reports and directories. In addition, a trade office recently opened in Monterrey.

Tel: (5) 724-7900, Fax: (5) 724-7982

 **Centro de Estudios Económicos del Sector Privado (CEESP)**

This research centre focusses on macro-level economic topics. Market research services are provided to both members and non-members. A library containing a variety of publications is open to the public.

Contact: Promotion Manager

Tel: (5) 545-1122 or (5) 250-6977, x4988/4892

Fax: (5) 250-6995

 **CEMAI**

CEMAI is the Mexican Business Council for International Affairs. All services are free, including assistance with networking, partner identification and general information. CEMAI has developed a strong relationship with the Canadian Council for the Americas.

Contact: Co-ordinating Manager, North America

Tel: (5) 250-7033, Fax: (5) 531-1590

 **IBCON**

IBCON produces coverage of comprehensive business directories, including coverage of the government, large buyers and information centres.

Tel: (5) 255-4577

 **INFOTEC**

Infotec provides market research and consulting services. The library is open to the public for a fee. A large number of volumes are in English.

Contact: Director of International Business

Tel: (5) 606-0011 or (5) 606-1620, Fax: (5) 606-0386

 **Mexican Government Ministries**

Each ministry must prepare an annual summary of activities, which often include useful statistics. Public relations or communications departments may be of assistance in obtaining recent plans, reports or studies. Many government ministries maintain topic-specific libraries. See SECOFI in this section for an appropriate first contact point.

 **Mexican Industry Associations**

Every Mexican company is required to belong to an industry association. Associations usually produce a directory of members, and may commission sectoral studies. A complete listing of industry associations is available from the offices of Bancomext.

Contact: Unidad de Recursos Informativos

Tel: (5) 227-9000, x3007/3009, Fax: (5) 227-9070

In Canada:

Toronto: Tel: (416) 867-9292, Fax: (416) 867-1847

Montreal: Tel: (514) 287-1669, Fax: (514) 287-1844

Vancouver: Tel: (604) 682-3648, Fax: (604) 682-1355

 **Mexican Investment Board (MIB)**

The MIB assists companies with direct investment in Mexico. It publishes economic, statistical, regional and demographic information. Partner identification and networking services are also provided. Detailed sector-specific publications are available through a free fax-back service, described in detail on page 18 of this guide.


Tel: (5) 328-9929 or (5) 202-7804, Fax: (5) 202-7925


 **Nacional Financiera (NAFINSA)**

NAFINSA operates financial support programs for small and medium-sized Mexican businesses. The organization can provide credit to Mexican importers, or finance Canadian direct investment in Mexico. NAFINSA also operates a "bulletin board" to connect foreign and Mexican companies.

Contact: Subgerente de Promoción de Proyectos de Coinversión

Tel: (5) 325-6694 or (5) 325-6695, Fax: (5) 325-6009



 **Quebec House (Délégation  
Générale du Québec)**

Quebec is the only Canadian province with a representative office in Mexico. It offers networking assistance to Quebec businesses and to Canadian businesses whose activities in Mexico will benefit the province of Quebec. All services are free.

Contact: Economic Counsellor  
Tel: (5) 250-8222 or (5) 250-8208, Fax: (5) 254-4282

 **Secretaría de Comercio y Fomento  
Industrial (SECOFI)**

SECOFI, a federal government industry and commerce department, can help Canadian business with networking and contact generation in Mexico, as well as with industry-specific information, with an emphasis on fostering economic development in Mexico. The External Promotion Branch maintains a database of information.

Contact: Director General  
Dirección General de Promoción Externa  
Tel: (5) 683-7055 or (5) 683-4035, Fax: (5) 683-3344

 **United Nations Library**

Seventy percent of all information in the UN library in Mexico is available in English. A variety of periodicals and newspapers is available, as are a significant number of sectoral reports.

Contact: Information Desk  
Tel: (5) 250-1555



## Other Contact Organizations



### **Economist Intelligence Unit (EIU)**

EIU publishes economic and political forecasts, and also undertakes commodity studies. A number of economic studies and "how-to" manuals are also published.

Contact: Director of Client Services  
Tel: (212) 460-0617 or (800) 938-4685  
(outside of New York City)

### **U.S. Department of Commerce (DOC)**

The DOC publishes an extensive collection of Mexico-related reports. Overview documents can be accessed through a free fax-back service, while over 60 sector-specific publications are available on the CD-ROM "United States Trade Data Bank." Consult the DOC section on page 19 of this guide for more details.

Tel: (202) 482-2332, Fax-back: (202) 482-4464

### **Inter-American Development Bank (IDB) and World Bank**

Both banks assist with the funding of development projects in Mexico. Planned bank projects can provide an indication of opportunities for Canadian companies. Inquiries should be directed to the Canadian Embassy in Washington, which is responsible for liaison with the banks.

Contact: Commercial Counsellor Office for Liaison  
International Financial Activities  
Canadian Embassy, Washington  
Tel: (202) 682-7788

Both banks undertake extensive studies. Publication catalogues are available from the following:

Contact: Publication Office (IDB)  
Tel: (202) 682-7788

Contact: Renouf Publishing (World Bank)  
Tel: (613) 741-4333

## Electronic Information Sources



Electronic information sources come in two forms: on-line databases and CD-ROMs. They offer an immense collection of current and extremely detailed information on Mexico. They are also very flexible, and searches can be tailored to meet precise specifications. Data vary by source, but may include market intelligence, company directories, industry journals, annual reports and financial statistics. You can access electronic information by contacting the organizations below. Costs normally range from \$40 to \$250 per hour of usage. These "information vendors" manage a variety of databases and CD-ROMs, numbering in the thousands. Larger libraries, local universities and many government departments also have access to electronic information sources and frequently provide search services.

Dialog by Micromedia  
Tel: (416) 362-5211

Infoglobe  
Tel: (416) 585-5250

Infomart Online  
Tel: (416) 445-6641

Reuters Canada Ltd.  
Tel: (416) 941-8000

Some sources containing significant data on Mexico are listed below. Most are available in both database and CD-ROM format.

### *United States Trade Data Bank*

A collection of country/product reports for most countries in the world. (See page 19 for further details.)

### *Sourcemex*

An index of information on economic conditions in Mexico, updated biweekly.

### *Chronicle of Latin American Affairs*

A collection of documents discussing Latin America and the Caribbean.

### *Info South*

A database providing information on economic, political and social issues in Latin America.

### *EIU: Business International*

Provides detailed information on 57 countries around the world.

### *PTS Prompt*

A worldwide index of products, foreign trade and market data on major industries.

### *El Nuevo Herald*

Full text listings (in Spanish) of the Miami paper that provides international news.

### *Corporate Affiliations*

An index of corporate linkages and company profiles for 100 000 companies worldwide.

### *Dun & Bradstreet International*

A summary index of major companies outside Canada and the United States.

### *ABI/INFORM*

An index of major business and management magazines from around the world.

## The Library



It is critical to have a strong understanding of Mexico before making decisions. The following is a suggested reading list, organized by topic, that will provide the exporter with preliminary information. Also consult the following sections of this guide: the Mexican Investment Board Fax-back Reports (page 18); The U.S. Department of Commerce Fax-back and CD-ROM Reports (page 19); and Foreign Affairs InfoEx Order Form (last page).

### OVERVIEW INFORMATION

- 1** InfoEx distributes *Canada/Mexico: Partnering for Success*, an introduction to the Mexican business environment. Use the order form at the end of this guide.
- 2** The Laurier Trade Development Centre publishes *Mexico: A Primer for Canadian Business*, which provides information on the economic, political, demographic and business environments.  
Tel: (519) 884-1970, x6909
- 3** CANACO produces a book of statistics on Mexico, covering education, industry, social and demographic issues, among others. The book is entitled *Abstract of Statistics and Data on Mexico*.  
Tel: (5) 566-7747 or (5) 592-2782, x1386/1387/1388
- 4** Banamex distributes an overview entitled *Mexico: A New World for Business*, which touches on economic trends and policies, market size and opportunity areas.  
Tel: (416) 368-1399
- 5** *Mexico: A Canadian Perspective*, produced by Scotia McLeod, is a review of the Mexican economy.  
Tel: (416) 863-7411

### THE NORTH AMERICAN FREE TRADE AGREEMENT

- 1** *Free Trade Negotiations between Mexico, Canada and the U.S.: Background and Issues* is published by Statistics Canada.  
Tel: (613) 951-9797 or (613) 951-8218
- 2** The University of Alberta publishes *NAFTA: Strategic Opportunities for Western Canada*, a 100-page guide to the NAFTA.  
Tel: (403) 492-3111

- 3** InfoEx provides guides to sectoral and provincial implications of the NAFTA. Use the order form at the end of this guide.

### LEGAL AND TAX INFORMATION

- 1** International accounting firms all produce guides to Mexico. Publications discuss foreign investment, legal entities, tax law and labour considerations. Contact the local office of an international accounting firm to obtain a copy.
- 2** Baker & McKenzie Abogados produces a report entitled *Legal Aspects of Doing Business in Mexico*, a summary document for the business person. The firm can be reached in Ciudad Juarez, Mexico at 011 52 (16) 185040.
- 3** Bryan, Gonzalez Vargas y Gonzalez Baz publish a wide variety of legal reports, including *Foreign Investment in Mexico: A Summary of Laws and Regulations*.  
Tel: (5) 202-0096
- 4** CANACO produces *Legal Framework for Direct Foreign Investment in Mexico*, a guide to investment in Mexico.  
Tel: (5) 566-7747 or (5) 592-2782, x1386/1387/1388

### FINANCIAL INFORMATION

- 1** *Mexico's Financial and Stock Markets* is Banamex's weekly summary of financial activity in Mexico.  
Tel: (416) 368-1399
- 2** Scotia McLeod produces *Mexican Update - Peso Problems?*, which analyses the peso and its regulatory environment.  
Tel: (416) 863-7411
- 3** Serfin Financial publishes *Global Investor Guide to Investment in Mexico*, which explains the financial markets in Mexico.  
Tel: (416) 360-8900
- 4** Bolsa de Valores distributes *How to Invest in Mexico: A Guide to the Securities Market*, which provides an introduction to the Mexican financial system.  
Tel: (5) 726-6600

## The Magazine Rack



Periodicals are an excellent means of keeping up-to-date on current business issues in Mexico. All of the periodicals in the following list provide interesting information on general overview, sector-specific and company-specific issues in Mexico.

### **1** *Business Mexico*

A magazine covering a variety of business topics. Produced monthly by the American Chamber of Commerce.  
Contact: (5) 724-3800

### **2** *The News*

A daily current events newspaper with a focus on Mexico.  
Contact: (5) 521-0062

### **3** *Twin Plant News*

An independent magazine focussed on the maquiladora industry in Mexico. Frequently includes sector-specific features.  
Contact: (915) 532-1567

### **4** *U.S. - Mexico Free Trade Reporter*

An independent monthly magazine that includes sector-specific coverage of the Mexican economy.  
Contact: (508) 287-0301

### **5** *Voices of Mexico*

A general interest magazine providing coverage on business, political and social issues in Mexico. Published quarterly by the National University of Mexico (UNAM).  
Contact: (5) 659-2349

### **6** *Entorno Canada - Mexico*

CEESP/Conference Board of Canada quarterly comparison of specific sectors or issues in Canada and Mexico.  
Contact: (5) 545-1122

### **7** *ADCEBRA*

An independent monthly magazine focussing on marketing, public relations and communications in Mexico. Available in Spanish only, with English-language supplement.  
Contact: (5) 531-2528 or (5) 203-0966

### **8** *Expansión*

An independent magazine that focusses on doing business in Mexico. Frequently includes company profiles and market statistics. Available in Spanish only.  
Contact: (5) 525-3589 or (5) 208-9609

### **9** *Guia de Concursos y Licitaciones del Sector Público*

A weekly guide to public-sector tenders. Available in Spanish only.  
Contact: (5) 598-8922 or (5) 598-8367

### **10** *El Financiero Internacional*

An excellent magazine focussing on business, financial and political issues in Mexico. Subscriptions may be obtained in Los Angeles.  
Contact: (213) 747-7547

### **11** *El Inversionista*

A biweekly paper that discusses Mexican business issues. Produced by Excelsior.  
Contact: (5) 534-9297

### **12** *MexiCanada: The Bulletin*

A monthly newsletter that addresses Mexican business opportunities and current events from a Canadian perspective. Produced by Canadian Council for the Americas.  
Contact: (416) 367-4313

## The Mexican Investment Board Fax-back Reports



### **FAX-BACK: (602) 930-4802**

The Mexican Investment Board fax-back system is an excellent method of obtaining sector-specific information at a low cost. The system can be accessed at (602) 930-4802. Upon dialling, the system will prompt you for your fax number and the number code of the report(s) you want. First-time users can access a report menu listing all report names and code numbers. Reports are generally available within 30 minutes. They include:

- Agri-business Companies in Mexico:  
Case Histories in Success
- Aquaculture in Mexico
- Atlas: A Regional Overview
- Automotive and Auto Parts Industries in Mexico
- Banking and Financial Industry in Mexico
- Capital Goods Industry in Mexico
- Electronics Industry in Mexico
- Intellectual Property
- Investment Contacts
- Meeting the Environmental Challenge:  
Case Histories in Success
- Mexico: Economic and Business Overview
- Money and Capital Markets in Mexico
- Petrochemical Industry in Mexico
- Starting Operations in Mexico
- Tax System
- Telecommunications Industry in Mexico
- Textile Industry in Mexico
- Total Quality in Mexico:  
Case Histories of Success

In addition to the above list, a series of regional and demographic reports is available. Reports not available by fax are distributed by the Mexico City office of the

## U.S. Department of Commerce Fax-back and CD-ROM Reports



Mexican Investment Board. Tel: (5) 328-9929

### **FAX-BACK: (202) 482-4464**

The U.S. Department of Commerce is responsible for managing a fax-back system and producing the United States Trade Data Bank, a CD-ROM.


### **GENERAL MARKET INFORMATION**

The fax-back system can be accessed at (202) 482-4464. Upon dialling, the system will prompt you for your fax number and the number code of the report(s) you want. First-time users can access a report menu listing all report names and code numbers. Reports are generally available within 30 minutes. The fax-back system does not distribute sector-specific reports. However, a wide variety of overview, issue and NAFTA studies are available. The system also keeps users updated on conferences, trade fairs and networking events.

### **SECTOR-SPECIFIC INFORMATION**

The United States Trade Data Bank, a CD-ROM, is an excellent source of sector-specific information. The CD-ROM can be accessed at Tel: (202) 482-2332. It provides the following reports addressing the Mexican market:

- Data Transmission Equipment
  - Dental Equipment and Supplies
  - Door Closers and Spring Hinges
  - Electronic Consumer Goods
  - Electronic Components, Products and Test Equipment
  - Electric Power Production and Distribution Equipment
  - Fishing Equipment and Supplies
  - Food Processing and Packaging Machinery and Equipment
  - Franchising Services
  - Fruit and Vegetable Processing Machinery
  - High Technology Equipment and Instruments
  - Hotel/Restaurant Equipment and Supplies
  - Household Consumer Products
  - Housing, Construction and Services
  - Industrial Plant Design, Engineering, Maintenance Equipment and Services
  - Industrial Mining Machinery and Equipment
  - Industrial Power Hand Tools
  - Industrial Process Control
  - Industrial Refrigeration Equipment
  - Instruments and Equipment
  - Inorganic Chemicals
  - Iron and Steel
  - Machine Tools
  - Machine Tools and Metalworking Equipment
  - Manufactured Filaments
  - Meat and Fish Processing Equipment
  - Medical Instruments, Equipment and Supplies
  - Medical Operating Room Equipment
  - Telecommunications Market Report
  - U.S. Exports to Mexico by State
  - Numerically Controlled Machine Tools
  - Oil and Gas Field Machinery and Equipment
  - Plastics Production, Machinery and Equipment
  - Pollution Control, Equipment and Instruments
  - Pollution - Air, Instruments, Equipment and Services
  - Pollution - Land, Instruments, Equipment and Services
  - Pollution - Water, Instruments, Equipment and Services
  - Printing and Graphic Arts Equipment
- Advanced Manufacturing Systems
  - Agricultural Machinery, Equipment and Accessories
  - Air Conditioning Equipment
  - Automobile Spare Parts and Repair Equipment
  - Broadwoven Textile Fabrics
  - Biotechnology Equipment
  - Business Application Software
  - Business and Office Equipment
  - Business Services
  - CAD/CAM Software
  - Chemicals for the Food Industry
  - Chemical Manufacturing Industry
  - Clinical Laboratory Instruments
  - Computer, Peripherals and Software

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- Quality Control Equipment
  - Radio, TV and Motion Picture Equipment
  - Resorts
  - Safety and Security Equipment
  - Shoes and Leather
  - Sports Equipment
  - Sports and Leisure Related Products
  - Stand-by Emergency Power Equipment
  - Telecommunications Customer Premises Equipment
  - Telecommunications Market Report
  - Textile Apparel
  - Training Systems and Education Equipment
  - Waste Handling Equipment and Systems
  - U.S. Exports to Mexico by State

**DEPARTMENT OF FOREIGN AFFAIRS  
AND INTERNATIONAL TRADE**

***Fax Retrieval System***

Canadians can obtain information by fax on a number of topics regarding trade in North America by calling the Department of Foreign Affairs and International Trade at (613) 944-4500. The system will automatically ask you to provide your fax number. You will then be guided through a menu and asked to select the information you require. Topics include:

- Information on the Access North America program
- Sector and Product Information, such as:
  - Aerospace and Defence Electronics Industries
  - Automotive Industries
  - Business and Professional Services Industries
  - Environmental Equipment and Services Industries
  - Food and Beverage Industries
  - Information Technologies Industries
- Market Guides
- Contact Lists
- Information on the NAFTA
- Canadian Success Stories

InfoEx, the public information office of DFAIT, has more than 2000 publications available on the subject of international trade. Only a limited selection of these publications, focussed on North America, can be retrieved by fax. To receive information by mail, call 1-800-267-8376, weekdays from 9:00 a.m. to 5:00 p.m. EST.

# InfoEx Publication Order Form

Department of Foreign Affairs  
and International Trade  
Ottawa, Ontario  
K1A 0G2

(Ottawa) 613-944-4000  
(toll-free) 1-800-267-8376  
(fax) 613-996-9709

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 French

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 Government

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 Asia Pacific  Africa  
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- Experienced Exporter?  Potential Exporter?

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## RESPONSE INFORMATION

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 Postal Code: 

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Phone: (     ) 

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Where to find ...? : info sources  
for the Mexican market. --

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