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THE IPA CONGRESS

Foreword by H.M. Ambassador,
Mr. Kenneth James C.M.G.



This special issue of "Intercambio" magazine is devoted to the theme of publishing, to mark the occasion of the hosting by Mexico of the 22nd Congress of the International Publishers Association from 11 - 16 March 1984.

The Congress will be attended by some fifty leading British publishers, and it is for them in particular that this issue has been designed as a "guide to the market for British books in Mexico". It is a unique and valuable document. It contains useful insights into the Mexican market for British books written by local representatives of British publishers, local booksellers and Mexican publishers. It also provides articles on current global issues by leading British figures in the world of publishing, including Clive Bradley and Ian Taylor of the Publishers Association and Ivor Kemp,

Director of the British Council's Book Promotion Department.

There are now signs that trade between Mexico and Britain is increasing in all sectors, following the recent economic crisis there. It is my hope that the happy co-incidence of the presence in Mexico City of so many leading British publishers for a week or more will result in a greatly increased trade in books between our two countries in the coming years.

We know that the opportunities are there. During the past few years the British Council has been cultivating the market and "keeping it warm" through the economic crisis, by representing Britain at the major Mexican book fairs, touring book exhibitions to universities and other venues, and by providing bibliographies and developing its own library services, the last in co-operation with the Anglo-Mexican Cultural Institute. These facilities are ready and available for British publishers to take full advantage of.

I very much hope that the leading British publishers attending the IPA Congress will follow up their visits to Mexico by sending their sales executives here to explore fully the Mexican market for British books and to exploit the British Council's work and facilities. It is the Council's belief that Mexico will buy British books as long as it knows about British books and how to obtain them. The United States is conveniently close, and its publishers make full use of that advantage, but the opportunities for the British publishers are great.

I think it was a leading British publisher who wrote that "trade follows the book". I hope that it will be possible to record in this case that trade in books followed the leading British publishers. For the moment this issue of "Intercambio" should help to lead you into the market.

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BRITISH BOOKS THE WORLD'S BOOKS

by Clive Bradley, Chief Executive,
The Publishers Association,
London.

The British publishing industry — strongly represented in Mexico City for the 22nd International Publishers Association Congress by a team of 50 leading publishers — is perhaps the most internationally-minded of all the world's book producers. One third of its output, which totals some US \$2 billion a year, is sold to other countries, principally to North America, Australia and New Zealand, Western Europe, the Indian sub-continent, and Southern and West Africa, but with major markets in most English-speaking Third World countries, and including particularly Latin America, as well. There are also significant sales to the Soviet bloc and China.

But in addition to this extensive international marketing operation, backed by effective service to ensure maximum availability of a highly complex and varied product, Britain has also given birth to many major publishing companies around the world, working independently in such cities as Toronto, Sydney and Melbourne, Lagos, Auckland and Wellington, Delhi, Karachi, and Singapore. Most of these companies retain close links with the UK, and they all work in close harmony with the local book trade.

For the shape of international publishing is changing. No longer are there only two major English-language publishing centres — London and New York. The past 20 to 30 years has seen the growth of strong, locally-based, industries in Australia, Canada and India, while developing countries are also recognising the need for local industries to serve the local public, their own authors, and the national educational system. But publishing remains international — the flow of books and knowledge between countries is a high international priority, and no single country could rely solely on its own resources. So Britain remains at the heart of the world's book trade, and is looked to as a source of titles, management, finance and training.

Output

Britain's publishing industry is now producing over 50,000 new titles and new editions a year, and keeps over 300,000 titles in stock — a massive distribution operation if

this enormous range is to be available with reasonable speed anywhere in the world. About 7,000 of the new titles are fiction and literature, 3,500 children's books, 2,000 school text books, and the remainder — the enormous quantity of 40,000 titles — mainly academic and general books.

The sales pattern is rather different — fiction and literature represents about a quarter of the market, children's books 7.5%, school books 17%, academic and professional books about 30%, and general books — a growing category — the remainder. The paperback share is, of course, expanding steadily — some 35% by value, but over 60% in terms of copies sold.

It's hard to imagine how so many titles can find a market, but in fact there are some 10,000 listed publishers in the UK, with more than 2,000 producing six or more new titles in any one year. It's an industry of many small units — only about 20 publishing houses are at all large, with another 50 or so medium-sized, while hundreds are small operations employing only a handful of people.

But it's also an industry of high quality. It's invidious to select names for mention, but authors such as Graham Greene, Iris Murdoch, Ian Fleming, Hammond Limes, publishers such as the great university houses of the Oxford and Cambridge University Presses, the big general houses such as Collins and Hodder & Stoughton, the primarily educational publishers such as Longmans and Macmillan (which gave the UK a Prime Minister), the world's leading paperback publisher, Penguin, bookshops such as W.H. Smiths, Foyles, Blackwell's, Heffer's, Dillons, are such international household words that they serve as flags for the whole lively, vital, entrepreneurial and expanding business, together producing thousands of books for readers of all kinds each year.

New Media

Contrary to some impressions, book publishing is not about to decline under competition from TV, video, and computers. Although publishing has suffered badly in most countries during the recession, particularly when the vital school, university and public library markets are under strict spending restraints, British publishing has more than doubled in size over the past 20 years, and increased leisure, renewed emphasis on education around the world, and the need for constant retraining in industrial skills, will ensure that the expansion continues. Computer books, for

example, are one of the most significant growth areas in the past year. There is constant demand for new books on new skills or new developments in knowledge, as well as the constant flow of new books from established or novice writers. The quality of British fiction is now probably at as high a level as it has been for years.

It is, however, often a problem for people in other countries to know how to get British books, which may be marketed in that country by an agent or distributor, or which may be imported by a bookseller or library direct from the UK, or which may be published in a local edition by a local publisher, depending on circumstances. Two professional publications — the *British National Bibliography* and *British Books in Print* — are widely available to help identify what is available, and are becoming increasingly available on-line, but these do not show the proper, or the best, sources in a particular country, and even local booksellers, accustomed to dealing with particular publishers, can have problems. The publisher's catalogue, if it is available, will almost always give accurate information about the best source, and British Council offices are usually willing to be extremely helpful. The Cassell-Publishers Association Directory of Publishing also contains useful information, and includes a section on "How to obtain British Books", and the British Publishers Association in London will always be willing to help if asked.

Where books are sold

The ways of selling books are also complex. In the United Kingdom, something like half of all books are sold through shops which specialize in books, but popular paperbacks are usually available in newsagents and tobacconists, many department stores and supermarkets have book sections, and about one in six books sold to the public are sold through book clubs or mail order. Schools and libraries get many of their books through bookshops, but also have the benefit of being able to call on specialist suppliers who look after their particular needs. A number of bookshops specialize in export selling, and famous firms like Blackwell's in Oxford and Haffer's in Cambridge, continue to do business with students of these famous universities long after they have graduated, and are looked to by university faculties and libraries around the world as highly efficient suppliers of British books.

Market development

Books are an important commodity, culturally,

educationally, and commercially: a famous British publisher coined the expression "Trade follows the Book" — people who use British books in their education and professional lives will want to do business with other British suppliers brought up in the same system. A great deal is therefore being done to develop both the sale and the reading of books. In London, the National Book League arranges exhibitions, literary events, booklists, and prizes for literature. Like Unesco ("Towards a Reading Society"), it is greatly concerned with encouraging the habit of reading, and its value for intellectual development, comprehension, knowledge and enjoyment. The Children's Book Action Group has brought together a number of organizations concerned about books for children to concentrate their activities in this vital area for the future. There is an annual Children's Book Week, plus hundreds of local events each year.

The Publishers Association's Book Marketing Council also undertakes a programme of campaigns such as *Best Novels of our Time* (which is getting fantastic media coverage), to keep books in the front of the public mind, backed by systematic market research so that we know more about the way the book market operates, and the attitudes of consumers to books. Two other PA "divisions" — the Educational Publishers Council and the University, College & Professional Publishers Council — are running highly effective campaigns to maintain public spending on books, as well as being deeply involved in ensuring that books meet the curricular needs of the educational system.

Less developed countries

Internationally, too, a detailed book development programme based on the UK is under way. The PA's International Division, the Book Development Council, runs a Development Aid Projects Service, which works closely with international development agencies such as the World Bank, and provides consultancy, training and joint venture support for aid projects which include book provision. For education is perhaps the most crucial need for developing countries, and within education book provision is vital — with good books, even under-trained teachers can be effective, without them, even good teachers lack the basic materials of their craft. And writing a school text book is not just a matter of getting a teacher to put down his or her lessons in book form, it is a matter of detailed research and practical testing to ensure that the book meets the needs of students.

Projects with over 20 countries are in hand at the moment.

Book hunger

The shortage of books in the Third World has been graphically described as Book Hunger or even Book Starvation. In spite of all the efforts of the development agencies, and of established publishing industries, such as Britain's book publishers, it is a considerable scandal that the international community has not devoted more public resources to providing such essential, and relatively cheap, commodities. But it is sadly only too true that less developed countries lack the necessary currency, the paper, the printing presses, the distribution facilities, and indeed the authors and editors, to buy books or produce their own. Like the birthrate problem, the book hunger sometimes seems so overwhelming that it is insoluble, but in practice considerable advances are being made by British publishers by publishing cheap editions for developing countries, by giving preferential arrangements on prices, by sale of sheets instead of complete books, so that the final stage of manufacture is undertaken locally, by accepting low royalties, and by helping the establishment of local publishing. DAPS is building on this work, particularly through training programmes run with Britain's Book House Training Centre, and by consultancy, and the PA's National Copyright Clearing House is available to help publishers in less developed countries to negotiate rights agreements.

The future

New technologies are, of course, as relevant in the world of books as they are elsewhere. They affect management, production, marketing and distribution, and publishing itself, where reference materials are becoming increasingly available through electronic, television-based systems such as Prestel, Ceefax and Oracle, where educational software is becoming an increasingly important part of teaching, and where the vast corpus of learned information and research is increasingly being stored on databases, and searched and reproduced electronically.

Yet the future of the book itself, and of authors and publishers, seems secure, at least for the medium-term future. The market for books, and demand within that market, are continuing to expand, as consumers have more and more need for books. And of course new electronic systems also require the skills of authors and publishers, who are already closely involved in

these new ways of making information available.

British publishers are already beginning to market commercially viable electronic publishing systems, and they expect to remain in the forefront of the international trade in that most valuable commodity of all information — as major providers throughout the world of the book and information that is so vital to economic, cultural and educational development.

CHAMBER VIEWPOINT

INTERCAMBIO and the British Chamber of Commerce in Mexico welcome the distinguished delegates to the IPA Congress, particularly the 50 or so that have come from Great Britain. This issue of INTERCAMBIO is dedicated to them.

Regular readers will note the absence of the usual articles. Instead we take a look at some of the problems and advantages of



P. Villa

publishing in Great Britain and Mexico. There are pieces on distribution and retailing in Mexico, the British Council's work in promoting British books, and various related themes.

The idea for this special issue came from Christopher Humphreys, David Pearson Associates' representative here, who with Patrick Villa, books officer of the British Council, worked hard to put this INTERCAMBIO together. The Chamber is deeply grateful to both of them. Charles Hyde of Longman also helped. While we could not cover all the topics we wanted to, we have tried to ensure that what we did cover would be informative and useful to our visitors.

The book trade in Mexico has been one of the main sufferers in the current economic crisis, particularly in the case of imported books. While Mexico's external accounts are looking much better, the situation remains difficult and there is a long way to go before Mexico can take off for growth again in any significant way. In spite of this, the country's growing domestic market must tempt publishers and booksellers and the steady expansion of literacy in



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Mexico should encourage the book trade to seek formulas for overcoming the present problems. There is a market here and it can only grow. British books have the quality and prestige to take a large part of that market.

The British Chamber of Commerce in Mexico is here to help in any way it can. Our members have a unique combination of know-how and know-who and interested delegates are urged to make use of this fund of experience and knowledge.

INTERCAMBIO is the chamber's monthly publication and contains economic and financial updates as well as in-depth analyses of the Mexican economy, industrial sectors, opportunities for investment and trade, and all matters relevant to doing business in Mexico.



C.J. Humphrys

In our next issue we shall examine the nationalized banking sector in its first year of life and look at the current foreign investment situation.

In conclusion, we wish the British publishers a successful congress and a happy stay in Mexico.

BOOK PIRACY AND THE NEEDS OF THE 3RD WORLD

by Ian Taylor

Piracy, the term given to the production and retailing of copyright materials without the authorization of, or payments to their owners, is more accurately known as copyright theft, for it is a crime with the same motives as other crimes of theft, the wish to make a return without an investment, or at least with only a minimum one.

Publishing is susceptible to piracy because, as with audio tapes, video and computer software, though less obviously the cost of origination of sum greatly exceeds those of reproduction. Added to this, the means of reproduction (offset printing and photocopying machine), are everywhere available and in many countries legal protection either does not exist,

does not deter or is rendered ineffectual by the slow and expensive process of litigation.

Unlike video piracy, which is virtually worldwide, book piracy, which has been estimated by the International Publishers Association to be costing US\$ 1 billion a year in lost turnover, tends to be associated with developing countries and the unauthorized reprinting of books is generally confined to Asia, Africa and Latin America. In consequence, it is often argued that, not only are the systems confined to the relatively wealthy companies of the developed world, but that the pirates actually provide a service, by making cheaper text books available to students. What is not often appreciated is the damage that piracy does to the publishing industries of the developing countries in which it occurs. Pakistan provides an illustration of this problem.

Piracy occurs where unauthorized reprints can improve on the authorized version in terms of price or immediate availability. In Pakistan, price is the factor. It is a fact that most Pakistani students cannot afford the price of imported text books and, since the government does not provide students with free books or book subsidies at any level, pirate editions have become, to quote, the Pakistan Register of Copyrights "the mainstay of the student's community" and, as such, effectively tolerated by the government.

The government and the local publishing industry take the view that only by making cheaper books available will pirates be suppressed and that is all that is required. The weakness of this argument is that pirates who do not pay an author's royalty, editorial or type setting costs, have their sales promotion done for them by the original publishers and who only publish best sellers, can always undercut a legitimate publisher. Even low priced locally produced books are pirated, and any Pakistani publisher who has the temerity to produce a more ambitious original publication can expect to lose his investment. Not surprisingly, you don't take the risk and the indigenous publishing industry is confined to producing only the cheapest materials, increasing the country's dependence on foreign imports.

In fact, Pakistan does, in theory, provide legal protection for foreign and domestic copyright works and has acceded to the Universal Copyright Convention, but the cost, time and uncertainty involved

in litigation make it impractical to use.

The priorities in fighting book piracy must therefore be:

A. That every country should belong to one of the two international copyrights conventions, the Berne Union or the Universal Copyright Convention, thereby insuring a minimum standard of copyright protection.

B. That penalties incorporated in copyright law are sufficiently heavy really to deter.

C. That governments ensure that legal procedures for enforcing copyright protection are quick, cheap and reliable.

Publishers in a number of developing countries are working together to fight piracy and the Anti-Piracy Committee of the British Publishers Association works closely with similar committees in Malaysia, Nigeria and India. Publishers now have not only to persuade their respective

governments of the need to protect copyright, but also booksellers and printers who all suffer in the long term from the effects of piracy. They also have to persuade teachers that the long term effects of piracy on education, poor standards of production and, ultimately, an absence of new publications, far outweigh the short term advantages.

The book remains by far the most important means of conveying information and the problem of book piracy is closely related to the whole issue of transfer of technology to the 3rd world. Ways must be found to make textbooks available at realistic local prices, probably by transfer of rights to local publishers, though it is the responsibility of government and aid agencies to subsidise education, not individual publishers. But if the indigenous publishing industry of the developing countries are ever to fulfil their potential and start becoming even partly self sufficient, there is no substitute for comprehensive and effective legislation to protect copyright.

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BOOKTRADE MEXICO

by John Grepe, *Librería Británica*

Bookselling conditions in every country are influenced by the customs and idiosyncracies of the area, but in Mexico we must first of all consider the serious economic and political crisis.

Since February 1982 when the peso fell from 26 to 47 to the dollar, followed by exchange control and further devaluations in the third and fourth quarter of 1982 to 149 to the dollar, not only has the market changed drastically but all importing booksellers suffered enormous losses.

Since January 1983 when some stability was established in foreign exchange, and April 1983 when import licences began to be granted, conditions for booksellers who survived the storm, have improved to the extent of being able to import basic requirements, such as textbooks, reference books and institutional library requirements.

The future remains obscure because the government expenditure and ever increasing bureaucracy will foster more inflation, which means more devaluation although it is probable that this will be on a controlled basis of say 3 or 4% per month, and, as such, can be provided for in pricing.

Reviewing the market situation today, the serious recession which has still to hit rock bottom, has reduced sales of general or non essential books to 30% of predevaluation figures, affecting both Spanish and English language publications. Essential items such as texts at all levels, reference and professional books are down probably 30%. This percentages refer to unit sales, not turnover in pesos.

The economic situation of the bookstore or distributor is obviously affected by the reduced unit sales, but is compensated by the increased turnover in pesos. Prices of locally produced texts have increased in varying degrees, between 100 to 200% per year while imported books are many times higher because of the exchange rate. On the other hand higher overheads, taxation and greatly

increased paperwork make profitability marginal, and at best it will take three or four years to offset the enormous exchange loss in 1982.

It should be mentioned that the prime bank rate is 65% to 70% p.a. for borrowers.

A look at the future is confused by the surrealistic statements of the government. It is difficult to imagine an inflation rate of 40% for 1984, and 80% would be probably optimistic in real figures.

Devaluation should increase from the 13 centavos daily slide to compensate for the inflation gap between U.S. and Mexico, but we are assured that this rate will be maintained and we should believe in miracles.

As for imported books, a great many texts are now being printed in Mexico and sold well below imported prices, and imports are being limited to essentials, sometimes paid in advance to avoid exchange risk, but few schools or institutions can afford to do so. Obviously no importer can afford to carry stock unless it is guaranteed to move within a month or so, or unless he is given consignment terms.

Most library budgets were cancelled in 1982, and very reduced in 1983. It is anticipated that in 1984 they will be improved to compensate for the two years of virtual starvation. Here again importing booksellers were landed with large stocks in 1982 in anticipation of institution purchases which never materialized.



A factor to be taken into consideration when estimating textbook sales is that photocopies are being made on a large scale of all types of texts in almost every institution, including whole books and selected chapters of books. The writer understands that the matter is being investigated but so far no effective action has been taken. The excuse used is that the titles are often not available in Mexico in sufficient quantities or that imported book prices are out of the reach of students.

Many publishers, especially in USA, have given consideration to the importers both in reducing the amount of their indebtedness, as well as extended credit, without stopping shipment of essential orders, thus maintaining their presence in the Mexican market, also helping the importing bookseller to survive. It is understandable that publishers should have doubts after the 1982 traumatic experience, but those who have continued to supply Mexico have been able to do a fair business in 1983, and most have been paid in full.

Import licences for books in other than Spanish language are readily available, but Spanish language publications will continue to be controlled. Customs authorities are more demanding and check every item.

The idiosyncrasy of the Mexican market is that we are more visual and audio oriented than to literary studies. In fact the habit of reading is not promoted in schools, and even dictionaries and atlases are not a required item for school children. Textbooks are often shared, and many university and

technical institutes buy copies of texts for their libraries for the use of students who cannot or will not buy them.

This generalization obviously does not apply to the serious student and professional book buyer. Now that Mexico is becoming more involved in international trade and technical cooperation its standards and academic qualifications will have to improve.

Language teaching has increased over the years, although the crisis has affected the enrollments for economic reasons. As Mexico emerges from the crisis, this situation will improve.

The determination of the government to control the economy may prolong the agony, and we may see more government intervention in publishing and distribution, especially in the educational field.

We have been assured by the government that there will be no drastic devaluations, and the peso will continue to slide. Even if the rate is doubled, provision can be made in pricing and credit control, so publishers should have confidence in the Mexican market. Many local publishers, especially of school textbooks, are accustomed to sell to schools and institutions direct, giving the same discount as to the trade outlets. This is one of the reasons why there are so few professional bookstores in the provinces because textbooks would be their main source of income which is denied to them, and also discounts are too small to cover overheads.

Many bookstores continue to give their invaluable service to their communities in spite of the difficult market conditions and very often little cooperation from publishers. The pressure of cash flow reduces stockholding to a minimum, which seriously affects the technical development of the community and discourages the reading habits of the public as well as taking much of the pleasure out of bookselling.

While we recognize that cash flow is a vital factor for all publishers, especially local publishers facing the high cost of finance, the more support that can be given to the bookseller the faster will be the movement of publishers inventories provided that proper care and controls are established. Furthermore publishers and booksellers will be fulfilling their proper and essential role in society.

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THE BRITISH COUNCIL: PROMOTING BRITISH BOOKS OVERSEAS

by Ivor Kemp, Director
Book Promotion
Department,
The British Council

It has always been an important part of the British Council's work to provide British books and periodicals in countries where they are not readily available and to encourage people to buy and read them where they are.

The British Council, established fifty years ago, in 1934, is part of Britain's overseas representation and is concerned to promote a wider knowledge of Britain and the English language and to develop closer cultural relations between Britain and other countries.

The council is involved with cultural relations in the widest sense, embracing education, science, the arts and all kinds of professional and intellectual contact. In this work the Council cooperates closely with governments and institutions in overseas countries, and its programmes are carefully matched to the needs and circumstances of each partner country.

The provision of information is inevitably a major interest of the British Council and books have an outstandingly important part to play. Its libraries reference and information services are in heavy demand throughout the world and the Council helps to ensure that academics, professional people and others know what books are available from Britain - and know how to obtain them.

Some two million books are housed in British Council libraries overseas, and six million loans of these books were made last year to over 300,000 people. Reference books, bibliographies and periodicals are available and the libraries are maintained by professional, skilled staff.

The Council's Book Promotion Department in London works closely with overseas offices to promote British books, fostering contact with the book trade and supplying exhibitions of recent British books on a wide range of subjects. About 270 book exhibitions are mounted each year, either as part of the British representation at major trade fairs or as touring collections that are

shown at academic institutions and other venues.

The largest annual book exhibit that the Council prepared is displayed at the Frankfurt Book Fair in October, and in 1983 *The Times* described the Council's stand as "perhaps the smartest, most comprehensive and imaginative display in the whole Fair". Other major Book Fairs at which the British Council has participated during the past year include those held in Bahrain, Belgrade, Cairo, Moscow and New Delhi. In April an information stand will be arranged at the Children's Book Fair in Bologna, and also in that month Council staff look forward to meeting overseas visitors on stand 501/504 at the London Book Fair.

Smaller touring exhibitions, in subjects related to the Council's work: (English language teaching, Education, Medicine, the Arts and many others) are widely displayed, together with exhibition catalogues and other relevant information. These exhibitions help to bring books that they may not otherwise have seen to the attention of librarians, and all those interested in British books. The local Council office may arrange for a sales point to be provided by a bookseller, or will take other steps to link the exhibition to the book ordering and supply procedures.

In preparing and touring these exhibitions the Council liaises closely with the book trade in UK and overseas. The publisher in Britain supplies copies of books for display free of charge. Publishers do not however decide which books are exhibited, for the books are selected independently by British Council staff or by experts invited by the Council.

One such exhibition, on British bibliographical services, is being displayed in Mexico City during the International Publishers Association's Congress. At about the same time "Recent British Books on Computers" will be touring in New Zealand, books on "Financial Management" in Zimbabwe, "English for Specific Purposes" in the Middle East, among many others.

The authoritative monthly reviewing journal "British Book News" is published by the British Council, each issue containing reviews of approximately 250 new British books, lists of forthcoming titles (next Month's Books") and editorial and bibliographical articles of importance to those who have to keep in touch with British books. The twice yearly "British Book News Children's Books" (March and September) is a valuable selection tool and



information source about new British books for children.

A general catalogue of British Council publications is published annually and also a specialist one on English Language and Literature. Information about these publications is available from the Council in London or from offices overseas.

The Overseas Development Administration funds book aid programmes which are administered by the British Council, including the ELBS programme that makes British textbooks available in developing countries at between one half and one third of the original price. This programme is administered by the Council's Low-Priced Books Department. Nearly 6,000 ELBS books are sold each day.

The Libraries Department deals with ODA's Book Presentation Programme, currently providing some £1.4 millions for book presentations in developmental subjects to institutions in 99 countries.

In its Book Promotion work the Council maintains very close relationships with the British book trade and, through its offices around the world, with the book trades of many countries. Especially close contacts have developed with the Publishers Association and its International Division (The Book Development Council). The aims of the British Council and of the publishing industry are in many respects

complementary and the Council is very active in its support for British book exports. This support includes concern for the growing incidence of book piracy in some parts of the world and a keen appreciation of the need for effective protection of copyright.

Advice and guidance to the Council in its Book Promotion work is provided by the Publishers Advisory Committee - one of a number of Advisory Committees that meet on various aspects of Cultural activity. Members of the Publishers Advisory Committee are distinguished representatives of the British book trade, who meet at the Council three times annually, under the Chairmanship of Mr. Rayner Unwin.

Book Promotion programmes are undertaken by Council offices according to the different conditions and needs of individual posts. Nearly all offices arrange some book exhibitions and provide bibliographical details about British books, whilst many have more developed programmes. The British Book Information Service in Tokyo, for example, has exhibition space for book exhibitions on English Language Teaching and other subjects, provides a wide range of information about British publishing to Japanese importers, and is an important source of book trade information for visiting British publishers.

A further example of book promotion activity is the series of seminars held under British Council auspices, (in cooperation

with the Publishers Association/Book Development Council and overseas book trade organisations), to enable publishers representatives and importing booksellers to discuss matters of common interest and to resolve problems. Such a seminar has been held annually for a number of years in Cologne, and since 1982 very useful meetings have been held in several European cities: Athens, Madrid, Milan, Paris and Rome.

Aids to the book trade have been prepared by a number of British Council offices, such as "Sellers of British Books in Germany" issued by the Council in Cologne. A similar directory is being compiled by the office in Rome, and from New Delhi the "Directory of British Publishers Representatives in India" has become an essential guide.

The most effective way of distributing books overseas is through an effective well-trained retail book trade. To assist the development of efficient bookshops a Bookseller Training Office has been attached to the International Division of the Publishers Association (Book Development Council) for the past 15 years, funded by the ODA and the Publishers Association and jointly administered with the British Council, which arranges the Training Officer's overseas programme. From April 1984 the Council will undertake the majority funding of this post. So far 1,725 overseas student booksellers have attended courses directed by the Bookseller Training Officer. In addition the Council arranges a six-week course on Bookshop Management, every two years, directed by the Training Officer. Participants in this course have an opportunity to meet and establish lasting relationships with the British book trade.

The growth of electronic publishing is an area in which the Council has an interest and the promotion of computer software through exhibitions and information services will undoubtedly increase. Books and journals however remain the most important and most accessible means of disseminating information and ideas. The British Council's cooperation with the book trade, to promote the availability and use of books, is a most beneficial relationship both for trade and for the spread of knowledge and the development of education and cultural relationships. This brief description of Council book promotion activity is able to include only a few specific examples from the extensive work undertaken by staff around the world to disseminate ideas and information by promoting British books.



THE WORK OF THE ANGLO-MEXICAN LIBRARY, INFORMATION AND RESOURCES CENTRE IN MEXICO

by Patrick Villa, Books Officer Mexico and Venezuela, The British Council

The Anglo-Mexican Library, Information and Resources Centre (AMLIRC) makes available British books, information and audio visual resources to Mexico. The Centre was established in March 1983 through an amalgamation of the British Council's information and English Language Teaching Resources with the Central Lending Library of the Anglo-Mexican Cultural Institute. Its activities now include:

Lending Library

The Central Lending Library is located at M. Antonio Caso 127, Col. San Rafael, in the building of the Anglo-Mexican Cultural Institute. The collection was started forty years ago, in 1944, and today it is particularly strong on English Literature, fiction, biography, and simplified readers for students of English. There are also books on the social sciences, science and technology, the arts, and books for children, as well as records, cassettes and periodicals. The opening hours are Monday and Tuesday 10 - 19.30, Wednesday and Thursday 8 - 19.30, Friday 10 - 13.00 and 16 - 18.30, and Saturday 10 - 12.30.

Membership is open to everyone and is free for students under 18 or

who are studying English at the Institute. For others the fee is \$500 Pesos per annum, or \$200 Pesos for registered students of other institutions. Organized visits to the Library can be arranged for groups, for example those from universities, and registered users can suggest new titles to be purchased.

A leaflet about the lending library is available in Spanish or English from Srita. Aurora Vela, Chief Lending Librarian, tel.: 535-51-46.

The Anglo-Mexican Cultural Institute also has smaller public lending libraries at its Centres at Guadalupe Inn, Coyoacán and Satélite in Mexico City and at Guadalajara, Monterrey and Puebla. Two of these, Guadalupe Inn (in the South of Mexico City) and Guadalajara are going to be developed during 1984 by the British Council and the Institute as "full" branches of AMLIRC. This means they will have improved stock and premises and that their trained staff will offer a full range of books and other information services.

During 1983 the British Council and the Anglo-Mexican Institute together spent more than £12,000 sterling on new British books and periodicals for the Central (Antonio Caso) Library alone, and the policy of continuously improving stock and services is now firmly established.

Information about British Books

The Central Library contains all of the major bibliographies of British books, including the *British National Bibliography*, the *British Library Reference Division Catalogue of Printed Books* (formerly the British Museum Catalogue of Printed Books) *British Book News*, *The Bookseller* and hundreds of other bibliographies and catalogues of books from the

British Council, HMSO, and other publishers. Also AMLIRC has on-line access to all of the British bibliographic databases available from BLAISE, the British Library Automated Information Service, through which comprehensive bibliographies or British books on any subject can be produced quickly, easily, and relatively cheaply. A leaflet about the service is available in Spanish and English from AMLIRC's Information Officer, Sr. Alberto López-Payró, who can also advise on how libraries and individuals in Mexico can buy British books.

Also, British Council Books Officer Patrick Villa is available to advise visiting British publishers and export booksellers on the market in Mexico for British books.

Book Exhibitions

Every year the British Council shows exhibitions of recent British books on a variety of subjects at universities and other institutions throughout Mexico, at major Book Fairs and at AMLIRC and the branch libraries of the Anglo-Mexican Cultural Institute. These exhibitions are put together by the British Council's Book Promotion Department in London and they do much to publicise and sell British books in Mexico by making actual copies of publications on a particular subject available for inspection. In recent years they have also resulted in significant sales of rights and of hard copies, particularly at the annual Book Fair for Children organised by the Mexican Ministry of Public Education in October or November each year, at which the Council always has a stand.

Book Presentations

In addition the British Council makes a limited number of presentations of British books and periodicals to Mexican institutions each year, from its own funds and (for books only) through a scheme financed by Britain's Overseas Development Administration and operated by the British Council. The Council's Book Officer can also advise on the organization of libraries and information services, and on training opportunities in Britain and Mexico for librarians and other information professionals.

English Language Resources Centre

In June of 1980, Dr. Roger Díaz de Cossio, Under-secretary for Cultural and Recreation Affairs in the Ministry of Public Education, inaugurated the British Council's National English Language Teaching (ELT) Resource Centre, housed on the top floor of AMLIRC.

The ELT Resource Centre was set up in order to make available, to teachers and learners of English, as wide a range as possible of materials, and to offer a consultation service for those needing advice about teaching methodology, selection of materials and so on.

Since its inauguration, it has grown considerably and contains a very wide range of course books, supplementary materials, reference materials, linguistics and applied linguistics texts, journals, magazines, research articles, films on ELT methodology, tapes, slides and audiovisual "packages", English literature materials.

Most of the resources can be borrowed by members of the Lending Library Service. The English Language Assistant Sr. Fred Rogers, is available for consultations on English Language Teaching matters, including the design of courses for teaching English to special subject or occupational groups of students, for which purpose the British Council and the Institute operate a special English Projects Unit. Seminars and workshops on a wide range of English teaching and learning topics are also held at the Resources Centre.

The Resource Centre has video-cassette facilities and has recently cooperated with the Anglo-Mexican Institute to set up a video classroom/studio, in which teacher-training and student project work may be carried out. Also, it possesses equipment for the rapid reproduction of sound cassettes, the viewing of slides and films, etc.

Information Services

One of the main functions of AMLIRC's Information Centre is to provide information for those wanting to study in the United Kingdom. Guides to schools, colleges, universities, polytechnics and other educational institutions in Britain are available, including a complete set of prospectuses of British universities, polytechnics and colleges in printed form and on microfiche. Information about British educational courses and scholarships is available from Sr. López-Payró or Srta. Paulina Tercero. The Centre also collects information from and about Mexican educational and government institutions.

In addition to bibliographies from BLAISE, the British Library's Automated Information Services, mentioned above, AMLIRC is able to obtain information from many British and other bibliographic and full-text databases available from the USA, e.g. DIALOG. Copies of

relevant articles retrieved can also be obtained quickly through the Overseas Photocopy Service of the British Library Lending Division (BLLD) through AMLIRC. A leaflet in Spanish and English about these on-line and photocopy services is available from Srta. Teresa Elvira, tel. 566-61-44.

Finally, AMLIRC has a comprehensive stock of reference books on all subjects, and also major British journals, on microfiche, and relevant indexes, from which a wide variety of questions can be answered quickly.

A full guide to the services of AMLIRC is available in Spanish or in English from any of the staff mentioned above, or by telephoning 535-51-46, 566-61-44 ext. 118, 133 or 132, or 566-45-00, ext. 8.

AMLIRC aims to supply information from Britain as fast and efficiently as possible to organisations and individuals in Mexico. We hope the above summary of the services available will be useful.

EDITORIAL MACMILLAN DE MEXICO, S.A. DE C.V.

The Macmillan Publishing Group has been present in Mexico since 1971. Specialising in the area of English as a Foreign Language, our publishing programme has consistently featured materials produced in Mexico.

Since our first publication in Mexico in 1971, Macmillan has been successful in identifying real educational needs, and in meeting those needs by contracting authors in close touch with the realities of English Language Teaching in Mexico. Our authors include Mexican teachers from various levels of the state and private school systems, as well as prominent teachers at the Anglo-Mexican Cultural Institute. Teaching materials originated by Macmillan in Mexico have sold more outside Mexico than those of any other publisher, and are currently used not only in other countries of Latin America, but also in Europe, the Middle East, and Japan.

Although the Company has recently moved into new offices in Texas 118, Colonia Nápoles, in anticipation of expanding our

publishing into new areas, much of our strength comes from the continuity that has been a feature of our presence in Mexico. Publishing Manager James Taylor has been with Macmillan since the start of operations in Mexico, and General Manager Christopher West has been involved with publishing in Mexico for eight years, of which four resident in Mexico. Our association with Librería de Porrúa Hnos., who since 1900 have been a major force in the Mexican bookselling scene, has assured reliable warehousing and distribution services: we also enjoy the support of the three major distributors of English Language Teaching materials in Mexico; Librería Británica, Distribuidora American Book, and DELTI, S.A.

The tradition of continuity does not, however, mean a static existence. Macmillan's sales force has tripled in the last three years, and our representatives now reach all parts of the Republic, visiting major provincial cities, for example, four or more times per year. Our desire to cater to all our potential customers is reflected not only in the amount of travelling of our representatives, but in the broad

scope of our publications, including in some cases, both British English and American English versions of our texts.

The excellent relations we enjoy with the Secretaría de Educación Pública is a source of great satisfaction to us. At present, Macmillan is the only foreign publisher represented on the government's list of authorized texts for federal secondary schools. We maintain our relations and reputation through extensive pre- and post-sales service to users of our publications, chiefly through seminars given throughout Mexico by the authors themselves.

Editorial Macmillan de Mexico is optimistic about the future of English Language Teaching in Mexico, and the part we as publishers can play. In order to satisfy market demands at affordable prices, an increasing amount of our production and design takes place in Mexico, and we hope to expand our exports in coming years. Meanwhile, we continue to reinforce our position in the Mexican market through the regular updating of our texts, and a vigorous forward publishing programme.

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MASS MARKET DISTRIBUTION IN MEXICO

By Leigh W. Lockwood,
James Papworth, Henry Muller,
Nina Frost

To the tourist, it's something familiar and welcome for the beach or sightseeing. To native Mexicans, it's part of their education, work, and leisure. To national distributors, it's a commodity that breaks into thousands of individual products; to a retailer, it can be something of a mystery. To suppliers—otherwise known as publishers—the paperback book is one of the reasons they exist, and the journey of the English-language paperback through the channels of distribution in Mexico is a story of large demand, well-defined markets, and myriad challenges.

Explaining the process starts at the end, for the most popular question asked about the distribution of English-language books in Mexico is "who is the final consumer?" Two markets are targeted: tourist and local. Thanks to its proximity to the U.S., Mexico can count on thousands of Americans and Canadians to flock down every year to the numerous coastal resorts. They are the "Snowbirds", an important part of the paperback-buying population. Many Europeans vacation here also, though their numbers are not as significant. The tourist and the travelling businessperson are easy to identify and may be reached at specific locations: resort areas, airports, hotels, supermarkets, etc. They will most likely purchase leisure material such as general fiction.

Wherever there are tourists, a potential market exists. It is up to the distributor to make sure they buy. This is achieved through price, service, and good selection. Tourists traveling anywhere mentally convert local currency back to their own. If a book is only a dollar or a pound more than at home, they are likely to buy it. If the selection is made up of what they expect to see in their bookstore at home, they will buy. In Mexico, some retailers argue that the tourist, because everything else appears to be cheap, will pay over the odds for his reading material, but this is not so.

High prices determine and limit the local market. Mexico's

well-documented economic problems have made foreign publications a luxury few can afford; dollar-quoted books faced a sixfold price increase between January 1982 and January 1983. But Mexicans remain the largest consumer group here and, despite diminished purchasing power, remain constant buyers of books in English.

The local market consists mostly of middle to upper-class men and women, of both U.S. and local origin, who are fluent in English or have some English background. Many English-speaking people in Mexico on temporary assignments with foreign firms move here permanently, and have done so for several generations. Certain categories of books—reference, self-help and how-to—are not limited to the English-speaking sector. But many book-buying Mexicans are bilingual or are able to read and understand English perfectly because their professions demand it. Doctors have to know English since the books they need are not translated immediately. The sciences, engineering, architecture and other fields make similar demands. And a growing segment of the Mexican middle class reflects the growing need for English-language instructors and publications. The distribution of these publications must be planned carefully to meet current and future demand.

Other factors—notably British and Spanish-language ones—affect the success of paperbacks, Mexico is considered an open market to the world of English-language publishing. This means that both the British and American editions of a book can be sold here. There are exceptions, of course, but they are few and far between. This makes for tough competition in a marketplace where two books, identical in content, fight for space, price superiority, and market recognition. Price and service play major roles, though the cover of the book is also a crucial element. The bookbuyer can see that the same book is available in the same display and will initially be attracted to the best cover. But the final decision will be based on price.

English-language bestsellers used to be available in Mexico well before the Spanish-language versions, which helped boost sales of the imported books. This has changed; although the choice in Spanish is still limited to bestsellers, there are many excellent Mexican publishing houses.

The general economic contraction in Mexico adversely affects all



channels of distribution: from publisher to national distributor, from distributor to wholesaler to retailer. But it is the national distributor who develops business for the publisher and for the wholesaler. It solicits and processes orders, authorizes returns, and issues credits. Credit is difficult in the Mexican market. In 1982, banks were nationalized, all dollars assets and accounts frozen and the availability of dollars restricted. These measures affected the wholesalers's capacity to honor financial obligations to national distributors in the U.S. and elsewhere, Mexican companies had to request government clearance to secure funds necessary to liquidate outstanding debts with foreign creditors. Mexican wholesalers were no exception. Because of the deteriorating economy, many companies took measures to alleviate the financial squeeze. Wholesalers were forced to lay off large percentages of personnel; inventories were reduced substantially. Other effects included high return rates until allotments were adjusted, credit extensions, and rescheduled debts. This economic reality forced wholesalers to restructure their finances. Sharp and frequent price increases were the result, and unit volume dropped.

The art of distributing English-language mass market publications lies in being able to adapt quickly to the constant changes which occurred since 1982. Every day, higher prices and stronger competition from the Mexican houses make consumers buy less and less. Far more particular, they buy one or two books every two weeks versus three or four books every week. As always, subject matter and quality are important. So today the distributor has to quickly change tactics and take advantage of those areas most likely to see continued, even growing, sales. This is

accomplished in part through a dedication to good service, which entails constant monitoring and restocking of books and identifying buying trends as they occur. Reps must be fast on their feet and knowledgeable of author's track records.

Indeed, Mexico is a country where very few retailers order paperbacks on a by title basis; the selection is left almost entirely to the distributor and its selling staff. They must be attuned to what the publishers offer and to what the consumer is buying through the retailer. Once a retailer was heard to demand only titles that sell. On being asked, in a polite manner, which specific titles he wanted, he replied, "How should I know, you're the distributor, aren't you?"

The most important distributor of foreign-language publications in Mexico is DIMSA (Distribuidora de Impresos, S.A.). DIMSA strives to maintain within the marketplace a distribution network second to none. Over the years DIMSA has developed a reputation for reliability, salesmanship, and above all, integrity.

An adequate distribution of paperbacks throughout the Republic is not possible without the aid of branch offices. DIMSA has offices in Tijuana, servicing the Mexican northwest; Guadalajara, which services the pacific coast and its many resorts; and Monterrey, which focuses its distribution on the northeast. DIMSA/Mexico City distributes directly to such major resort areas as Acapulco, Cancun, and Ixtapa/Zihuatanejo. Where sales reps are present permanently. DIMSA's sales representatives often suggest different methods of display and strategy in order to increase sales.

DIMSA's retail outlets are many and the most important are the chain retailers such as Sanborn's

Hermanos, S.A. and concessions in hotels.

Some concessionaires have dedicated a great deal of effort and capital to the development of a business geared to tourism in resort areas, airports, and hotels.

Until recently DIMSA represented only U.S. mass market publishing houses, in addition to magazine, newspaper and hardcover publishers. It now represents the multifaceted and world-renowned Penguin Books. The marketing of Penguin relies very little on the bestsellers. Although they are important, the focus is more on the extensive and sophisticated backlist, which in itself is a commitment to good publishing. Penguin's successful formula for mixing good literature and aggressive marketing is right for Mexico, which needs and actively demands what is loosely termed a "good book". It has often been proved that quality literature does not necessarily sell in sufficient quantities. From what DIMSA knows about the Mexican market, the opposite is true. The market is a small one and because of its size,

the customer is much more demanding.

Who buys Penguin books? The tourist is an avid Penguin customer because of the important selection of Penguin titles on Mexico. The foreigners living in Mexico seek bestsellers but there are limits to their need for sagas, romances and thrillers. They want to read more broadly; again, the ideal list is Penguin. The Mexican student who seeks English-as-a-second-language titles or classics which are not available in Spanish will look to Penguin. In short, the Penguin list serves well even broader segments of the book-buying public described earlier.

DIMSA and Penguin form an example of how the right distribution network can get the right book to as many customers as possible. On the surface, Mexico may seem a market hindered by economic and language barriers. But a more careful examination reveals that even though the market is small, it is challenging, highly visible, profitable and well worth serving.

"I USED TO THINK THAT I WAS APATHETIC BUT NOW I DON'T REALLY CARE ANYWAY"

by Christopher Humphrys,
David Pearson Associates

When I was told that one well-known British publishing group had decided, because of the local "situation" to stop trading with Latin America, smoke started to emit from my ears. After the blood, sweat, toil and tears that I had spent on the representation of British books in the area, you may imagine that such a decision was hardly music to them. The flow of smoke increased 100-fold when I was told that such an important marketing decision had been taken by the credit controller! Apparently the marketing director meekly nodded his approval.

Unfair it would be to take this sort of attitude as the norm in British publishing for many companies are indeed very active, but sadly there is still too much apathy towards the market. They ignore it on the grounds that the "relatively small" amount of business to be obtained does not justify the expense of a visit; that the booksellers are bad payers, that the region is too "unstable" (definition?), that there are "language problems" etc.

Well, of course the area is expensive to travel to, it's a long way from Cleethorps, but as for the "relatively small" amount of business, that is surely up to the publisher. If he chooses to invest no time and no money what markets are worth pursuing? True, many booksellers are slow payers, (as they are in many other markets), perhaps the region is "unstable", but surely, pursuing the correct sort of marketing policy it is possible to minimize the risks. In many cases the greater the risk the richer the pickings. Certainly there are rich pickings in Latin America. Not again that old chestnut about "language problems", it's just that here they happen to speak Spanish



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or Portuguese, not English, hardly such a taxing problem.

I will not go into great detail about the full potential, (co-editions, local printing, Spanish and Portuguese language publishing etc.), to be found here. I assume that chairmen and managing directors (as most of those British publishers attending the IPA congress are), know something of this.

To them export is their lifeblood—for U.S. publishers it is not. So why is it that the U.S. wins hands down in Latin America? Simply that they have paid attention to the market. They have looked at the potential and they are tapping it. They have opened companies, they are publishing locally, for the market, in the market's own languages, and, in most cases they are doing it well and making a lot of money.

There is still a lot to do here, so please British publishers, just for a few weeks forget Australia, South Africa, India and your other "traditional" markets, grab your AMEX cards, note pad and phrase books and come and take a serious and hard look at what there is to offer here, and never listen to your credit controller when it is a major marketing decision!

THE MEXICAN ECONOMY

by J.P.R. Oliver

1. The Current Economic Outlook

In his new year address, President De la Madrid said that the economic crisis had been halted, but its effects were still being felt and inflation remained a matter for concern. 1984 would be decisive in the battle to overcome the crisis and begin the road to recovery.

The Government has announced its 1984 Budget and the results of its negotiations with the IMF over its economic programme in the coming year. It aims to achieve 1% real growth in GDP in 1984: a reduction in the Public Sector Deficit to 5.5% of GDP; a reduction in the inflation rate to 40%; a net increase of US\$ 4 billion in the public sector foreign debt; and an increase of 55 per cent in public sector investment. The dual exchange rate will be maintained for the time being and the peso will continue to depreciate by 13 centavos a day in relation to the US dollar.

According to preliminary figures, the inflation rate for 1983 was 80% (98% in 1982) and GDP fell by 3.5 to 4 % in real terms. The Government achieved its objective of reducing the public sector deficit from 18% to 8.5% of GDP. From January to September the foreign trade surplus was US\$ 9.6 billion compared with US\$ 2.6 billion for the same period of 1982, while up to June the current account surplus was US\$ 2.7 billion compared with a deficit of US\$ 4.8 billion for the same period of 1982. By the end of 1983 Mexico had re-scheduled 98% of its public debt subject to re-scheduling and 64% of its private debt.

Strict import controls remain in force and 1983 total imports will be around US\$ 9 billion, a 38% fall on 1982 and a 63% fall on 1981, but imports are forecast to rise to US\$ 14 billion in 1984. Imports from Britain fell by some 50% in January to September 1983. There will be prospects for increasing exports in certain priority sectors, e.g. oil and gas, electronics, equipment for Mexico's export industries, educational equipment, scientific instruments, food processing. Promised clarification of the foreign investment laws have not yet materialised.

2. Trading with Mexico

Mexico is not an easy market but for those with the willingness to persevere it is a rewarding place in which to do business. The conventional way to enter the market is by the appointment of a local agent, resident representative or the establishment of a local branch office. Business visits should be frequent, of sufficient duration and by a person of high seniority. Various tax advantages are available to foreign investors and many foreign companies including about 200 with British

connections are established in Mexico either as wholly owned, joint ventures or licensee operations.

Appointment of agents

It is nearly always advisable for British business visitors to visit Mexico City first; most provincial firms have offices in the capital. Visits to other centres such as Monterrey and Guadalajara are easily planned at short notice from Mexico City.

Good local agents are difficult to find and sometimes hold more agencies than they can easily handle. Most manufacturers' agents live in Mexico City and themselves appoint sub-agents or distributors in the provinces when warranted.

A definite arrangement should be made with the agent regarding responsibility for collection, bad debts, payment of cable charges and traveling expenses, cost of advertising, the amount of commission and when and how it is to be paid.

Some firms make their agents a grant towards office expenses. Care should be taken to keep the agent provided with full and up-to-date literature in Mexican Spanish. Samples should be provided wherever possible. In order to avoid unnecessary difficulty or expense in connection with customs duty and brokerage, the agent should be asked to state how he wishes this material to be sent to him, and his instructions should be strictly followed.

Terms of payment

Foreign exchange is likely to remain in short supply for at least the next year to 18 months. Mexican purchasers will no doubt seek flexible payment terms, depending on the type of business. A number of short term commercial debts

remained unpaid at the beginning of 1984.

Although banks have unrestricted authority to open letters of credit for importers for up to 180 day terms, much of Mexican import business is on a cash against documents basis or on 30, 60 and 90 day terms. Since, however, the majority of imports are capital goods and transport equipment, there is frequent necessity for extending terms, especially as the growth of business is always outstripping the capital resources of importers. All reasonable steps should be taken to check on the credit-worthiness of customers.

Debt collection

Legal proceedings for the recovery of debts are usually protracted, expensive and should be avoided if possible.

Free zones

There are several duty free zones in Mexico into which goods can be imported. With the growth of production into Mexico, Free Zone facilities are being curtailed and many goods are now on the restricted list, require import licences or have to pay duties on entry into the free zones.

Free ports are located at Salina Cruz and Coatzacoalcas where foreign merchandise may be stored or processed, e.g. re-packed, labelled, further manufactured, assembled from parts etc., free of taxes, duties or fees of any kind. In these zones the principal market for imported goods is provided by tourists and by visitors from the USA.

Maquiladora or in-bond industries

Although there are no geographical constraints on their location most in-bond industries are situated along Mexico's Northern border. Their operations are set up to the advantage of the US market and US legislation which permit raw materials and components exported for further processing to be re-imported on payment of duty only on the value added. In-bond companies in Mexico are permitted to import free of duty, raw materials/ components as well as the machinery and equipment for processing/assembly, provided that these are eventually re-exported. In-bond companies are not permitted to sell their product on the Mexican market.

3. Further information on doing business in Mexico

The British Embassy in Mexico has a strong Commercial Department which can provide UK businessmen with a wide variety of useful information. Visitors are invited to



telephone or telex for an appointment so that they can be seen as soon as possible by an appropriate officer. The British Chamber of Commerce is another source of information, introductions and communications for business visitors. A call there soon after arrival in Mexico City is recommended. Last, but by no means least, the UK clearing banks and several merchant banks have representative offices in Mexico City and have much useful experience on doing business in Mexico.

Prior to a visit to the territory it would also be generally useful to call on any of the British Overseas Trade Board regional offices in the UK or the Department of Trade and Industry in London, on the Latin American Trade Advisory Group in Canning House in London and/or with the international departments of the British banks.

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