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Market study on the Mexican
consumer products distribution
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MARKET STUDY ON THE MEXICAN
CONSUMER PRODUCTS DISTRIBUTION SYSTEM

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This market study has been prepared to assist Canadian firms interested in exporting to Mexico. While an effort has been made to examine the most important aspects of the sector, the study is not exhaustive. Companies will have to tailor their marketing approach according to their particular interests and circumstances.

Further assistance can be obtained by addressing requests directly to the Commercial Division of the Canadian Embassy in Mexico City located at Calle Schiller No. 529, Col. Polanco, 11580 Mexico, D.F., telephone (011-525) 254-3288, telex 177-1191 (DMCNME) AND FAX (011-525) 545-1769 (sending from Canada); or the Latin America and Caribbean Trade Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa, Ontario, K1A 0G2; phone (613) 996-8625; fax (613) 943-8806.

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MARKET STUDY ON THE MEXICAN

CONSUMER PRODUCTS DISTRIBUTION SYSTEM

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1. BACKGROUND

Mexico's commercial tradition dates back to the prehispanic era, when basically two types of product exchange coexisted: the outdoor markets, which periodically grouped together a myriad sellers and buyers to exchange a wide variety of goods, and the institutionalized trade between two communities according to previously negotiated agreements. Later, in colonial times, outdoor markets continued to abound, but they were also organized in closed areas and small shops. Foreign trade also was extremely important to the colonies, in particular with Spain and other European countries.

During the 19th century, a major change took place in the construction of markets and stores, with the generalized use of steel and cement, which allowed for the construction of larger and higher buildings to house commercial establishments. Large markets arose throughout Mexico, as well as the first department store -"La Ciudad de México"- which sold textiles and men's clothing. Until the mid 1880's Mexico followed a very protectionist foreign trade policy, prohibiting the importation of many goods and imposing very high tariffs and duties. However, between 1876 and 1911, the period of Porfirio Díaz, commerce flourished through the influx of large foreign capital investments, which were now permitted in Mexico, mostly British (textiles), French (clothing), German (hardware) and Spanish (Processed foods). Department stores arose around 1890, which allowed to buy larger quantities at better prices and to supply a wider variety of goods more cheaply, and at fixed prices, to the consumer. The first department store -El Palacio de Hierro- was founded in 1891, based on the French model.

The revolutionary period saw the closure of many establishments and a shortage of tradable goods. This brought about government intervention to provide basic foodstuffs to the population. By 1920, approximately, commerce began to grow again and by 1924 there were 100,185 stores, 14,608 of which were located in Mexico City. In addition to the major department stores, between 1940 and 1950, the first supermarkets arose, copying other countries' modernization trends. The first self-service store was opened in Mexico in 1936 by Jaime F. Garza and was called Supermercados S.A., later known as SUMESA. Presently, commerce represents 26% of total GDP, there are over 2,000 large self-service, department and specialty stores in addition to a myriad small stores, adding up to over 700,000.

2. ECONOMIC ENVIRONMENT

With the objective of reducing the inflation rate, the Mexican authorities implemented a stabilization program in 1988, called the Economic Solidarity Pact, which features traditional austerity measures, entailing tight fiscal and monetary policies and unorthodox measures, such as price, wage and exchange rate controls. This program has been the cornerstone of Mexico's economic policy over the past four years and has resulted in a

drastic reduction of the inflation rate, from an annual rate of 159.2% in 1987 to 51.7% in 1988 and 19.7% in 1989. Inflation rebounded to 29.9% in 1990 but was brought down again to 18.8% in 1991 and the Mexican government aims to achieve a 9.7% inflation rate in 1992, although a 12% rate would be more reasonable. Along with the objective of consolidating the progress made in price stabilization, Mexico's macroeconomic policy in the short run aims to reaffirm gradual and sustained economic recuperation, basically by establishing the necessary conditions to encourage national and foreign investment and by stimulating local demand.

After the 1986 recession, Mexico's gross domestic product (GDP) increased a moderate 1.7% in 1987 and an additional 1.3% in 1988. Domestic economic activity recovered for the third consecutive year in 1989 with a growth rate of 3.1% and further 3.9% in 1990 and to reach \$234 billion (1). With an 81.1 million population, per capita GDP was estimated at \$2,874 in 1990. Additionally, manufacturing output grew by 5.2% in 1990 in real terms, private investment and consumption expanded 13.6% and 5.2% respectively and public investment was up 12.8%. During the 1991-1994 period GDP is expected to maintain an average annual growth rate of 2.5%-3%. Preliminary figures for 1991 place GDP growth at 4% for this year and 4% for 1992.

In an effort to revitalize and open the Mexican economy, the Mexican Government undertook a series of structural changes, including the accession to the General Agreement on Tariffs and Trade (GATT) on August 24, 1986 leading to an extensive trade liberalization process: import permits were eliminated on all but 198 of the total 11,812 tariff items based on the Harmonized System adopted in 1988. Official import prices are no longer applicable, nor the 5% export development tax, and import duties were lowered from a maximum of 100% in 1982 to 20% since January 1988. The weighted average tariff rate is now 10.4%. The automotive and computer industries have also been liberalized, through the elimination of prior import permits, to allow free entry of products in these industries. The approval of the North American Free Trade Agreement will further strengthen trade between Canada, the United States and Mexico.

According to official data from the Mexican Secretariat of Commerce and Industrial Development (SECOFI), Mexico's trade balance in 1990 dropped once again to a \$3 billion deficit from -\$645 million in 1989. Exports increased by 17.5% in 1990, from \$22.8 billion to \$26.8 billion, while imports grew 22%, from \$25.4 billion to \$31.0 billion in 1990, having already increased 23.8% in 1989 and 54.9% in 1988. In 1991, total exports for the year amounted to \$27 billion and imports to \$38.1 billion.

Total Mexican imports from Canada increased 24% in 1989 and decreased 1.5% in 1990. Total Canadian exports to Mexico amounted

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

to Cdn\$594 million, while total Canadian imports from Mexico were valued at Cdn\$1,730 million in 1990. According to Mexican figures, in 1989, 1.9% of Mexico's imports came from Canada, while 1.2% of its exports were to Canada. This makes Canada Mexico's fifth largest exporter and sixth largest importer.

3. MARKET ASSESSMENT

For the purposes of this study, consumer products are defined as small non-food products, both durable and non-durable, for personal or family use or consumption in the house. The total Mexican market for consumer products is very difficult to assess globally, since it includes a wide variety of products and suppliers. Total imports of consumer products, as published by the National Institute for Statistics, Geography and History (INEGI) reached \$5.8 billion in 1991, up from \$5.1 billion the previous year. Mexican exports of consumer products, on the other hand, were valued at \$5.7 billion in 1990 and \$7.3 billion in 1991. Based on trade interviews, it could be gathered that imports represent approximately 20% of total apparent consumption, which could therefore be placed at roughly \$29 billion in 1991. Domestic production accounts for much of total supply and there are no product categories not produced locally. However, imports clearly are important and growing in this market and are concentrated in fashion, novelty, high technology, high quality, low price, promotional, specialty and/or low volume items.

3.1 IMPORTS

The following table shows Mexico's total imports of merchandise by origin and type of product:

TABLE 1
IMPORTS BY TYPE OF PRODUCT
(U.S. \$million)

SECTOR/TYPE OF PRODUCT	1988	1989	1990	1991p
AGRICULTURE				
Consumer goods	49.1	157.3	356.2	175.3
Intermediate goods	1,344.5	1,585.7	1,467.2	1,525.9
Capital goods	3.1	3.9	6.5	23.2
LIVESTOCK				
Consumer goods	15.2	13.8	13.3	23.3
Intermediate goods	164.8	152.5	147.8	318.4
Capital goods	196.4	89.5	80.3	103.8
EXTRACTION				
Intermediate goods	323.7	387.7	388.9	388.6

	1988	1989	1990	1991p
MANUFACTURING				
Consumer goods	1,854.9	3,323.3	4,668.5	5,530.5
Intermediate goods	11,087.0	12,875.2	15,688.9	20,191.6
Capital goods	3,802.0	4,604.3	6,668.7	9,229.5
OTHER				
Consumer goods	2.3	4.2	14.2	50.6
Intermediate goods	29.7	141.3	228.8	183.0
Capital goods	25.3	71.0	46.0	18.1
TOTAL				
Consumer goods	1,921.6	3,498.6	5,052.2	5,779.7
Intermediate goods	12,949.8	15,142.5	17,921.7	22,607.5
Capital goods	4,026.8	4,768.7	6,801.4	9,374.6

Note: p = preliminary, based on January-August data

Source: Comercio Exterior, Banco Nacional de Comercio Exterior.

As can be seen in the above table, the importation of consumer products has increased significantly in the past few years, in response to Mexico's trade liberalization policies, which in 1988 reduced all import duties and allowed the importation of many items previously protected by prior import permit requirements. These measures had a particularly strong effect on consumer products because these were protected by the highest duties and by more import permit requirements. Total imports of consumer goods increased 82.1% in 1989, 44.4% in 1990 and another 14.4% in 1991. Consumer products, which in 1988 represented 10.2% of total imports, increased their participation to 14.9% in 1989, 17% in 1990 and then fell to an estimated 13.6% in 1991 (2).

As can be seen, the upward trend is decreasing, as the first boom passed and is giving way to a more stable growth pattern. The Mexican consumer is very much influenced by the U.S. market, and many Mexicans have at least been to the Mexico-U.S. border and are familiar with U.S. consumer products. This created an attraction towards imported products, which was further reinforced by the fact that these items were not available in Mexico, since their importation was either prohibited or non competitive. Therefore, when the importation was liberalized, this created a short term boom. All supermarkets and department stores carried imported products and used them as "hooks" to attract customers to the stores. These items often were one time imports to test the market. Slowly this indiscriminate sale of imports has given way to more reasonable purchasing programs, mostly based on a close relationship between local chains and major foreign distributors or representatives. The consumer is no

2. This figure does not accurately reflect the situation for 1991, since it is based on January-August data, which exclude much of the Christmas season imports. It is therefore more probable that the participation of consumer products in total imports will be nearer to 15%-16% in 1991.

longer favoring imports over locally made items only because they are imported, but shops for a price and quality balance. Brand and company names are also now being recognized and related to particular features. This explains the decrease in the growth pattern of imports and sustains our estimate for a moderately growing import market of approximately 8%-10% per annum in the next few years.

The following table lists selected consumer product imports by category:

TABLE 2
SELECTED CONSUMER PRODUCT IMPORTS
(U.S. \$ million)

	1989	1990	89-90 CHANGE
MANUFACTURED PRODUCTS			
Textile & leather articles	421.2	562.0	33.4%
Wood products	4.8	5.6	16.7%
Paper & printing industry	156.6	250.9	60.2%
Petroleum derivates	328.8	493.9	50.2%
Chemical industry	100.1	165.4	65.2%
Plastic & rubber industry	94.3	100.6	6.7%
Non-metal, mineral products	36.3	56.0	54.3%
Transportation	139.8	305.7	118.7%
Machinery, equipment & tools	143.7	168.7	17.4%
Electric & electronic eq.	342.3	361.9	5.7%
Photo, movie, optic, watches	38.4	48.5	26.3%
Other manufactured prods.	142.7	149.1	4.5%
Non classified products	0.4	11.5	2775.0%

Source: Estadísticas de comercio exterior, INEGI, SPP.

The following table lists imports of the major non-food consumer product categories for 1989 and 1990.

TABLE 3
IMPORTS OF SELECTED NON-FOOD CONSUMER GOODS
(U.S. \$000)

	1989	1990	89-90 CHANGE
Carpets and rugs	22,961	33,850	47.4%
Footwear	74,985	86,044	14.7%
Apparel-man made materials	95,157	103,566	8.8%
Apparel-natural fibers	102,129	157,653	54.4%
Other clothing	61,233	86,804	41.8%
Household textile items	22,106	31,595	42.9%
Books	82,074	111,847	36.3%
Magazines & periodicals	19,339	30,592	58.2%
Paper & cardboard (1)	17,320	17,035	(1.6%)

	1989	1990	89-90
Paints & varnishes (1)	6,293	8,254	31.2%
Medicines & pharmaceuticals	48,048	72,720	51.3%
Perfumes & cosmetics	13,414	21,509	60.3%
Plastic products (1)	26,749	30,786	15.1%
Rubber clothing	14,481	9,022	(37.7%)
Aluminium articles (1)	7,667	7,205	(6.0%)
Hand tools (1)	8,449	10,389	23.0%
Consumer durables (1)(2)	34,478	44,765	29.8%
Radios and TVs (1)	204,071	213,518	4.6%
Hi fi systems (1)	11,355	9,884	(13.0%)
Other electrical apparatus (1)	69,107	70,248	1.7%
Photo cameras (1)	10,427	9,101	(12.7%)
Watches (1)	14,070	20,670	46.9%
Sporting goods	29,417	32,905	11.9%
Jewelry	23,357	27,983	19.8%
Toys & games	34,418	32,844	(4.6%)
Musical instruments	23,559	21,873	(7.2%)
Other manufact'd products (1)	85,507	93,082	8.9%
TOTAL	1,297,337	1,705,242	31.4%

Notes: (1): Includes only consumer goods and excludes intermediate and capital goods in that category.

(2) refrigerators, stoves, washing machines, driers, sewing machines.

Source: Estadísticas básicas de comercio exterior, INEGI, SPP.

On average, the highest growth in consumer products has been in food related consumer products (in particular beans, spices, fruits and vegetables) and in the other, non classified, category. However, the most significant growth in terms of volume can be seen in the area of manufactured product imports, which grew 79.2% in 1989, 40.5% in 1990 and 18.4% in 1991, to reach \$5.5 billion in 1991, or 96% of total consumer product imports and 37.8% of total imports. The highest growing areas have been electronic apparatus (particularly computers, which also were previously protected by import permits), chemicals (paints, varnishes, perfumes and cosmetics), paper and printing industry (books and periodicals), non-metal mineral products (ceramic and glass articles), processed foods and beverages, textile and leather products, and photo and optical items (in particular, watches).

Canadian exports of consumer products to Mexico have been as follows:

TABLE 4
CANADIAN EXPORTS OF CONSUMER PRODUCTS TO MEXICO
 (Cdn\$000)

	1988	1989	1990
Pharmaceuticals	956	1,839	2,238
Paints & varnishes	156	426	322
Perfumes & cosmetics	95	331	409
Soaps & cleaning prods.	8	166	400
Photo & movie film	351	53	5
Insecticides, fungicides	107	22	48
Plastic articles	3	60	0
Leather goods	79	14	90
Furs	32	78	80
Sanitary articles of paper	66	2,786	6,026
Albums	130	214	265
Books & periodicals	135	151	159
Carpets	115	217	173
Woven fabrics	117	1,569	1,312
Apparel	230	683	123
Footwear	0	309	36
Jewelry	71	26	11
Hand tools & tableware	626	976	448
Consumer durables	179	331	556
Sound systems	174	37	6
Radios	100	108	311
Televisions	42	618	36
Records	57	45	43
Furniture	714	598	945
Glasses and lenses	96	156	122
Watches	0	25	29
Toys & sporting goods	51	120	42
Toilet brushes	0	12	35
Pens, pencils, etc.	14	0	2
TOTAL	4,704	11,970	14,292

Source: Statistics Canada - International Trade Division

Canadian exports of consumer products to Mexico have been very limited in the past three years, amounting to Cdn\$14.3 million in 1990, having increased 8.7% over 1989 levels and 145% over 1988 levels. Five categories account for the bulk of these exports: sanitary paper (sanitary napkins and diapers mostly), pharmaceuticals and medical preparations, woven fabrics and furniture. Exports in the other categories have been minimal, although some have shown a growing pattern, such as perfumes, cosmetics, soaps and toiletries, furs, books and printed matter, albums, apparel, refrigerators, sewing machines, dishwashers, radios, contact lenses and other spectacles.

Canadian manufacturers have not penetrated the Mexican consumer market to any significant degree and have lagged behind the U.S., Europe and Asian countries in supplying the growing demand for

imported products in Mexico. Several factors have been responsible for this:

- Mexican consumers are very familiar with U.S.-made products, as noted above;
- Mexican retailers are familiar with doing business in the U.S. and many of them have exclusive representatives or distributors in the U.S. and in Asian countries, who supply them with the latest fashions, "hot" and promotional items;
- Geographical proximity with the U.S.;
- A longstanding relationship of local distributors with U.S. manufacturers and/or distributors in the U.S.;
- Asian country products are usually available at lower prices than any other items and often offer very attractive financing arrangements;
- Perceived high quality of European products and the presence in Mexico of several European-owned stores, in particular department stores;
- Little or no knowledge of Canadian products, both by retailers and consumers;
- Very little interest by Canadian manufacturers in marketing their products in Mexico, as perceived by retailers, who reported having received close to no catalogs, calls or visits by Canadian producers or traders.

There is presently a growing market for imported consumer products in Mexico and there is a potential for Canadian products in Mexico. Useful strategies for export to Mexico include:

- Participating in existing trade shows or staging an all-Canadian consumer products exhibition in Mexico. Among the most important consumer products show in Mexico is the annual ANTAD (National Association for Supermarkets and Department Stores) convention and trade show, since it attracts over 15,000 retail executives from the over 100 chain stores based in Mexico. The next show will be held in Guadalajara on March 21-24, 1992, but is staged annually. Other firms also organize periodical trade exhibitions, but these usually have a specific theme (apparel, footwear, textiles, electronics, home, etc.).
- Periodically visiting or corresponding with the top buyers of Mexico's largest chain stores. This is probably the most useful strategy, since much of business in Mexico is made through contacts. It is, nonetheless, more time consuming and expensive.
- Direct mail campaigns presenting catalogs and product lines to the top buyers, although this strategy would be more useful after a first visit and personal contact with these executives.
- Having a good representative or distributor in Mexico, with proven relationships with top retailers and maintaining a close supervision of the operation, at least during the initial period.

- Offering periodical promotions of products at lower than market prices to familiarize retailers and consumers with Canadian products and brand names.
- Since competitive pricing, novelty and/or quality are crucial to being able to sell in Mexico and very similar to U.S. standards, this should be taken as a useful reference: if the Canadian product is sold/competitive in the United States, the probability is high that it will have a market in Mexico.
- There is no "need" for any particular consumer product in Mexico. It is more common that the supply creates its own demand. It is therefore important to identify the "right" store(s) for a certain product in terms of consumers' income and taste (which are similar to those found in Canada or the United States) and to market the product aggressively with these stores. Once the product is accepted by a large chain, it will be easier to market elsewhere.
- Novelty, fashion, specialty, high quality, high technology, high value-low volume, low priced items will tend to do better than brand names (unless they are known in Mexico or in other countries), as well as products in which Canada is competitive or has a wide variety of items. This could include items such as jewelry, accessories, apparel, furs, medicinal and pharmaceutical products, soaps and toiletries, toys and games, sporting goods, books, stationery and related products, tableware, presents, wood articles and furniture. It would be more difficult to penetrate market segments where brand names are crucial, where there is a longstanding presence of foreign companies in Mexico, and where the industry is concentrated into a few worldwide known firms, such as in the area of sound systems, televisions, photography, high technology electronic goods and cosmetics.

3.2 EXPORTS

The following table shows Mexican exports by product category:

TABLE 5
EXPORTS BY TYPE OF PRODUCT
(U.S. \$million)

SECTOR/TYPE OF PRODUCT	1988	1989	1990	1991p
AGRICULTURE				
Consumer goods	726.2	694.3	1,195.0	1,257.9
Intermediate goods	673.1	767.1	527.9	646.1
Capital goods	0	0	0	0

	1988	1989	1990	1991p
LIVESTOCK				
Consumer goods	29.0	42.7	40.0	50.4
Intermediate goods	236.8	246.6	400.7	528.1
Capital goods	5.1	3.1	1.0	3.3
EXTRACTION				
Intermediate goods	6,543.8	7,896.6	9,540.0	10,121.9
MANUFACTURING				
Consumer goods	3,347.3	3,387.1	4,428.9	5,992.7
Intermediate goods	7,977.8	8,311.7	8,948.9	9,351.6
Capital goods	962.4	1,315.3	1,406.0	1,668.9
OTHER				
Consumer goods	0	0	0.5	0.2
Intermediate goods	62.1	93.7	281.5	175.1
Capital goods	1.4	6.6	9.0	12.9
TOTAL				
Consumer goods	4,102.5	4,124.1	5,664.4	7,301.2
Intermediate goods	15,493.7	17,315.7	19,698.9	20,822.8
Capital goods	969.0	1,325.0	1,416.1	1,685.1

Note: p = preliminary, based on January-August data
Source: Comercio Exterior, Banco Nacional de Comercio Exterior.

As can be seen in the above table, clearly the largest export category corresponds to intermediate goods, which accounted for 70% of total exports in 1991, down from 75% in 1988. The largest category within intermediate goods is from the extractive industry: petroleum and minerals, which represent 48% of intermediate goods exports and 35% of total exports. The second largest category is of intermediate goods from the manufacturing industry, such as: chemicals, autoparts and motors, refined petroleum products and petrochemicals, iron and steel, parts for the electric and electronic industries, other parts and accessories for machinery and equipment, minerals, textiles and food products.

The consumer product export category accounts for 24% of total exports, or \$7.3 billion in 1991. Of these, 82.2% are manufactured products and 17.8% are agricultural products, in particular fruits and vegetables. The most important Mexican consumer product exports are: automobiles and their parts, chemicals and resins, steel articles and tubes, parts and accessories for machinery (including hand tools, stoves and ovens and motors), electric and electronic apparatus (including computers, cables, refrigerators, tapes and records, radios and televisions), fuels, glass articles, building products, textiles, beer and processed food products.

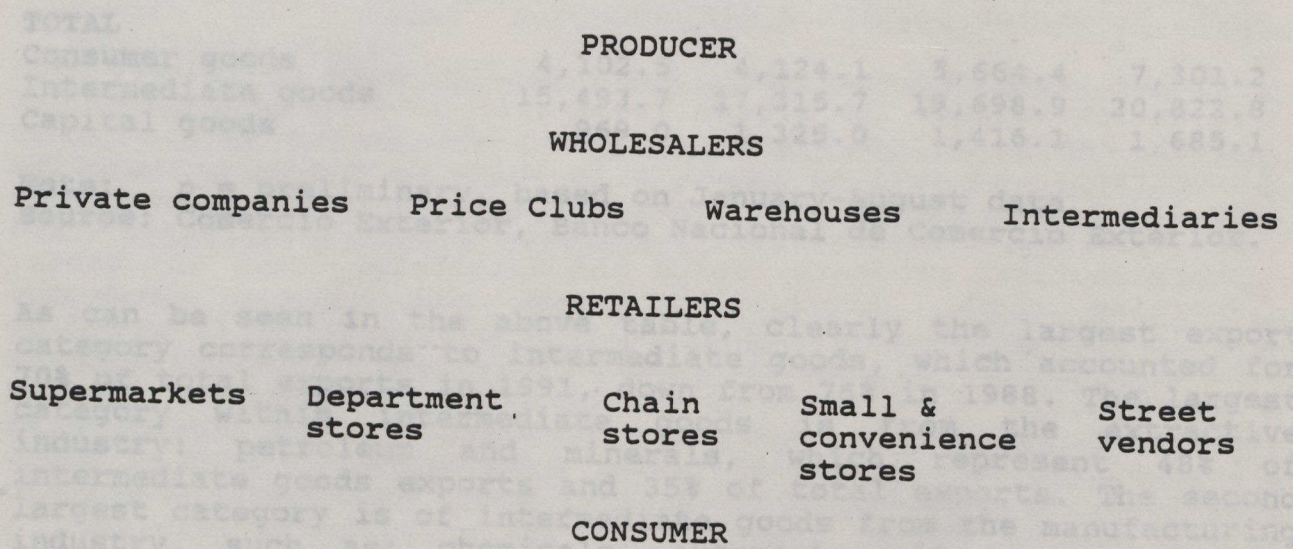
4. DISTRIBUTION OF CONSUMER PRODUCTS

The distribution of consumer products is made through an estimated 700,000 or more sales outlets that range in size from

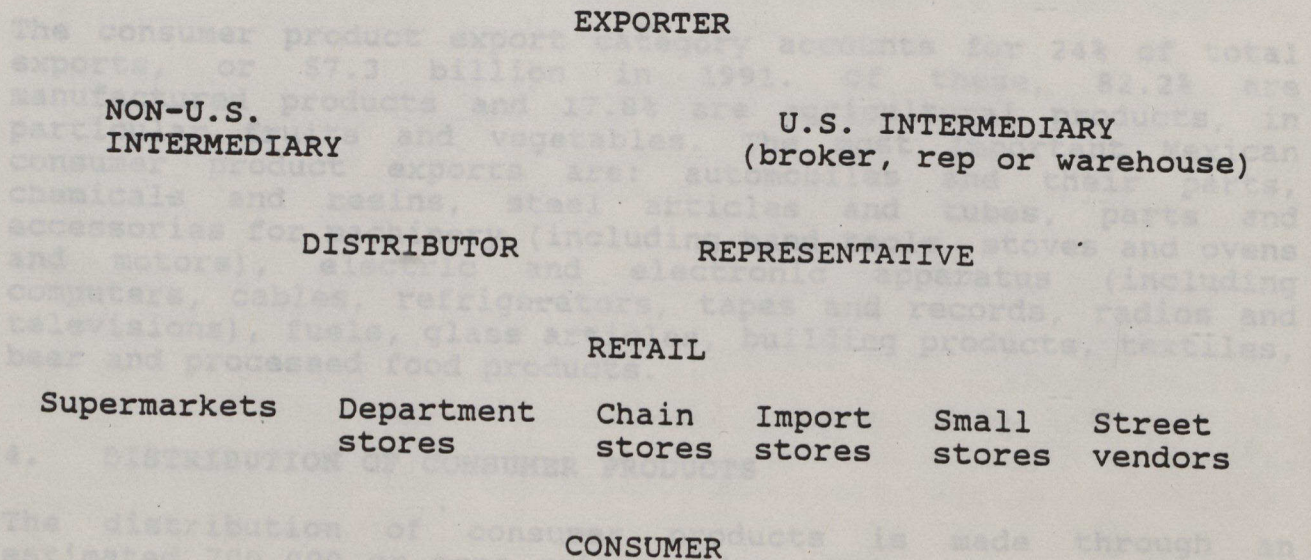
booths, family type stores to sophisticated supermarkets and hypermarkets. Distribution channels are similar to those found in other parts of the world: Producers sell to wholesalers and distributors, and directly to the retailers, normally in the case of supermarkets, department stores and chain stores. Wholesalers and distributors then sell to the retailers, including supermarkets.

The Cifra group has recently inaugurated a very large wholesale complex called Club de Precios (Price Club), of which buyers need to be members, and which will sell to wholesalers and retailers at a discount to the final retail price. Other stores are following this example, such as Comercial Mexicana.

The following chart illustrates this chain:



In the case of imported products, the distribution channel is usually as follows:



The exporters usually ship their products to a distributor or a representative in Mexico, which they have contacted before. Certain products have exclusive representatives in Mexico, who are the only ones that can distribute a particular product in the country. This practice is difficult to supervise and is less and less common, but it also gives the product a special image in the market, in particular if it is distributed by a well known company. In some cases, the supermarket or department store chain or the specialized chain store directly imports the product, often through a major representative or broker in the United States, Taiwan, Panama or some other country. Sometimes, the product is first shipped to a warehouse or broker in the United States, who then further sells the product to distributors or stores in Mexico. Import stores, generically called "American supermarkets", are mostly supplied through distributors that buy a big variety of products at large discount stores along the Mexico-U.S. border and ship them to the approximately 20 stores in Mexico, which are usually located in high income areas, mostly in Mexico City and other large cities, and which feature mostly food items and toiletries, small kitchen articles and gadgets. Imported products are sold mostly in Mexico City and other large urban areas through supermarkets, department stores and chain stores, which account for some 80% of sales of imported products. Small retail stores in Mexico only carry small inventories, if any, of imported products. Street vendors sell a wide array of small imported consumer products, mostly very low priced and low quality items, in particular to the low income population. These vendors are supplied by a closed network of wholesale warehouses, probably dominated by small groups of very powerful traders, on which no information can be gathered. Often, the products sold have been illegally brought into Mexico without the payment of import duties.

The private sector distribution channel, which accounts for 90% of sales (the remainder is through government or union stores), is strong and adequate, but is very centralized in the Mexico City area. To get their products to national markets, many companies maintain regional warehouses and some have plants in different areas of the country. Most national chain stores have their main purchasing offices in Mexico City, where the initial sale and contact is made, but regional purchasing offices are responsible for re-supplying. Others operate their own fleet of trucks to deliver to major market areas where products then move into wholesale/distribution channels. Some companies even ship directly to their clients through the normal transportation network.

The national confederation of chambers of commerce throughout the country (CONCANACO) recently published a comparative study of commerce in several cities and areas. Following are the most important findings for Mexico City, which was chosen for being the largest consumer market, although it may not be representative for other parts of the country. The survey was

made in a variety of establishments, 55% of which were large, 24% medium and 21% small. They were grouped into the following areas:

20%	Food products	supermarkets, small food stores, fruit & vegetable, ice cream, meat stores, etc.
57%	Personal articles	apparel, footwear, pharmacies, presents, jewelry, toys, books, stationery stores.
8%	Home furnishings	furniture, appliances, electronics, electrical, carpets, consumer durables.
9%	Work articles	hand tools, hardware, construction materials, paints, wood.
6%	Cars, trucks	car & truck dealers, parts & aftermarket

Of these establishments, 55% were opened between 1961 and 1985 (the survey was made August 1991), 78% of them have up to 10 employees (in particular in the first two categories), and 53% of them own the store.

Supply practices, regarding where the retail stores are sourcing themselves, divided by type of products sold, are as follows:

	FOOD	PERSONAL	HOME	WORK	CARS	TOTAL
Producer	7	27	5	5	4	48
Wholesale	10	25	3	4	2	44
Retail	2	5	0	0	0	7
Other	1	0	0	0	0	1
TOTAL	20	57	8	9	6	100

Of all stores, 48% purchase directly from the producer and 44% purchases from wholesalers.

Import practices, regarding whether the establishment imports directly or not, are as follows:

	FOOD	PERSONAL	HOME	WORK	CARS	TOTAL
Yes	5	14	3	3	3	28
No	15	43	5	6	3	72

The results are similar to those in Naucalpan, an urban area within Mexico City, but different from Ojinaga, Chihuahua, where 71% of establishments do import directly. This is more common in the states located near the Mexico-U.S. border.

Those that sell imported products are as follows:

	FOOD	PERSONAL	HOME	WORK	CARS	TOTAL
Yes	7	22	4	3	4	40
No	13	35	4	6	2	60

In Naucalpan, 56% do sell imported products and are concentrated in the area of articles for personal use, while in Chihuahua 85% sell imports, of which 19% are food products and 43% personal use articles. It is interesting to note that in Mexico City 74% of the establishments interviewed were not familiar with import requirements.

The increase in sales volume in 1991 was 37.3% on average and reported as follows by area:

FOOD	PERSONAL	HOME	WORK	CARS
36.0%	47.5%	27.8%	39.5%	35.5%

In all areas, the most common problems cited were the lack of financing terms from suppliers and from the national banking system and increasing costs of merchandise. Additionally, in the case of home articles, competition from government stores and street vendors was cited as a handicap.

A different survey was carried out by INEGI in 1987 in Mexico City, Guadalajara and Monterrey, the country's largest cities, identifying the number of stores (S) by type of product, their number of employees (E) and annual sales (\$) in thousands current dollars in the wholesale and retail areas:

MEXICO CITY

	WHOLESALE			RETAIL		
	S	E	\$	S	E	\$
Apparel & footwear	80	31	2,493	223	19	355
Records, toys & presents	52	32	1,272	70	18	428
Furniture	38	38	2,402	170	27	900
Vehicles	20	62	4,441	99	84	4,924
Spare parts vehicles	85	34	2,013	60	22	957
Stationery & books	147	32	1,379	48	19	324
Electrical material	49	28	1,609			
Hardware				48	5	1,149
Pharmacies				53	41	1,239
Department stores				70	244	8,621
Supermarkets				168	179	6,699

GUADALAJARA

	WHOLESALE			RETAIL		
	S	E	\$	S	E	\$
Apparel & footwear	10	28	1,455	34	19	322
Records, toys & presents	3	24	1,411	6	16	699
Furniture	6	17	629	24	63	2,260
Vehicles	4	56	5,772	14	71	6,472
Spare parts vehicles	41	28	1,296	49	18	589
Stationery & books	10	32	1,690	18	21	434
Electrical material	15	15	660			
Hardware				22	28	620
Pharmacies				67	28	994
Department stores				23	122	3,617
Supermarkets				83	93	2,745

MONTERREY

	WHOLESALE			RETAIL		
	S	E	\$	S	E	\$
Apparel & footwear	10	16	836	31	18	382
Records, toys & presents	3	29	519	15	15	627
Furniture	16	33	1,081	33	31	1,255
Vehicles	3	44	2,329	22	57	4,185
Spare parts vehicles	39	18	870	45	13	412
Stationery & books	25	32	1,747	15	13	991
Electrical material	12	23	1,136			
Hardware				17	18	798
Pharmacies				36	26	4,373
Department stores				21	113	3,026
Supermarkets				201	32	1,233

The population can be divided into five income groups ranging from A to E: High income A, middle income B-C, low income C-D. The high income population represents 7% of Mexico City's population, the middle class 50%, and the low income class 43%. The higher income classes purchase mostly at department stores and in specialized boutiques, and less at chain stores and supermarkets; the B-C class makes most of its purchases in supermarkets, union stores, chain stores and lower class department stores and chain stores;; class C-D purchases in government stores, low priced stores, and with street vendors and house to house vendors. With respect to the person within the family that makes the purchases, 35% are made by housewives, 15% by unmarried men, 16% by husbands and 34% by either husband or wife with their children.

The large chains account for only some 5% of total stores, but they employ 40% of the work force and make 85% of total sales. At present, there are approximately 700,000 stores throughout Mexico, although they are concentrated in the country's largest cities: Mexico, Guadalajara and Monterrey, which account for 40%, 8% and 6% of total sales respectively.

Approximately 60% of total consumer product sales are made through large supermarket chains, department stores and chain stores, most of which are privately owned, except for the large government or union-owned stores established for the workers of specific enterprises.

Supermarkets range from the small sized ones, with an area of 100 to 400 square meters and 1,000 to 1,500 product families, to the large hypermarkets of over 2,500 square meters and 20,000 product lines. Some 70% of all stores are concentrated in Mexico's largest cities, such as Mexico, Guadalajara (Jalisco), Monterrey (Nuevo León) and Puebla. Supermarkets can be found on a national and regional basis. Approximately 25% of supermarket stores are located in Mexico City, 7% in Jalisco and 4% in Nuevo León.

Factors that are taken into account in opening a supermarket are the following:

- Local cyclical prosperity
- Characteristics of the population and consumer habits
- Potential commercial area
- Purchasing capacity
- Competition
- Economic needs
- Commercial services and facilities
- Communications

In order to reach the consumer, supermarkets use the following tactics:

- Use "hook" or "pre-sold" merchandise to attract consumers to buy that item, usually a necessary item, and others in the store;
- Have a wide variety of products that do not run out;
- Attract customers through low prices;
- Facilitate consumer access to the store;
- Facilitate transit through the store;
- Expose merchandise attractively;
- Facilitate sales by the employees at peak times;
- Eliminate crowds at the cashier.

The factors identified as the most important to assure the success of a major store are:

- Location;
- Tradition in the market;
- Sales volume;
- Market penetration;
- Influence area determination;
- Type of merchandise sold;
- Clients according to social standing;
- Consumer service;
- Reduced prices by suppliers;
- Cleanliness.

The advantages of large stores over the small establishments are:

- Faster operation;
- Cleanliness;
- Better and deeper market penetration;
- Reduced operation costs;
- Reduced commercial margins allowing for lower prices;
- Increased competition between products and brands;
- Large volumes purchases from suppliers;
- More efficient financial turnover;
- Reduced intermediaries;

The internal structure usually is as follows:

- President
- Director general
- Area directors:
 - Sales
 - Purchases
 - Operations
 - Administration
- Managers
- Principals per product area

The typical supermarket is organized similarly to stores in the U.S. and Canada, as follows:

The entrance is usually located at one extreme of the store and that same wall is lined with the cashiers. Carts and baskets are located at the entrance. Food products and necessity items are located at the back of the store. Reduced items, "on sale" items, "hook" items, "two for one" "x% free" or "free in the purchase of" items and the like are located in the aisles or at the corners or heads of the shelves. Top selling articles are either located there or at eye level, while less sold items are put lower down. Products that are exhibited in preferential areas usually are the best selling items or those with a promotional price, usually sold at lower prices by the producer to the chain or items that need to be sold out. Shelves usually go from floor to 1.65 m. There usually is soft background music, which periodically is interrupted by announcements on articles sold or in promotion. At the cashier, a series of small articles are located, such as magazines, toothbrushes, razors, candy and the sort.

Common departments are:

Home appliances

Other items for the home

Photography

Clothing and apparel for men, women and children

Toys and games

Sporting goods

Toiletries & cosmetics

Books & records

Hardware

Garden and leisure

Beverages & foodstuffs

Department stores tend to be large stores carrying predominantly apparel for women (approximately 25% of sales), men (20%) and babies and children (15%); home furnishings (15%) such as furniture, carpets, lamps, appliances, consumer electronics and art; sundries (15%) such as accessories, cosmetics, perfumes, toilet articles, jewelry, books, records, optical, computers, and travel; and other (10%) such as kitchen articles, textiles, notions, bed and bath linen, glass and crystal, tableware and china. These stores are also set up as in the United States or Canada. They often have several stories carrying related items. Most often the basement has furniture, home textiles, carpets, etc.; the main floor has perfumes, cosmetics, accessories, presents; the next floors have apparel by sex and age and department; and another floor carries kitchen articles, electronics, housewares, tableware, china, glass, silver, etc. Each section relates to a central cashier where the wares are paid and picked up. Several employees are in charge of sales in a particular department and self service is not encouraged.

Chain stores also are usually large stores carrying one type of item but in several locations. Among the most important products carried by chain stores are apparel, furniture, pharmaceuticals

and toiletries, video and sound, fabrics and notions, sporting goods, books and periodicals, appliances and consumer durables, footwear, photo supplies, stationery and paper products, optical goods, musical instruments and supplies, and car tires and automobile accessories.

Another growing phenomenon is the shopping mall, which is becoming increasingly common throughout Mexico. Every year several of them are built, offering very wide spaces under one roof, which gather large department stores, boutiques, specialty stores, restaurants and cafeterias, and sometimes a supermarket, and a parking area, following North American models, although maybe at a slightly smaller scale.

Most stores established in Mexico are fully Mexican owned, but some have foreign capitals or are associated with a large chain abroad.

Publicity and advertising are important sales features and the large chains invest significant amounts in media advertisement, mostly TV, radio, newspapers and certain magazines. The cost of advertising fall on the consumer or often on the suppliers themselves, when a particular campaign relates to a certain brand or product being promoted.

The ANTAD groups all major private supermarket chains, department stores and chain stores. The following is a list of their larger members, with their area of operation (3), the number of stores they have, the total area of sales measured in square meters, and sales of the largest groups that participate in the Mexican Stock Exchange:

CHAIN	AREA	STORES	SQUARE M	SALES
SUPERMARKETS				
CIFRA: Total		89		\$1.7blln
Aurrerá	National	35		
Superama	National	34	44,516	
Bodeaurrerá	national	25	102,635	
Gigante	National	101	544,271	\$1.4blln
Comercial Mexicana	National	87	536,941	\$1.2blln
SUMESA (=C.M.)		26	21,165	
Blanco	National	92	370,243	
Cadena Comercial	National	413	38,400	
Benavides	Center-North	252	77,383	
De Todo	Mexico City	2		
Super 7	National	133	14,766	
Sorimex	North	15	114,546	

3. The areas listed include the following states:

North: Nuevo León, Chihuahua, Durango and Coahuila;

Northwest: Baja California, Baja California Sur, Sonora and Sinaloa;

Northeast: Tamaulipas

Center: Jalisco, Nayarit, Guanajuato, San Luis Potosí and Michoacán;

Gulf: Veracruz and Tabasco

Caribbean: Yucatán, Quintana Roo

CHAIN	AREA	STORES	SQUARE M	SALES
Soriana	North	18	166,192	
Automercado	North	14		
Merco	North	11	40,910	
Grupo Zaragoza	Northwest	32		
Casa Ley	Northwest	40	151,933	
Comercial V.H.	Northwest	17	45,150	
Almacenes Coppel	Northwest	32	95,386	
Super Merc.Moderno	Northeast	13		
Las Nuevas Fábricas	Center	8	44,957	
Chalita	Center	13	12,120	
Chedraui	Gulf	14	107,610	
San Francisco	Caribbean	8	6,800	
		4	15,300	
Coloso	US border			
Futurama	US border			
Almacenes 5-10-15	Center-East	22	29,026	
La Quemazón	Center	11	14,900	
Gran D	North	5	21,950	
Chapur	Caribbean	3	10,800	
Cimaco	North	4	18,000	
El Sardinero	Center	8	8,648	
Todo Fácil	National	10	15,962	
La Luna	Center	3	12,300	
Mazón	Northwest	6	18,100	
del Real	North	16	74,970	
Nivel Consolidado	Center-North	14	31,048	
Rialfer	Southeast	4	11,050	
Arteli	North	7	11,800	
Tiendas Garcés	Mexico	8	16,681	

DEPARTMENT STORES

Palacio de Hierro	Mexico	4	63,500	\$215 MM
Puerto de Liverpool	National	8	136,000	\$421 MM
Sears	National	37	134,000	
Almacenes García	National	18	21,320	
Almacenes Zaragoza	Northwest	7	15,700	
Casa Rodoreda	Center	3	10,337	
Central Detallista	Northwest	12	29,000	
José Ramírez	Gulf	12	7,900	
Puerto de Guaymas	Northwest	10	31,150	
Grupo Acevedo	Gulf	8	16,100	
Grupo del Sureste	Southeast	7	12,200	
Importaciones Comer.	Caribbean	5	8,300	
Ciudad de París	North	4	12,000	
Sanborn's	National	54	55,042	
Super del Bajío	Center	5	7,950	
Woolworth	National	46	69,947	

CHAIN STORES

PHARMACIES

Farmax	National	61	9,891	
Farmacia Guadalajara	Center-West	33	17,224	
Fenix	National	13	12,900	

APPAREL/FOOTWEAR

CHAIN	AREA	STORES	SQUARE M	SALES
Hecali	National	33	9,966	
Menlova	National	23	9,391	
Robert's	National	24	10,744	
Suburbia (CIFRA)	National	29	143,621	
Super Jeans	National	17	3,000	
SPORTING GOODS				
Martí	National	20	6,822	
STATIONERY				
Cía. Papelera E.	National	29	15,933	
Benavides	Center-North	252	77,383	
HOME				
Salinas y Rocha	National	87	108,171	
Singer	National	117	23,424	
Super Hogar	Mexico	12	10,250	

GOVERNMENT STORES

Government stores represent an estimated 15% of the market distribution of consumer products including foodstuffs, although it must be remembered that they are not run for profit and are usually located in low income areas and supply mostly basic food products, rather than consumer products. They usually do not carry imported goods. Government stores include the large distribution network called CONASUPO, established for the distribution of basic popular consumption items at market prices, since in many instances, in particular in isolated rural areas, prices were inflated through intermediaries. CONASUPO's distribution group consists of two companies: DICONSA (CONASUPO distributors), which sells retail products to the consumer, and IMPECSA (Promotion of Small Distributors) which supplies the small shops with wholesale articles. As of 1987, DICONSA had 18,000 stores, 80% of which were located in rural areas, and IMPECSA supplied over 120,000 small stores. At present, however, much official support to this program was eliminated, basically the refinancing or factoring service it was granting. This has caused many of the CONASUPO stores to close, but no data are available as to how many are still operating.

Other government stores are those that sell current brands to the employees of the largest government companies and agencies, although some of them are also open to the general public, such as:

AGENCY	SECTOR	# OF STORES
ISSSTE	social security	232
PEMEX	petroleum	105
SEDENA	military	104
IMSS	social security	84
DDF	City council	83
MARINA	marine	28
AHMSA	steel	5
UNAM	university	3

5. MARKET ACCESS

As a result of Mexico's accession to GATT, the Mexican government has gradually opened the economy to international markets. Tariffs have been lowered from a maximum 100% in 1983, to 20% since December, 1988. The official price system has been totally eliminated and import permits are required on only 198 of the total 11,812 items in the Mexican Harmonized Tariff System.

The import climate for consumer goods has improved significantly as a result of this commercial liberalization. Maximum duty rates have been reduced to 20%. Therefore, imports of consumer goods are subject to an ad valorem duty of maximum 20% assessed on the invoice value. In addition, a customs processing fee of 0.8% is assessed on the invoice value. A 10% value added tax (recently reduced from 15%) is then assessed on the cumulative value of both taxes in addition to the invoice value.

Formerly, in order to bid on tenders and sell to a government agency or decentralized company, foreign manufacturers required having a local resident agent and to have the foreign supplier registered and accepted by the Secretariat of Planning and Budgeting (Secretaría de Programación y Presupuesto - SPP). As of July 1991, the above requirement for prior registration with SPP has been eliminated.

The new procedures now in force require the foreign supplier to have a local agent or representative and it has to be registered through his local representative as an accepted supplier with each government ministry and/or decentralized agency according to the international tender requirements under review.

International tenders financed by the World Bank or the International Development Bank are open to all member countries of these institutions. More recently, the World Bank, where its credits are involved, has required that bid documents should also include an affidavit confirming that the Canadian company is a bona fide Canadian company with an official residence in Canada and that Canada is recognized as a contributing member to the World Bank.

There are no official metric requirements applicable to imports into Mexico. However, since the metric system of units is, by law, the official standard of weights and measures in Mexico, importers will usually require metric labeling for packaged goods, although the English system is also used. Dual labeling is acceptable. Imported products should be labeled in Spanish containing the following information: name of the product, trade name and address of the manufacturer, net contents, serial number of equipment, date of manufacture, electrical specifications, precautionary information on dangerous products, instructions for use, handling and/or product conservation and mandatory standards. Mexico adheres to the International System of Units

(SI). Electric power is 60 cycles with normal voltage being 110, 220 and 400. Three phase and single phase 230 volt current is also available.

Prepared by:
Caroline Véruit for the
Canadian Embassy
Mexico City
February 1992

ASSOCIACION DE FABRICANTES DE VESTIMENTAS DE LA REPUBLICA MEXICANA
DE LA REPUBLICA MEXICANA
DETROIT MANUFACTURERS ASSOCIATION
Melchor Ocampo 193 - Torre A - Piso 2
Col. Verónica Anahuac
1100 Mexico D.F.
Phone: 527-18-07
Fax: 525-24-54
Contact: Sr. Lucio Arreola
Presidente

ASOCIACION DE FABRICANTES DE MUEBLES DE MEXICO
JALISCO FURNITURE MANUFACTURERS ASSOCIATION
Niños Héroes 1283
Col. Jardines del Bosque
4420 Guadalajara, Jal.
Phone: (36) 22-71-78
Fax: (36) 22-71-03
Contact: Lic. Juan Cervantes
Director

ASOCIACION DE FERREROS DE MEXICO
MEXICAN HARDWARE ASSOCIATION
Adolfo Prieto 613 - Piso 2
Col. del Valle
0100 Mexico D.F.
Phone: 687-48-39
Fax: 689-45-32
Contact: Sr. Jorge Barrón
Gerente General

ASOCIACION DE JOYEROS DE MEXICO
MEXICAN JEWELERS ASSOCIATION
Hedeto 14 - Piso 1
Col. Centro
0600 Mexico D.F.
Phone: 513-36-27
Contact: Sr. Refirio Sencion
Gerente General

To call all telephone and fax numbers listed below from Canada, unless they are preceded by a different area code, dial 011-525 first, otherwise dial 011-52-(area) number.

Note: The information on companies not located in Mexico City was not confirmed.

**APPENDIX I:
CHAMBERS AND ASSOCIATIONS**

**ASOCIACION DE FABRICANTES DE DETERGENTE
DE LA REPUBLICA MEXICANA**

DETERGENT MANUFACTURERS ASSOCIATION
Melchor Ocampo 193 - Torre A - Piso 8
Col. Verónica Anzures
11300 México D.F.
Phone: 557-10-07 557-14-08
Fax: 395-24-54
Contact: Sr. Lucio Arguello
Presidente

**ASOCIACION DE FABRICANTES DE MUEBLES DE JALISCO
JALISCO FURNITURE MANUFACTURERS ASSOCIATION**

Niños Héroes 2663
Col. Jardines del Bosque
44520 Guadalajara, Jal.
Phone: (36) 22-71-78 21-50-35
Fax: (36) 22-71-03
Contact: Lic. Juan Cervantes
Director

**ASOCIACION DE FERRETEROS DE MEXICO A.C.
MEXICAN HARDWARE ASSOCIATION**

Adolfo Prieto 623 - Piso 8
Col. del Valle
03100 México D.F.
Phone: 687-46-39 687-46-75
FAX: 669-45-32
Contact: Sr. Jorge Barrios
Gerente General

**ASOCIACION DE JOYEROS DE MEXICO, A.C.
MEXICAN JEWELERS ASSOCIATION**

Madero 34 - Piso 3
Col. Centro
06000 México D.F.
Phone: 512-26-27 521-33-26
Contact: Sr. Porfirio Senton
Gerente General

ASOCIACION FARMACEUTICA MEXICANA, A.C.

MEXICAN PHARMACEUTICAL ASSOCIATION

Adolfo Prieto 1649-203

Col. del Valle

03100 México D.F.

Phone: 524-09-93 534-53-97

Fax: 524-56-85

Contact: Dra. Yoloxochitl Bustamante
Presidente

ASOCIACION MEXICANA DE FABRICANTES DE ARTICULOS

PARA REGALO, DECORACION Y ARTESANIAS, A.C.

MEXICAN ASSOCIATION OF MANUFACTURERS OF

PRESENTS, DECORATION AND ARTS AND CRAFTS

Monterrey 149

Col. Roma

06700 México D.F.

Phone: 564-89-61 564-45-64

Fax: 574-97-09

Contact: Sra. Luisa Bautista de Suárez
Gerente

ASOCIACION MEXICANA DE FABRICANTES DE INSTRUMENTOS

PARA ESCRITURA Y SIMILARES, S.A. (AMFIES)

MEXICAN WRITING ARTICLES AND SIMILAR ARTICLES

MANUFACTURERS ASSOCIATION

Bolívar 600

Col. Alamos

03400 México D.F.

Phone: 538-55-43 519-11-27

Fax: 538-94-49

Contact: Lic. Bernardo Núñez C.
Gerente

ASOCIACION NACIONAL DE DISTRIBUIDORES DE

APARATOS DOMESTICOS A.C. (ANDAD)

HOME APPLIANCES DISTRIBUTORS ASSOCIATION

Zacatecas 155

Col. Roma

06700 México D.F.

Phone: 584-88-44

Contact: Federico Ortega García
Director Ejecutivo

ASOCIACION NACIONAL DE DISTRIBUIDORES DE LLANTAS

Y PLANTAS RENOVADORAS, A.C. (ANDELLAC)

TIRE DISTRIBUTORS AND RENOVATORS ASSOCIATION

Cuauhtémoc 204 y 206

Col. Sn. Pedro Iztacalco

08220 México D.F.

Phone: 696-74-64 696-17-83

Fax: 579-11-24

Contact: Sr. José Manuel Cortés M.
Presidente

**ASOCIACION NACIONAL DE EXPORTADORES E IMPORTADORES
DE PLATERIA Y JOYERIA DE LA REPUBLICA MEXICANA
SILVER AND JEWELRY IMPORTERS AND EXPORTERS
ASSOCIATION**

Madero 47-702

Col. Centro

06000 México D.F.

Phone: 512-20-16 510-32-00

Fax: 510-34-36

Contact: Sr. Kleber Mayer L.
Presidente

**ASOCIACION NACIONAL DE FABRICANTES DE
APARATOS DOMESTICOS, A.C. (ANEAD)
HOME APPLIANCES MANUFACTURERS ASSOCIATION**

Bahía de Ballena 88 - Piso 2

Col. Verónica Anzures

11300 México D.F.

Phone: 531-23-75

Fax: 545-15-84

Contact: Lic. Guillermo Cochran Garza
Gerente General

**ASOCIACION NACIONAL DE FABRICANTES DE CAJAS Y EMPAQUES
DE CARTON CORRUGADO Y FIBRA SOLIDA, A.C. (ANFE)
BOX AND CARDBOARD PACKAGING MANUFACTURERS ASSOCIATION**

Palmas 765-401

Col. Lomas de Chapultepec

11000 México D.F.

Phone: 520-08-35 540-27-24

Fax: 540-27-24

Contact: Lic. Joaquín Luna R.
Gerente

**ASOCIACION NACIONAL DE IMPORTADORES Y EXPORTADORES
DE LA REPUBLICA MEXICANA (ANIERN)
NATIONAL IMPORTERS AND EXPORTERS ASSOCIATION**

Monterrey 130

Col. Roma

06700 México D.F.

Phone: 584-95-22 564-86-18

Fax: 584-53-17

Contact: Sr. Ernesto Warnholtz
Presidente

**ASOCIACION NACIONAL DE LIBREROS, A.C.
NATIONAL BOOKSTORE ASSOCIATION**

Sn. Marcos 102

Col. Tlalpan

14000 México D.F.

Phone: 655-91-44

Fax: 573-94-12

Contact: Ing. Jaime Martí Everaert

**ASOCIACION NACIONAL DE MAYORISTAS DE PARTES
DE AUTOMOVILES A.C. (ANAMAPA)**

AUTOPART WHOLESALERS ASSOCIATION

Dr. Lucio 127 - 202

Col. Doctores

06720 México D.F.

Phone: 578-35-27

Fax: 578-88-41

Contact: Sra. Yolanda Gallardo
Gerente General

**ASOCIACION NACIONAL DE PROVEEDORES DE
LA INDUSTRIA DEL CALZADO (ANPIC)**

FOOTWEAR SUPPLIERS ASSOCIATION

Obrero 403

Fracc. Julián de Obregón

37290 León, Guanajuato

Phone: (471) 633-55

Fax: (471) 697-04

Contact: Lic. Refugio Muñoz L.
Presidente

**ASOCIACION NACIONAL DE TIENDAS DE AUTOSERVICIOS
Y DEPARTAMENTALES, A.C. (ANTAD)**

NATIONAL SUPERMARKETS AND DEPARTMENT STORES ASSOCIATION

Homero 109 - Piso 11

Col. Polanco

11560 México D.F.

Phone: 545-88-03 254-62-20

Fax: 203-44-95

Contact: Lic. José Antonio Morera

**CAMARA NACIONAL DE COMERCIO, SERVICIOS
Y TURISMO DE LA CIUDAD DE MEXICO (CANACO)**

MEXICO CITY COMMERCE, SERVICES AND TOURISM CHAMBER

Reforma 42

Col. Centro

06048 México D.F.

Phone: 592-26-77 592-26-65

Contact: Lic. Luis Reed Torres

Gerente de Prensa y Difusión

CAMARA NACIONAL DE LA INDUSTRIA DEL CALZADO (CANAICAL)

NATIONAL SHOE INDUSTRY CHAMBER

Durango 245 - Piso 12

Col. Roma

06700 México D.F.

Phone: 533-62-55 533-62-56

Fax: 511-50-54

Contact: Lic. Francisco J. Nuño G.
Director General

CAMARA NACIONAL DE LA INDUSTRIA DE CURTIDURIA, A.C.

NATIONAL LEATHER INDUSTRY CHAMBER

Tehuantepec 255 - Piso 1

Col. Roma Sur

06760 México D.F.

Phone: 564-66-00 564-68-96

Fax: 574-25-55

Contact: Ing. Armando Guevara R.
Director

CAMARA NACIONAL DE LA INDUSTRIA FARMACEUTICA (CANIFARMA)

NATIONAL PHARMACEUTICAL INDUSTRY CHAMBER

Cuauhtémoc 1481

Col. Sta. Cruz Atotac

03310 México D.F.

Phone: 688-94-77 688-98-17

Fax: 604-98-08

Contact: C.P. Gilberto Mèndez T.
Director Administrativo

CAMARA NACIONAL DE LA INDUSTRIA HULERA (CNIH)

NATIONAL RUBBER INDUSTRY CHAMBER

Manuel Ma. Contreras 133-115

Col. Cuauhtémoc

06500 México D.F.

Phone: 535-22-66

Fax: 535-89-17

Contact: Sr. Joaquín Escalante B.
Director General

CAMARA NACIONAL DE LA INDUSTRIA DE PERFUMERIA Y COSMETICOS

NATIONAL PERFUMES AND COSMETICS INDUSTRY CHAMBER

Gabriel Mancera 1134

Col. del Valle

03100 México D.F.

Phone: 559-90-18 575-31-08

Fax: 575-21-21

Contact: Sr. Miguel Angel Medellín
Presidente

CAMARA NACIONAL DE LA INDUSTRIA DE PLATERIA Y JOYERIA (CNIPYJ)

NATIONAL SILVER AND JEWELRY INDUSTRY CHAMBER

Reynosa 13

Col. Condesa

06140 México D.F.

Phone: 516-17-71 516-84-81

Contact: Lic. Hugo López Mata
Gerente

CAMARA NACIONAL DE LA INDUSTRIA DE TRANSFORMACION (CANACINTRA)

NATIONAL MANUFACTURING INDUSTRY CHAMBER

San Antonio 256

Col. Ampliación Nápoles

03849 México D.F.

Phone: 563-34-00 563-05-11

Fax: 598-94-67

Contact: Lic. Roberto Sánchez de la Vara
Presidente

CAMARA NACIONAL DE LA INDUSTRIA TEXTIL (CANAINTEX)

NATIONAL TEXTILE INDUSTRY CHAMBER

Plinio 220

Col. los Morales

11510 México D.F.

Phone: 202-25-67

Fax: 540-19-46

Contact: Lic. Enrique Pérez C.
Director

CAMARA NACIONAL DE LA INDUSTRIA DEL VESTIDO (CNIV) 222

NATIONAL APPAREL INDUSTRY CHAMBER

Tolsá 54

Col. Centro

06040 México D.F.

Phone: 588-76-64 588-39-34

Fax: 578-62-10

Contact: Lic. Eduardo A. Mondragón
Gerente de Servicio

COMPANÍA EDITORA DE ENCICLOPEDIAS DE MEXICO, S.A. DE C.V.

MEXICO ENCYLOPAEDIA EDITING COMPANY

Av. del Convento 25

Col. Churubusco

04210 México D.F.

04210 México D.F.

Phone: 604-05-61

Contact: Sr. José Rogelio A.
Director General

**CONFEDERACION DE CAMARAS NACIONALES DE
COMERCIO, SERVICIOS Y TURISMO (CONCANACO-SERVYTUR)**

**NATIONAL CONFEDERATION OF COMMERCIAL, SERVICES
AND TOURISM CHAMBERS**

Balderas 144 piso 4

Col. Centro

México D.F. 06079

Phone: 709-15-59 709-11-19

Fax: 709-11-52

Contact: Lic. Carlos Ulises
Lic. Rolando Cordero

**FEDERACION NACIONAL DE TALLERES
AUTOMOTRICES, A.C. (FENATA)**
NATIONAL FEDERATION OF AUTOMOBILE REPAIR SHOPS
Gómez Farías 756
Col. Centro
91700 Veracruz, Ver
Phone: (29) 31-50-04 36-02-24
Fax: (29) 32-83-60
Contact: Sr. Alejandro Sánchez Vizna
Presidente

FONDO PARA EL DESARROLLO COMERCIAL (FIDEC)
COMMERCIAL DEVELOPMENT FUND
Ejército Nacional 180
Col. Anzures
11590 México D.F.
Phone: 255-35-60 255-32-92
Fax: 255-35-60
Contact: Lic. Carlos Isoaid
Director General

CAMARA NACIONAL DE LA INDUSTRIA DE LA CAUCHO
NATIONAL RUBBER INDUSTRY CHAMBER
Manuel Ma. Contreras 111-115
Col. Cuauhtemoc
06800 México D.F.
Phone: 555-22-65
Fax: 535-98-17
Contact: Sr. Joaquín Escalante B.
Director General

COMPAÑIA EDITORA DE ENCICLOPEDIAS DE MEXICO, S.A. DE C.V.
MEXICO BROADWAY EDITING COMPANY
Av. del Conventillo 151
Col. Chapultepec
04310 México D.F.
Phone: 504-02-61
Fax: 575-22-57
Contact: Sr. José Rogelio A.
Director General

CAMARA NACIONAL DE LA INDUSTRIA DE LA PLATA
NATIONAL SILVER AND METALS INDUSTRY CHAMBERS
Reynosa 13
Col. Condesa
06140 México D.F.
Phone: 709-12-52
Fax: 709-12-52
Contact: Lic. Hugo López
Director General

**APPENDIX II:
LIST OF MAJOR SUPERMARKETS**

**ALMACENES AURRERA S.A. de C.V.
(Aurrerá, Bodegaurrerá, Superama)**

Presidente Masaryk 111
Col. Chapultepec Morales
11570 México D.F.
Phone: 203-1311 399-4011 ext. 3620
531-8672 direct
new: 327-9111
Fax: 726-34-50
Contact: Sr. Javier López Mancisidor
Purchase Vicepresident

BLANCO SUCESORES, S.A. de C.V.

Av. Jardín 245
Col. Tlatilco
Estado de México
Phone: 355-7555
Fax: 355-33-55
Contact: Sr. Mateo Codinas A
Commercial Vicepresident

CADENA COMERCIAL S.A. de C.V. (OXXO)

Calle F y Fundidores
Col. Industrial
21010 Mexicali, Baja California
Phone: (65) 57-23-03 57-23-01
Fax: (65) 57-23-02
Contact: Sergio Félix
Regional Purchasing Manager

GIGANTE S.A. de C.V.

Av. Ejército Nacional 769-A
Col. Polanco
11520 México D.F.
Phone: 250-3011
Fax: 250-9171
Contact: José Luis Curiel
Purchases Clothing
Jorge Fernández
Purchases General Merchandise

OPERADORA COMERCIAL MEXICANA S.A. de C.V.

Chabacano 43
Col. Asturias
06850 México D.F.
Phone: 740-4955 740-3737 740-4101 740-5612 740-4362
Fax: 740-8307 740-9298
Contact: Ing. Santiago García García
Purchasing Director

TIENDAS CHEDRAUI, S.A. DE C.V.

Av. Javier Rojo Gómez 400
Col. Barrio Sn. Pedro
09000 México D.F.

Phone: 685-53-22 686-90-22
Fax: 685-02-11
Contact: Sr. Benigno Osés
Comprador de Importaciones

TIENDAS DE DESCUENTO SULTANA, S.A. (SORIANA)

Av. de los Angeles 1732 Ote.
64510 Monterrey, N.L.

Phone: (83) 31-00-19 ext. 142
Fax: (83) 31-07-84
Contact: Sr. Carlos Alvarez
Gerente de Compras

TIENDAS DE LA UNAM

Ciudad Universitaria
04510 México D.F.

Phone: 550-50-64 550-50-65
Fax: 550-50-71
Contact: Sr. Gerardo García A.
Subdirector de Adquisiciones

UNIDAD COMERCIAL DE TODO S.A. de C.V.

San Francisco 1621
Col. del Valle
03100 México D.F.

Phone: 534-8100
Fax: 534-3528
Contact: Juan del Cerro Alverde
Supermarket Purchasing Director
Sr. Aarón Jaet
Purchasing Director

**APPENDIX III:
LIST OF MAJOR DEPARTMENT STORES**

ASTOR DE MEXICO Y CIA. S.A. de C.V.

Uruguay 66
Col. Centro
06000 México D.F.
Phone: 521-44-50 and 53
Fax: 521-39-28
Contact: Alan Jaet
Purchasing Director

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

Durango 230
Col. Roma
06700 México D.F.
Phone: 525-90-00 514-02-31
Fax: 207-27-46
Contact: Lic. Martín Urbina Villareal
Purchasing Director

FABRICAS DE FRANCIA, S.A.

Lopez Mateos y Mariano Otero
Plaza del Sol
45050 Guadalajara, Jal.
Phone: (36) 22-24-70 22-35-68
Fax: (36) 22-82-48 47-21-00
Contact: Sr. Manuel Berrospe
Purchasing Director

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

Mariano Escobedo 425 - Galeria
Col. Chapultepec Morales
11570 Mexico D.F.
Phone: 531-3440 to 50 531-1388
Fax: 254-5688
Contact: Sr. Miguel Guichard
Purchasing Director

SANBORNS HERMANOS, S.A. DE C.V.

Calvario 100
Col. Tlalpan
14000 México D.F.
Phone: 325-99-00
Fax: 655-31-55
Contact: Sr. Diluvi Constanzi M.
Purchasing Director

SEARS ROEBUCK DE MEXICO, S.A. DE C.V.

Poniente 140 No 656
Industrial Vallejo
02300 México D.F.
Phone: 574-18-00 587-84-44
Fax: 368-25-91
Contact: Sr. Jacques Noé

Purchasing Director

LIST OF MAJOR DEPARTMENTS OF THE PURCHASING DIRECTOR

Av. Javier Rojo Gómez 404
Col. Barrio San Pedro
09000 México D.F.
Phone: 585-53-22
Fax: 585-02-11
Contact: Sr. Benigno Oses
Compras

EL PALACIO DE HIERRO, S.A. DE C.V.
Durango 230
Col. Roma
06700 México D.F.
Phone: 525-90-00
Fax: 507-27-45
Contact: Lic. Martín Urbina Villareal
Purchasing Director

FABRICA DE FRANCIS, S.A.
Lopez Mateos y Mariano Otero
Plaza del Sol
4200 Guadalupe, Jal.
Phone: (36) 32-24-70
Fax: (36) 32-82-48
Contact: Sr. Manuel Bertrando
Purchasing Director

LIVERPOOL DE MEXICO, S.A. DE C.V.
Mariano Escobedo 425 - Galerías
Col. Chapultepec Morales
11570 Mexico D.F.
Phone: 571-3440 to 50
Fax: 554-5588
Contact: Sr. Miguel Guichard
Purchasing Director

HERNANDEZ HERMANOS, S.A. DE C.V.
Calvario 100
Col. Tlalpan
14000 México D.F.
Phone: 525-99-00
Fax: 525-31-25
Contact: Sr. Oliver Constant M.
Purchasing Director

GRUPA ROEBUCK DE MEXICO, S.A. DE C.V.
Poniente 149 No. 525
Industrial Vallejo
01300 México D.F.
Phone: 574-18-00
Fax: 588-35-51
Contact: Sr. Jacques Noé

WOOLWORTH MEXICANA, S.A. DE C.V.

Sudermann 250 - Piso 2
Col. Polanco
11570 México D.F.
Phone: 250-50-99 254-78-55
Fax: 255-37-98
Contact: Sr. Jaime González
Purchasing Director

EL NUEVO MUNDO MEXICO S.A. de C.V.

Venustiano Carranza 72
Col. Centro
06000 México D.F.
Phone: 521-51-80
Fax: 512-63-00
Contact: Jorge López Vázquez
Purchases

CASA LEY S.A. de C.V.

Carr. Int. al Norte y Calle Deportiva km.1434
80020 Culiacán, Sinaloa
Phone: (67) 15-60-20
Fax: (67) 15-55-91
Contact: Juan Manuel Ley
Director
(there are various purchasing managers by area)

Montes Urales 635-101/102
Col. Lomas de Chapultepec
11000 México D.F.
Phone: 202-0256 202-0447
Fax: 202-0501

ALMACENES 5-10-15 S.A. de C.V.

Prol. Juárez 2
Col. Juárez
73800 teziutlán, Puebla
Phone: (231) 2-07-20 to 22 2-03-11 and 12
Fax: (231) 2-09-86 2-27-91 and 92
Contact: Miguel Halddad Aramburu
Purchasing manager

ALMACENES COPPEL S.A. de C.V.

Av. República 601 Sur
Col. Recursos Hidráulicos
80200 Culiacán, Sinaloa
Phone: (671) 4-34-20 4-86-00
Fax: (671) 4-41-13
Contact: Rubén Coppel
Purchasing Director

ALMACENES ZARAGOZA S.A.

Rafael Buelna 187 Pte.

Col. Centro

80000 Culiacán, Sinaloa

Phone: (67) 13-44-00 13-45-20 13-45-86

Fax: (67) 16-10-41

Contact: Abel Barraza

Impors Coordinator

CENTRO COMERCIAL CALIFORNIANO S.A. de C.V.

Isabel la Católica 1915

Col. Centro

23000 La Paz, B.C.S.

Phone: (682) 2-58-77 2-43-60

Fax: (682) 5-39-70

Contact: Agustín Ruffo Velarde

Imports

TIENDAS DE DESCUENTO SULTANA S.A. de C.V. (Soriana)

Alejandro de Rodas 3102 A

Col. Cumbres

8o sector

64610 Monterrey, Nuevo León

(83) 31-00-19

Fax: (83) 31-07-84

Contact: Francisco Martín Borques

Owner

Av. Los Angeles 1732 Ote.

Col. Juana de Arco

64510 Monterrey, N.L.

Phone: (83) 31-00-19

Fax: (83) 31-07-84

Contact: There are 14 purchasing managers depending on the area

Av. Industria Eléctrica de México 10

Col. Vista Hermosa

54080 Tlalnepantla, Estado de México

Phone: 572-9000

DISTRIBUIDORA SANSET S.A. de C.V.

Tochtli 352

Col. Industrial San Antonio

02760 México D.F.

Phone: 352-06-35 352-08-63

Fax: 352-08-30

Contact: Sergio Bollazzi

General Manager

(not a department store but imports computers, sporting goods, presents, toys, stationary and kitchen articles)

**APPENDIX IV:
CHAIN STORES AND DISTRIBUTORS**

1. ADHESIVES AND PAINTS

AUTOMOTIVOS, S.A. DE C.V.

Diego Díaz de Berlanga 251-B
Zona Industrial Nogalar
66480 Sn. Nicolás de los Garza, N.L.
Phone: (83) 53-70-00
Fax: (83) 50-61-54
Contact: Francisco Pérez M.
Director General

BASF PINTURAS Y TINTES, S.A. DE C.V.

Ernesto Pugibet 6
Fracc. Industrial Xalostoc
55000 Ecatepec, Mex.
Phone: 569-35-22 569-91-11
Fax: 569-09-13
Contact: Mario V. Campa
Presidente

COMERCIAL DE PINTURAS Y COMPLEMENTOS

Mar Mediterráneo 46
Col. Tacuba
11000 México D.F.
Phone: 399-80-82
Contact: Sr. Enrique Tello
Jefe de Compras

FERRO MEXICANA, S.A. DE C.V.

Oriente 171 No. 450
Col. Aragón Inguarán
07490 México D.F.
Phone: 760-61-00
Fax: 760-51-54
Contact: Ing. Juan Kelly
Director General

INDUSTRIAS PEDIMEX, S.A.

Texas 39-1
Col. Nápoles
03810 México D.F.
Phone: 523-72-30
Fax: 687-01-35
Contact: Jorge Alvarez I.
Presidente

PINTURAS ATLAS MARLUX, S.A.
Poniente 146 No. 700
Col. Industrial Vallejo
02300 México D.F.
Phone: 567-19-22
Fax: 368-43-49
Contact: Ing. Juan José Lazoya
Director General

PINTURAS Y RECUBRIMIENTOS MEXICANOS, S.A. DE C.V.
Independencia 2800
Col. Himno Nacional
78280 San Luis Potosi, S.L.P.
Phone: (48) 540-93 580-34
Fax: (48) 568-40
Contact: Ing. Luis Manuel Jiménez G.
Director General

PPG INDUSTRIES DE MEXICO, S.A. DE C.V.
Av. Presidente Juárez 1978
Col. Tepetlascalco
54090 Tlalnepantla, Mex.
Phone: 397-82-22
Fax: 398-30-90
Contact: Joel Hart
Presidente

Av. Los Angeles 1732 Cta.
Col. Juana de Arco
54510 Monterrey, N.L.
Phone: (81) 31-00-13
Fax: (81) 31-07-44
Contact: Franck Martin

Av. Industria Eléctrica de México 10
Col. Vista Hermosa
54080 Tlalnepantla, Estado de México
Phone: 572-9000

DISTRIBUIDORA SANEST S.A. DE C.V.

Tecbtl 352
Col. Industrial San Antonio
02760 México D.F.
Phone: 552-00-55 552-08-63
Fax: 552-00-55
Contact: Sergio Balleza
Director General

(not a department but extra inventory & top)
presents, toys, stationary and kitchen articles

2. APPLIANCES AND HOME ARTICLES

CHAIN STORES

CENTROS DE DESCUENTO VIANA S.A. de C.V.

Insurgentes Norte 3
Col. Guerrero
06300 México D.F.
Phone: 566-36-66
Fax: 592-14-53
Contact: Adalberto Rodríguez
Purchases appliances
Juan José Souza
Purchases electronics
Heriberto Huerta
Purchases furniture
Víctor Hugo Gómez
Purchases consumer durables

(chain stores)

COMPañIA HERMANOS VAZQUEZ S.A. de C.V.

Universidad 2014
Col. Copilco Universidad
04360 México D.F.
Phone: 554-41-44
Fax: 554-91-91 554-55-93
Contact: Pablo Hidalgo
Rogelio García
Alfredo Torres
Purchases

(chain stores)

D'EUROPE MUEBLES S.A. de C.V.

Insurgentes Sur 3655
Col. Tlalpan Joya
14090 México D.F.
Phone: 665-70-01 665-78-77
Contact: Joaquín Roldán Retana
Purchases

(furniture)

ELEKTRA S.A. de C.V.

Río Frío 419
Fracc. Industrial del Moral
08500 México D.F.
Phone: 558-06-33 758-64-86
Fax: 758-66-06
Contact: Guillermo García Pedraza
Import Manager

(chain stores appliances, electronics, consumer durables)

SALINAS Y ROCHA, S.A. DE C.V.

Presidente Masaryk 169
Col. Chapultepec Morales
11570 México D.F.

Phone: 255-58-00 255-31-60

Fax: 255-58-96

Contact: Sr. Arturo García Cruz
Subdirector de Compras

(chain stores)

SANDORNS HERMANOS, S.A.

Calvario 100
Col. Tlalpan
14000 México D.F.

Phone: 655-02-00 ext. 156 655-31-44

Fax: 655-71-17 655-31-55

Contact: Srta. Virginia Ariza G.
Gerente de Importaciones

APPLIANCES

ALFREC INTERNACIONAL S.A. de C.V.

Villalongín 76
Col. Cuauhtémoc
06500 México D.F.

Phone: 705-22-06 705-27-76

Fax: 705-24-72

Contact: Rudolf Vanek
Administrative Director

(Appliances, electronics)

BRAUN DE MEXICO S.A. de C.V.

Victoria 25
Fracc. Industrial Alce Blanco
53370 Naucalpan, México

Phone: 358-05-44 358-03-30

Fax: 360-16-58

Contact: Marco Antonio Ibarra
Purchasing Manager

(appliances)

COMERCIAL LUSOR S.A. de C.V.

Recife 623
Col. Lindavista
07300 México D.F.

Phone: 752-07-03

Fax: 752-00-54

Contact: Lucí Soto
Director

(appliances, presents)

EMPRESA DE COMERCIO EXTERIOR TADE S.A. de C.V.

José María Rico 212-701 and 702

Col. del Valle

03100 México D.F.

Phone: 524-82-73 534-34-69

Fax: 524-81-92

Contact: Gustavo trujillo
Imports Director

(appliances, electric apparatus, hardware, toys)

ECOLAB, S.A. DE C.V.

Av. Guillermo González Camarena No. 43

Col. Parque Industrial Cuamatla

54730 Cuautitlán Izcalli, Mex.

Phone: 872-81-11

Fax: 872-65-35

Contact: Michael Stadie
(Cleaning equipment)

ELECTRODOMESTICOS ARAGON

José Loreto Fabela 55 - Local 6

Col. Sn Juan Aragón

07950 México D.F.

Phone: 751-78-78

Contact: Arturo García

Jefe de Compras

(Appliances)

GRUPO CIMA S.A.

Av. Vasconcelos 210 Ote.

piso 2, Edif. Invermexico

Col. Residencial San Agustín

66220 Garza García, Nuevo León

Phone: (83) 63-18-00 63-18-10

Fax: (83) 63-16-02

Contact: Raúl Barbosa

Accounting and Purchases

(stationary, electric material, cleaning articles)

SINGER MEXICANA, S.A. DE C.V.

An. Nvo. León 250

Col. Condesa

06100 México D.F.

Phone: 272-09-24

Fax: 272-32-35

Contact: M.J. McGuiness
Presidente

(sewing machines)

CONSUMER ELECTRONICS

AUDIO SHOP S.A. DE C.V.

Rep. del Salvador 14-A
Col. Centro
06000 México D.F.
Phone: 518-28-60
Fax: 518-29-41
Contact: Lic. Jesús Ramírez
Jefe de Compras
(electronics)

CORPORACION ELECTRONICA INTERNACIONAL S.A. de C.V.

Pino 588
Col. El Arenal.
02980 México D.F.
Phone: 355-31-11
Contact: Eliso Esquivel Guerra
Purchasing Manager

ELECTRONICA DEL MORAL S.A. de C.V.

Río Frío 419
Col. Agrícola Oriental
08500 México D.F.
Phone: 558-06-33
Fax: 758-66-06
Contact: Rogelio Barba Martín
Import Manager
(electronics)

ELECTROPARTES DE MATAMOROS, S.A DE C.V.

Gral. Lauro Villar Km. 4 No. 700 H
Matamoros, Tamps.
Phone: (891) 318-54
Fax: (891) 611-38 (ext. 4199)
Contact: Leslie Douglas Harris
Director General

ELECTRONICA MAJESTIC S.A. de C.V.

Azafrán 40
Col. Granjas México
08400 México D.F.
Phone: 657-41-33 277-16-90
Fax: 516-78-79
Contact: Alma Cortez Cordero
Imports
(appliances)

ELECTRONICA PRECISION S.A. de C.V.
Urbina 22
Fracc. Parquer Industrial Naucalpan
53470 Naucalpan, México
Phone: 576-20-75 576-70-99
Fax: 359-21-37
Contact: Angélica Pérez
Imports
(electric apparatus)

VANTA, S.A. DE C.V.
Gabino Barrera 93
Col. Sn. Rafael
06470 México D.F.
Phone: 566-55-66
Fax: 592-07-35
Contact: Ing. Guillermó Grinberg
Director General
(electronics)

ELECTRONICA ZONDA
Aviación Comercial 19
Col. Federal
15700 México D.F.
Phone: 762-73-00
Fax: 784-40-46
Contact: Sr. Laureano Holguin
Jefe de Compras
(electronics)

TABLEWARE, KITCHEN

ALMACENES ANFORA S.A.
Palma 33
Col. Centro
06000 México D.F.
Phone: 510-88-26 to 29
Fax: 512-51-91
Contact: Manuel Quintana Pereda
Purchasing Manager

ALMACENES CORREO MAYOR S.A. de C.V.
Av. Universidad 86 piso 2
Col. Narvarte
03020 México D.F.
Phone: 5-19-20-82 519-62-91
Fax: 510-34-99
Contact: Raúl Herrera
General Manager
(glass articles, china, home articles)

COMERCIAL RYS S.A. de C.V.

Dr. Olvera 15
Col. Doctores
06720 México D.F.
Phone: 588-21-00 588-23-52
Fax: 761-81-52
Contact: Roberto Shimizu
Imports
(presents, kitchen articles)

COMERCIALIZADORA ALFA S.A. de C.V.

Ejército Nacional 423 piso 2
Col. Granada
11520 México D.F.
Phone: 203-72-08 203-01-05
Fax: 254-62-43 525-12-64
Contact: Aslam Cohen Bissú
Director General
(tableware)

DECORACION Y REGALOS S.A. de C.V.

Poniente 126- 410
Col. Nueva Vallejo
07750 México D.F.
Phone: 587-40-07
Contact: José Mendoza
General Manager
(china, presents, frames)

GRUPO DIRGO, S.A. DE C.V.

Prol. Av. San Antonio 169
Col. San Pedro de los Pinos
01180 México D.F.
Phone: 516-08-69 515-04-20
Fax: 271-29-71
Contact: Sr. Ricardo Haddad H.
Director General
(home articles)

IDEA INDUSTRIES, S.A. DE C.V.

Monte Altai 215
Col. Lomas de Chapultepec
11000 México D.F.
Phone: 202-79-84 202-09-77
Fax: 520-82-24
Contact: Lic. Marco A. García Morales
Gerente General

IMPORTACIONES Y EXPORTACIONES ELIZABETH, S.A. DE C.V.

Caliza Local 1-B
Col. Loma de Canteras
53470 Naucalpan, Mex.
Phone: 359-07-47
Fax: 359-07-67
Contact: Sr. Gustavo Evangelista Ramírez
Gerente General

IMPORTADORA SOYITA, S.A. DE C.V.

Av. 1 No. 34
Col. Sn. Pedro de los Pinos
03800 México D.F.
Phone: 272-07-55
Fax: 272-40-60
Contact: Sr. Efrén Derechín G.
Director General

INDUSTRIAS LA VASCONIA, S.A. DE C.V.

Norte 45 No. 860
Col. Industrial Vallejo
02300 México D.F.
Phone: 567-07-33
Fax: 368-04-72
Contact: Lic. Miguel Angel Huerta P.
Director General
(Kitchen articles of steel and aluminum)

MCR IMPORTACIONES, S.A. DE C.V.

Poniente 128 No. 787 A
Col. Industrial Vallejo
02300 México D.F.
Phone: 368-79-51 54 y 64
Fax: 368-81-63
Contact: Sr. Marco Hasbani Z.
Gerente
(glass)

MADERERA NACIONAL, S.A. DE C.V.

Nogalar Sur 315
Col. Futuro Nogalar
66480 Sn. Nicolás de los Garza, N.L.
Phone: (83) 50-55-55 50-44-44
Fax: (83) 50-55-05
Contact: Sr. Rigoberto Guerrero C.
Gerente de Compras

MURIELI, S.A.

Rubén Darío 44-9
Col. Rincón del Bosque
11580 México D.F.
Phone: 545-34-75 250-46-94
Contact: Srta. Elsa Lamont
Directora General
(china)

NUEVA ICACOS, S.A. DE C.V.

Costera Miguel Alemán 1
Col. Icacos
Phone: (748) 415-13
Fax: (748) 455-09
Contact: Sr. Raúl Solís B.
Gerente de Compras
(kitchen and cleaning articles)

ONEIDA MEXICANA, S.A. DE C.V.

Atomo 12
Parque Industrial
53370 Naucalpan, Mex.
Phone: 358-80-09
Fax: 576-65-25
Contact: Ing. Jesús Villarreal G.
Gerente de Tráfico
(tableware)

TABLE TOPS DE MEXICO, S.A. DE C.V.

Monte Altai 215
Col. Lomas de Chapultepec
11000 México D.F.
Phone: 202-79-84 202-09-77
Fax: 520-82-24
Contact: Lic. Rafael Romero Torreblanca
Director Operativo
(china, kitchen, tableware)

PROMOCIONES MASIVAS, S.A. DE C.V.

Retorno 41 No. 41
Col. Avante
04460 México D.F.
Phone: 549-61-23
Fax: 390-32-53
Contact: Sr. Agustín Otaegui L.
Gerente de Ventas
(kitchen articles)

FURNITURE

GRUPO K2, S.A. DE C.V.

Av. Central 209
Col. Nva. Industrial Vallejo
07700 México D.F.
Phone: 586-50-44 586-66-61
Fax: 586-91-28
Contact: Lic. Georgina Guizar
Jefe de Compras
(furniture)

MUEBLES ALFA, S.A. DE C.V.

Blvd. Díaz Ordaz Km. 333
Sn. Pedro Garza García
66200 N.L.
Phone: (83) 36-12-02 36-15-55
Fax: (83) 36-13-85
Contact: Sr. Francisco Salinas V.
Gerente de Compras

KRIEL INTERNACIONAL, S.A. DE C.V.

Oso 69
Col. del Valle
03100 México D.F.
Phone: 534-57-15 524-54-98
Fax: 524-53-58
Contact: Sr. Enrique Leal
Gerente

MUEBLES DICO

Francisco Madero 120
Col. Iztacalco
08650 México D.F.
Phone: 696-60-22
Fax: 579-52-46
Contact: Lic. Ernesto Gil
Gerente Comercial

MUEBLES FREY, S.A. DE C.V.

Calle 6 No. 6
Col. Rústica
55340 Xalostoc, Edo. de Mex.
Phone: 755-03-22 755-02-90
Fax: 569-15-46
Contact: Leonides Reyes
Jefe de Compras

MUEBLERIA MOSQUETA, S.A.

Mosqueta 174
Col. Guerrero
06300 México D.F.
Phone: 591-18-66
Fax: 592-35-56
Contact: Isaac Hannon
Jefe de Compras
(Furniture, Appliances)

VADU

Molinos 18 Local B
Col. Mixcoac
03910 México D.F.
Phone: 611-60-33
Fax: 611-69-81
Contact: Lic. Abel del Vázquez
Jefe de Compras

3. BOOKS, PERIODICALS AND NEWSPAPERS

AMERICAN BOOKSTORE, S.A.

Madero 25
Col. Centro
06000 México D.F.
Phone: 512-03-06
Fax: 518-69-31
Contact: Robert C. Hill
Director General

AGENCIA DE SUSCRIPCIONES, S.A. DE C.V.

16 de Septiembre No. 6 - 402
Col. Centro
06000 México D.F.
Phone: 512-73-54 521-04-61
Fax: 521-61-44
Contact: Sra. Berta Covarrubias

CASA DEL LIBRO

Av. Coyoacán 1955
Col. del Valle
03100 México D.F.
Phone: 604-70-13
Fax: 604-69-14
Contact: Srta. Isaura Jurado
Jefe de Compras

DISTRIBUIDORA AMERICAN BOOK S.A. DE C.V.

Constituyentes 920
Col. Lomas Altas
11950 México D.F.
Phone: 570-01-73 259-11-73
Fax: 259-10-90
Contact: Sra. Medrano
Jefe de Compras

DISTRIBUIDORA DE IMPRESOS, S.A.

Mariano Escobedo 218
Col. Anáhuac
11320 México D.F.
Phone: 545-66-45
Fax: 545-47-36
Contact: John S. Wiseman
Director General

DISTRIBUIDORA KAPELUSZ MEXICANA S.A. de C.V.

Morelos 64 desp. 1
Col. Juárez
06600 México D.F.
Phone: 592-46-64 592-48-71
Fax: 546-00-66
Contact: José Páez
General Manager

HARLA, S.A. DE C.V.

Antonio Caso 142
Col. San Rafael
06470 México D.F.
Phone: 546-07-19
Fax: 705-37-38
Contact: Jaime Arvizu
Director General

LIBRERIA BRITANICA, S.A.

Serapio Rendón 125 - Piso 4
Col. San Rafael
06470 México D.F.
Phone: 705-05-85
Fax: 535-20-09
Contact: John Gripe
Director General

LIBRERIAS DE CRISTAL

Tehuantepec 170
Col. Roma
06760 México D.F.
Phone: 564-41-00
Fax: 264-09-38
Contact: Sr. Ricardo Alba R.
Jefe de Compras
(chain stores)

LIBRERIA GANDHI

M.A. de Quevedo 128
Col. Chimalistac
01070 México D.F.
Phone: 548-19-90
Fax: 661-20-43
Contact: Sr. Roberto Pérez
Jefe de Compras
(stores)

LIBRERIA PARROQUIAL DE CLAVERIA, S.A. DE C.V.

Floresta 79
Col. Clavería
02080 México D.F.
Phone: 396-70-27 396-71-27
Fax: 392-12-43
Contact: Padre Basilio Nuñez G.
Jefe de Compras
(stores)

McGRAW HILL - INTERAMERICANA DE MEXICO, S.A. DE C.V.

Atlacolmulco 499-501
Fracc. Industrial San Andrés Atoto
53500 Naucalpan, Mex.
Phone: 576-90-44
Fax: 576-98-71
Contact: Lic. Carlos Río
Director General

READER'S DIGEST MEXICO, S.A. DE C.V.

Lomas de Sotelo 1102
Col. Lomas de Sotelo
11200 México D.F.
Phone: 358-91-55 ext. 136
Fax: 395-15-42
Contact: Lic. Mario Andrés Muñiz R.
Gerente de Compras

Contact: Robert C. Hill
Director General

AGENCIA DE SUSCRIPCIONES, S.A. DE C.V.

16 de Septiembre No. 6 - 402
Col. Centro
06000 México D.F.
Phone: 512-71-54 521-04-81
Fax: 521-16-44
Contact: Sra. Berta Covarrubias

CASA DEL LIBRO

Av. Coyacacán 1958
Col. La Valla
03100 México D.F.
Phone: 664-70-11
Fax: 664-69-14
Contact: Sra. Isaura Jurado
Jefe de Compras

DISTRIBUIDORA AMERICANA BOOK S.A. DE C.V.

Constituyentes 920
Col. Lomas Altas
11950 México D.F.
Phone: 571-10-07 57-11-952
Fax: 571-01-82
Contact: Sra. Madam
Jefe de Compras

DISTRIBUIDORA AMERICANA DE LIBRERIA, S.A. DE C.V.

Mariano Escobedo 210
Col. Anáhuac
11220 México D.F.
Phone: 545-66-54 395-71-27
Fax: 545-77-545
Contact: John S. Williams
Director General

DISTRIBUIDORA AMERICANA DE LIBRERIA, S.A. DE C.V.

1. desp. 46 colono
Col. Anáhuac
06000 México D.F.
Phone: 545-66-54 17-84-295
Fax: 545-77-545
Contact: José Ángel
responsable

MARIA, S.A. DE C.V.
Antonio Caso 142
Col. San Rafael
06470 México D.F.
Phone: 546-07-19
Fax: 702-37-38
Contact: Jaime Arvizu
Director General

LIBRERIA BRITANICA, S.A.
Batopio Rondón 125 - Piso 4
Col. San Rafael
06470 México D.F.
Phone: 702-02-82
Fax: 525-20-09
Contact: John Grips
Director General

LIBRERIA DE CRISTAL
Tehuacanpec 170
Col. Roma
06700 México D.F.
Phone: 564-41-00
Fax: 564-09-38
Contact: Sr. Ricardo Alpa R.
Jefe de Compras
(chain stores)

LIBRERIA GARDINI
M.A. de Quevedo 128
Col. Chimalistac
01070 México D.F.
Phone: 548-12-90
Fax: 681-20-43
Contact: Sr. Roberto Pérez
Jefe de Compras
(stores)

LIBRERIA MARCOVIAL DE CLAVERIA, S.A. DE C.V.
A.S. ESCOBEDO
Col. Escobedo 210
06000 México D.F.
Phone: 545-66-54 395-71-27
Fax: 545-77-545
Contact: Jaime Basilio Muñoz G.
Jefe de Compras
(stores)

LEONARDO WILL - INTERNACIONAL DE LIBRERIA, S.A. DE C.V.
Alcalá 998-501
Tracc. Industrial San Andrés Atoyac
03500 Huixtla, Mex.
Phone: 576-20-44
Fax: 576-22-71
Contact: Lic. Carlos Rio
Director General

4. COSMETICS, TOILETRIES & PHARMACEUTICALS

ANTERA S.A. de C.V.

Pestalozzi 578
Col. Narvarte
03020 México D.F.
Phone: 543-42-55 to 59
Fax: 687-34-57
Contact: Erika Luhz
Traffic Manager
(perfumes)

COSBEL S.A. de C.V.

Prol. División del Norte 5152
Col. San Marcos
16050 México D.F.
Phone: 676-61-11
Fax: 594-75-91
Contact: Daniel Barbosa
Import Purchasing Manager

JAFRA COSMETICS, S.A. DE C.V.

Gioto 97
Col. Alfonso XIII
01460 México D.F.
Phone: 611-01-66 (ext. 123)
Fax: 611-14-17
Contact: Lic. Othón Romero R.
Encargado de Importaciones

FARMACIA CENTRAL

Ramón Corona 42-A
Col. Merced Balbuena
15810 México D.F.
Phone: 522-37-62 522-86-88
Fax: 522-37-62 (ext.21)
Contact: Sr. Isauro Chavarín
Jefe de Compras
(stores)

FARMACIA FARMAX, S.A. de C.V.

Londres 107 - Piso 5
Col. Juárez
06600 México D.F.
Phone: 208-49-76 208-46-76
Fax: 208-50-36
Contact: Sr. Gustavo Contreras
Gerente Comercial
(stores)

FARMACIA PARIS

República del Salvador 97

Col. Centro

06080 México D.F.

Phone: 709-53-49

Contact: Clementina Torres
Jefe de Compras

(stores)

FARMITALIA CARLO ERBA S.A. de C.V.

Miguel Angel de Quevedo 555

Col. Romero de Terreros

04310 México D.F.

Phone: 554-12-11

Fax: 554-88-28

Contact: Jorge Mateos
Imports

FINARTE S.A. de C.V.

Recreo 36

Col. del Valle

03100 México D.F.

Phone: 524-90-22 534-14-56

Fax: 534-14-56

Contact: José Antonio Arellano de la Garza
Manager

ORAL - B LABORATORIO, S.A. DE C.V.

José Ma. Rico 221

Col. del Valle

03100 México D.F.

Phone: 534-83-70 al 79

Fax: 534-58-34

Contact: Lic. Juan Carlos Mendoza R.
Jefe de Compras de Importación

SOCIEDAD MEXICANA DE QUIMICA INDUSTRIAL, S.A.

Tecoyotitla 412

Col. Hda. Guadalupe Chimalistac

01050 México D.F.

Phone: 548-66-00 al 14 550-20-99

Fax: 550-24-17

Contact: Sr. Francisco Llanes G.
Gerente de Adquisiciones

5. CLOTHES AND APPAREL

ACTION WEST DE MEXICO, S.A. DE C.V.

Plan de Guadalupe 3344
Col. Mechor Ocampo
32380 Cd. Juárez, Chih.
Phone: (16) 13-32-99
Contact: Lucrecia Alcaraz
Gerente General

ADMIL S.A. de C.V.

Puebla 329
Col. Roma
06700 México D.F.
Phone: 553-82-33
Fax: 211-75-48
Contact: Raúl Pérez Meza
Purchasing Manager

ARROW DE MEXICO, S.A. DE C.V.

Maíz 58
Col. Granjas Esmeralda
09080 México D.F.
Phone: 582-14-00
Fax: 582-11-91
Contact: Harold Mischner
Presidente

BUFETE INTERNACIONAL DE INTERCAMBIO S.A. de C.V.

Descartes 55
Col. Anzures
11590 México D.F.
Phone: 250-33-11 545-14-80
Contact: Eduardo Reyes Díaz Leal
Manager

CAMISAS DE JUAREZ, S.A. DE C.V.

Parque Industrial Bermúdez
Fraide y Av. Carretera Porvenir
32380 Cd. Juárez, Chih.
Phone: (16) 18-00-60
Contact: Refugio Escobar
Gerente de Planta

GRUPO EUROTEx, S.A. DE C.V.

Constitución 622
Col. Centro
22000, Tijuana, B.C.N.
Phone: (66) 85-99-88 85-99-81
Fax: (66) 85-99-81
Contact: Sr. Rodolfo Vigderovich
Director General

IMPORTACIONES ITALIANAS, S.A. DE C.V.

Horacio 931
Col. Polanco
11560 México D.F.
Phone: 531-50-64 531-52-63
Fax: 545-25-51
Contact: Sr. Jaime Tarlovsky
Director

OTTO REPRESENTACIONES, S.A. DE C.V.

Julio César 601
Col. Fuentes del Valle
66220 Garza García, N.L.
Phone: (83) 56-24-31
Fax: (83) 35-85-59
Contact: Ing. Víctor Salgado E.
Director General

HIGH LIFE

Gante 4 - Mezzanine
Col. Centro
06000 México D.F.
Phone: 512-52-73 512-20-87
Fax: 521-27-48
Contact: Sra. Raquel Castellanos
Jefe de Compras

(stores)

MEN LOVA

Calz. de Tlalpan 1148
Col. Zacahuixco
03550 México D.F.
Phone: 674-13-11
Fax: 539-07-71
Contact: Manuel Robles
Jefe de Compras

(stores)

ROBERT'S

Tejocotes 164
Col. del Valle
03210 México D.F.
Phone: 559-91-99 575-24-32
Fax: 575-24-32
Contact: Lic. Francisco Campos
Jefe de Compras

(stores)

SUBURBIA S.A. DE C.V.
Blvd. M. Avila Camacho 487
Col. Periodista
11220 México D.F.
Phone: 395-10-88
Fax: 557-16-61
Contact: Sr. Juan Manuel González Menéndez
Jefe de Compras
(chain stores)

TIENDAS CHALITA, S.A.
Félix Palavicini 1996
Col. Guadalupana
44220 Guadalajara, Jal.
Phone: (36) 53-11-50 53-07-12
Fax: (36) 53-31-97
Contact: Srta. Marisela Maldonado
Coordinadora de Compras
(stores)

UJENA OF CALIFORNIA DE MEXICO, S.A. DE C.V.
Av. Constituyentes 345 - Piso 5
Col. Daniel Garza
11830 México D.F.
Phone: 515-53-31
Fax: 516-14-90
Contact: Emilio Goicoechea L.
Presidente

YALE DE MEXICO, S.A. DE C.V.
Javier Rojo Gómez 1330
Col. San Felipe
09370 México D.F.
Phone: 686-00-11 ext. 140
Fax: 686-08-55
Contact: Sr. José Miguel Garaicochea
Gerente de Importaciones

DE TODO PARA SUS FIESTAS S.A. DE C.V.
Calz. de la Viga 1773-90
Col. Unidad Modelo
06039 México D.F.
Phone: 551-44-71
Fax: 551-44-71
Contact: Hector Hernández
Manager
(stores, party articles)

6. FOOTWEAR AND LEATHER GOODS

CALZADO SANDAK S.A. de C.V.

Av. Tláhuac 105
Col. Sta. Isabel Industrial
09820 México D.F.

Phone: 670-87-44 582-34-83
Fax: 582-34-83
Contact: Bernardo Damián
Import Manager

LEATHER

ALTRO, S.A. DE C.V.

Calz. a la Venta 25
Col. Complejo Industrial Cuamantla
54730 Cuautitlán Izcalli, Mex.
Phone: 873-87-77

Contact: Ing. Fernando Sandoval
Director General

PELETERIA MENDELE S.A. DE C.V.

Peralvillo 26
Col. Centro
06200 México D.F.

Phone: 526-62-93 529-41-85
Fax: 529-06-14
Contact: Sr. Manuel Kuba
Jefe de Compras

ROBERTO

Tajonocas 184
Col. del Valle
03210 México D.F.

Phone: 559-91-99 575-24-32
Fax: 575-24-32
Contact: Lic. Francisco Campos
Jefe de Compras

7. GAMES AND TOYS

ARA JUGUETERIA

Insurgentes Sur 2453
Col. Sn. Angel
01000 México D.F.
Phone: 548-67-70
Fax: 548-25-88
Contact: Sr. Jorge Mejía
Jefe de Compras
(stores)

COMPANIA MERCANTIL EL REFUGIO S.A. DE C.V.

Recreo 151
Col. del Valle
03100 México D.F.
Phone: 524-47-03 524-35-83
Fax: 534-15-84
Contact: Sr. Fernando Anduaga
Jefe de Compras
(stores)

C. ITOH & CO. DE MEXICO S.A. de C.V.

Reforma 295 piso 8
Col. Cuauhtémoc
06500 México D.F.
Phone: 533-61-80 to 84
Fax: 514-34-30
Contact: Teruhide Kikuchi
Purchasing and Machinery Manager

COREX S.A. de C.V.

General Cano 35
Col. San Miguel Chapultepec
11850 México D.F.
Phone: 277-70-00
Fax: 271-54-01
Contact: Joaquín Riba
Imports

DE TODO PARA SUS FIESTAS S.A. de C.V.

Calz. de la Viga 1779-3C
Col. Unidad Modelo
09089 México D.F.
Phone: 582-84-70
Fax: 581-44-46
Contact: Héctor Hernández
Manager
(stores, party articles)

DUNCAN, S.A. DE C.V.
Fama 403
Fracc. El Milagro
66600 Apodaca, N.L.
Phone: (83) 34-00-81
Fax: (83) 34-00-81
Contact: Rayford B. Britton
Director General

EMPRESA DE COMERCIO EXTERIOR TADE S.A. de C.V.
José María Rico 212-701 and 702
Col. del Valle
03100 México D.F.
Phone: 524-82-73 534-34-69
Fax: 524-81-92
Contact: Gustavo Trujillo
Imports Director
(appliances, electric apparatus, hardware, toys)

GRUPO VON HAUCKE, S.A. DE C.V.
Salamanca 34 - Piso 3
Col. Roma
06700 México D.F.
Phone: 511-20-06 511-22-66
Fax: 398-75-84
Contact: Srta. Blanca Castañeda H.
Jefe de Compras

HANSA LLOYD DE MEXICO, S.A. DE C.V.
Miguel Lerdo de Tejada 76
Col. Guadalupe Inn
01020 México D.F.
Phone: 524-62-49 524-50-67
Fax: 534-79-32
Contact: Sr. Peter Hopt H.
Director General

HARRY MAZAL, S.A.
Laguna de Tamiahua 204
Col. Anáhuac
11320 México D.F.
Phone: 396-11-33
Fax: 396-86-49
Contact: Harry W. Mazal
Presidente

JUGUETIBICI
Vallejo 925
Col. Industrial Vallejo
07720 México D.F.
Phone: 368-57-99 368-72-88
Fax: 567-39-37
Contact: Sr. José Luis Aguilar
Jefe de Compras
(stores)

MAGISTRONI, S.A. DE C.V.

Calle Sta. Rosa 69-A
Col. Ex-Hacienda Coapa
14330 México D.F.

Phone: 679-00-88 672-56-33

Fax: 684-48-41

Contact: Lic. José Guerrero Casares
Jefe de Importaciones

OP INTERNACIONAL, S.A. DE C.V.

Palanque 579 A
Col. Vértiz Narvarte
03600 México D.F.

Phone: 605-43-42

Fax: 605-51-81

Contact: Sr. Fermín González
Director General

PLASTICOS LODELA, S.A. DE C.V.

Av. San Lorenzo 67
Col. Paraje San Juan
09830 México D.F.

Phone: 685-66-33 685-67-58

Fax: 686-12-12

Contact: Apolo López de Lara
Director General

8. HARDWARE

BLACK & DECKER, S.A. DE C.V.

Bosques de Radiatas 42
3a. Sección de Bosques de las Lomas
05120 México D.F.
Phone: 586-93-03 586-94-83
Fax: 325-09-94
Contact: Ing. José Ma. González L.
Director General

BOKER, S.A. DE C.V.

Av. 16 de Septiembre No. 58
Col. Centro
06000 México D.F.
Phone: 542-45-60 542-45-63
Fax: 521-17-07
Contact: Pedro R. Boker
Director General
(stores)

CASA IKEDA, S.A. DE C.V.

Av. Observatorio 238
Col. Daniel Garza
11830 México D.F.
Phone: 271-19-10 273-00-66
Fax: 272-45-77
Contact: Sr. Jorge Ikeda
Jefe de Compras
(stores)

CASA MYERS S.A.

Av. Juárez 501 Apdo. 40
Col. Centro
31000 Chihuahua, Chih.
Phone: (14) 16-36-33 16-00-20
Fax: (14) 12-69-93
Contact: Alfonso Diez González
Purchasing Manager

EL SURTIDOR DE OBSERVATORIO

Av. Observatorio 260
Col. Tacubaya
11830 México D.F.
Phone: 277-48-22
Fax: 515-41-74
Contact: Sr. Migue. Angel Ichikawa
Jefe de Compras
(stores)

EMPRESA DE COMERCIO EXTERIOR TADE S.A. de C.V.

José María Rico 212-701 and 702

Col. del Valle

03100 México D.F.

Phone: 524-82-73 534-34-69

Fax: 524-81-92

Contact: Gustavo trujillo
Imports Director

(appliances, electric apparatus, hardware, toys)

FERRETERA LABACO, S.A DE C.V.

Alhóndiga 12 A - Piso 2

Col. Centro

06060 México D.F.

Phone: 542-42-65

Fax: 542-19-16

Contact: David Gorbach
Presidente

(stores)

FERRETERIA EUZKADI, S.A. DE C.V.

Guaymas 6

Col. Roma

06700 México D.F.

Phone: 208-58-02

Fax: 207-54-14

Contact: Sr. Andoni Belausteguigoitia
Director General

(stores)

FERRETERIA NONOALCO, S.A.

Av. Insurgentes Norte 554

Col. Atlampa

06450 México D.F.

Phone: 541-68-22

Fax: 547-27-02

Contact: Ing. Johan Palme Sierra
Director General

(stores)

GIMBEL MEXICANA S.A. de C.V.

Calz. Coltongo 158

Col. Industrial Vallejo

02630 México D.F.

Phone: 587-09-66

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Phone: 286-95-34 286-95-48

Fax: 286-87-65

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A -B LIBROS S.A. DE C.V.

Tiber 100
Col. Cuauhtémoc
06500 México D.F.
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(stores)

BERTELSMANN DE MEXICO, S.A. DE C.V.

Av. Cuitláhuac 2519
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02870 México D.F.
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Fax: 341-55-72
Contact: Sr. Jesús López
Jefe de Compras

CBS-INTERNATIONAL, S.A.

Blvd. Manuel Avila Camacho 191 - Piso 2
Col. Los Morales Polanco
11510 México D.F.
Phone: 395-88-88
Fax: 557-59-92
Contact: Fernando Hernández R.
Director General

LA FERIA DEL DISCO

Matamoros 122-B
Col. Morelos
06220 México D.F.
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Fax: 529-10-50
Contact: Srta. Sara Armenta
(stores)

PRO MUSICA, S.A.

Insurgentes Sur 421 Edif. B-7
Col. Roma
06100 México D.F.
Phone: 564-55-94
Fax: 574-33-32
Contact: Sr. Moisés Gesundheit
Jefe de Compras
(stores)

SALA MARGOLIN

Córdoba 100
Col. Roma
06700 México D.F.
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SONIDO ZORBA, S.A.

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06600 México D.F.
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WARNER MUSIC MEXICO, S.A. DE C.V.

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Director General

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Emilia Calvillo 828 Sur

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Phone: (16) 14-99-11

Contact: Ron Bacchus
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Col. Industrial Nogalar

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 BICIGETRA DE MEXICO S.A. DE C.V.
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 Phone: 541-63-42
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14420 México D.F.
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(stores)

COMPañIA PAPELERA ESCOLAR

Escuela Naval Militar 118
Col. Sn. Francisco Culhuacán
04260 México D.F.

Phone: 670-82-04 670-82-38

Fax: 670-82-94

Contact: Sra. Angeles Cruz
Jefe de Compras

(stores)

DIGITA MAGNUM, S.A. DE C.V.

Tlacotalpan 84
Col. Roma Sur

06760 México D.F.

Phone: 264-30-00

Fax: 264-38-46

Contact: Federico Amador Luna
Gerente General

FRANCISCO DE LA TORRE, S.A. DE C.V.

Poniente 134-650, Letra C
Industrial Vallejo

02300 México D.F.

Phone: 587-49-08

Fax: 368-46-64

Contact: Francisco de la Torre
Director General

GRUPO CIMA S.A.

Av. Vasconcelos 210 Ote.
piso 2, Edif. Invermexico
Col. Residencial San Agustín
66220 Garza García, Nuevo León

Phone: (83) 63-18-00 63-18-10

Fax: (83) 63-16-02

Contact: Raúl Barbosa

Accounting and Purchases

(stationery, electric material, cleaning articles)

GRUPO COMEXCO, S.A. DE C.V.
Venustiano Carranza 745 Sur - Desp. 202
Col. Centro
64000 Monterrey, N.L.
Phone: (83) 45-12-32 45-12-36
Fax: (83) 42-05-36
Contact: Ing. Gabriel Benítez y Cuevas
Director General

IMPORTACIONES JOECER, S.A.
Dr. García Diego 187
Col. Doctores
06720 México D.F.
Phone: 588-65-75 588-71-25
Contact: Sr. Eduardo Cervantes
Gerente General

LETRASET DE MEXICO, S.A. DE C.V.
Sta. María 13-A
Col. Sta. Cruz Acatlán
53150 Naucalpan, Mex.
Phone: 373-76-85 373-76-95
Fax: 360-23-01
Contact: Héctor Millán A.
Director General

TONY CORPORATIVO, S.A. DE C.V.
Carr. Mex.- Veracruz Km. 443
Col. Francisco Villa
91960 Veracruz, Ver.
Phone: (29) 21-25-03 al 09
Fax: (29) 21-34-83 21-25-09
Contact: Sr. Gregorio Chedraui B.
Gerente de Compras

CAMPEX, S.A. DE C.V.
Av. Vasconcelos 210 Ote.
Col. Residencial San Agustín
66120 GARCÍA GARCÍA, NUEVO LEÓN
Phone: (83) 63-18-00
Fax: (83) 63-18-03
Contact: Raúl Barbosa
Accounting and Purchases

GRUPO CIMA S.A.
Escuela Naval Militar 118
Col. Sr. Francisco Gálvez
04500 México D.F.
Phone: 670-81-04
Fax: 670-81-34
Contact: Sr. Ángeles Cruz
Jefe de Compras

17. TEXTILES

BLANCO SUCESORES, S.A. DE C.V.

Av. Jardín 245
Col. Tlatilco
02860 México D.F.
Phone: 355-75-55
Fax: 556-42-20
Contact: Sr. Mateo Codinas
Jefe de Compras
(stores)

GABRIEL BAYON Y CIA. S.A. de C.V.

Venustiano Carranza 95
Col. Centro
06060 México D.F.
Phone: 522-88-54
Fax: 521-05-07
Contact: José Manuel del Río
Imports Manager
(chain store)

DISTRIBUCION DE EXCLUSIVAS, S.A. DE C.V.

Carretera Mexico - Toluca No. 3128
Col. Locaxco
05360 México D.F.
Phone: 812-16-00
Fax: 812-40-90
Contact: Sr. Mario Resnikov
Jefe de Compras

LA PARISINA

Venustiano Carranza 77
Col. Centro
06060 México D.F.
Phone: 709-03-11
Fax: 521-21-45
Contact: Sr. Juan Sierra
Jefe de Compras
(stores)

PORTA FELT DE MEXICO, S.A. DE C.V.

Resurrección Ote. 44
Parque Industrial la Resurrección
72310 Puebla, Pue.
Phone: (22) 35-23-99
Fax: (22) 35-42-51
Contact: Ma. del Carmen Montes de Oca
Gerente General

TAMM Y COMPAÑIA, S.A.

Moras 430

Col. del Valle

03100 México D.F.

Phone: 575-69-83 575-91-76

Fax: 575-56-76

Contact: Sr. Felipe Cariño Ol
Gerente de Compras

(stores)

TELAS JUNCO

20 de Noviembre 36 - Piso 2

Col. Centro

06060 México D.F.

Phone: 542-12-40

Fax: 542-12-40

Contact: Sr. Pedro Bargay
Jefe de Compras

(stores)

53150 Naucalpan, Mex.
Phone: 773-75-55
Fax: 773-75-06
Contact: Héctor Millán A.
Director General

50610 Veracruz, Ver.
Phone: (29) 21-52-12
Fax: (29) 21-54-12
Contact: Sr. Gregorio Chedraui B.
Gerente de Compras

ELIANGO SUCRORES, S.A. DE C.V.
Av. Jardín 245
Col. Tlalisco
03850 México D.F.
Phone: 555-75-55
Fax: 555-45-20
Contact: Sr. Mateo Godinas
Jefe de Compras
(stores)

GRABIEL BAYON Y CIA. S.A. DE C.V.
Venduciano Carranza 92
Col. Centro
06060 México D.F.
Phone: 521-22-24
Fax: 521-02-07
Contact: José Manuel del Río
Imports Manager
(chain store)

DISTRIBUCION DE EXCLUSIVAS S.A. DE C.V.
Carretera México - Toluca No. 3128
Col. Losasas
05160 México D.F.
Phone: 512-15-00
Fax: 512-40-90
Contact: Sr. Mario Resnikov
Jefe de Compras

LA PARISIENNA
Venduciano Carranza 77
Col. Centro
06060 México D.F.
Phone: 709-01-11
Fax: 521-21-42
Contact: Sr. Juan Sierra
Jefe de Compras
(stores)

PORTA TINT DE MEXICO, S.A. DE C.V.
Resurrección Ota. 44
Parque Industrial la Resurrección
7210 Puebla, Pue.
Phone: (22) 72-22-55
Fax: (22) 72-42-21
Contact: Sr. del Carmen Montes de Oca
Gerente General

18. TIRES

COMPANIA HULERA EUZKADI, S.A.

Lago Xochimilco 364
Col. Anáhuac
11320 México D.F.
Phone: 545-65-40
Fax: 203-26-08
Contact: Sr. Richard Grano
Director General
(stores)

COMPANIA HULERA GOODYEAR OXO, S.A. DE C.V.

Carr. Puente de Vigas a Cuautitlán Km. 14.5
54900 Tultitlán, Mex.
Phone: 565-40-22
Fax: 872-32-04
Contact: Sr. Hugh Pace
Director General
(stores)

COMERCIAL LLANTERA SULLIVAN, S.A. DE C.V.

Heliópolis 210
Col. Clavería
02000 México D.F.
Phone: 396-96-50 396-96-51
Fax: 396-59-47
Contact: Sarah Buenrostro
Jefe de Compras

LLANTERA AUTOMOTRIZ, S.A. DE C.V.

Circuito Ingenieros No. 5
Satélite, Edo. de México
Phone: 374-00-27 374-06-43
Fax: 393-68-52
Contact: Lic. Carlos Rosete
Jefe de Compras

SYROLEX, S.A. DE C.V.

Homero 404-601
Col. Polanco
11570 México D.F.
Phone: 531-98-55
Fax: 203-93-90
Contact: Sra. Martha S. Ortíz
Encargada de Importaciones
(Accesorios automotrices)

19. WATCHES

RELOJES CONTINENTAL DE SUIZA, S.A. DE C.V.

San Borja 406
Col. del Valle
03100 México D.F.
Phone: 543-99-60
Fax: 543-99-60
Contact: Lic. Guillermo Gálvez S.
Director General

TIEMPO, S.A. DE C.V.

Monte Caucazo 915 - Piso 1
Col. Lomas de Chapultepec
11000 México D.F.
Phone: 540-60-00
Fax: 202-58-52
Contact: Armando Toledos P.
Director General

20. JEWELRY

ATARA, S.A. DE C.V.

Madero 34 - Desp. 43 - Piso 5
Col. Centro
06000 México D.F.
Phone: 521-47-85. 512-98-94
Fax: 521-81-42
Contact: Sr. Isaac Olechnowicz
Jefe de Compras

LA PRINCESA, S.A.

Tacuba 92
Col. Centro
06000 México D.F.
Phone: 512-55-59 521-01-81
Fax: 510-28-48
Contact: Sr. Manuel Castro
Jefe de Compras

(stores)

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DOCS
CA1 EA953 92M114 ENG
Verut, Caroline
Market study on the Mexican
consumer products distribution
system
43265751

