



USDA Foreign Agricultural Service

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Mexico

Market Development Reports

Mexico Service Provider Report

2004

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ATO Mexico City

Prepared by:

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Report Highlights:

This service provider report provides contacts in Mexico for all services related to exporting, from labeling verification units to trade attorneys to public relations firms and others. US agricultural export sales to Mexico reached \$7.9 billion in 2004, and the market continues to provide excellent prospects for potential US exports.

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Mexico ATO [MX2]
[MX]

Disclaimer

This report is for informational purposes only in order to assist potential and current exporters of food and agricultural products to Mexico. Every effort has been made to provide an accurate list of contact information, but telephone and fax numbers change frequently in Mexico. In addition, there may be other qualified firms in Mexico and the United States, and their exclusion was unintentional. Neither the US Agricultural Trade Offices (ATOs) or the United States Department of Agriculture (USDA) endorse any firm contained herein. US exporters should take normal commercial precautions when dealing with any potential service provider or importer, including checking references.

Introduction

The objective of this report is to provide contact information for service providers to US exporters who need assistance in Mexico. Mexico is an excellent market for US exporters and investors; total US agricultural exports to Mexico in 2003 were valued at \$7.9 billion. Furthermore, Mexico's proximity allows quick transportation at relatively lower costs. The implementation of NAFTA has eliminated the vast majority of tariffs for the importation of US food products into Mexico, which gives American products an advantage in the Mexican market.

I. The Agricultural Trade Offices (ATOs)

The US Agricultural Trade Offices (ATOs) in Mexico provide assistance to US exporters in a variety of ways including: providing research and contacts for interested exporters, participating in trade shows, organizing seminars, and sponsoring other activities to bring together US exporters and Mexican importers. The ATO staff can assist US exporters by providing advice on their market development plans, or offering suggestions on promotional strategies for their products. The ATOs also provide background information on many aspects of the Mexican market and complete studies on certain sectors and products of interest to the US export community.

The ATOs issue a variety of reports that can assist exporters with information on the market potential for product and the exporting procedures. All of our reports can be accessed via the Internet <http://www.fas.usda.gov/scripts/attacherep/default.asp>

Here, three options are presented for accessing the reports. Select OPTION 3 for locating reports and type in the report number in this form: MX####. Report numbers for selected studies are listed below.

Report Topics

Report Number

Regulations for Exporting/Border Crossing	MX1205
Labeling Regulations	MX1223
General Exporter Guide	MX3322
Retail Sector in Mexico	MX3319
Hotel and Restaurant Sector in Mexico	MX3318
The Mexican Caribbean Market	MX1216
Processed Foods Market	MX3317
Wine Market	MX3327

US Agricultural Trade Office, Mexico City

Jaime Balmes 8-201

Col. Los Morales Polanco

11510 Mexico, D.F.

Tel: (011)(52-55) 5281-6586

Fax: (011)(52-55) 5281-6093

E-mail: atomexico@usda.gov

Contact: Bruce Zanin, Director

US Agricultural Trade Office, Monterrey

Oficinas en el Parque Torrell
Blvd. Diaz Ordaz No. 140, Piso 7
Col. Santa Maria
64650 Monterrey, Nuevo Leon
Tel: (011)(52-81) 8333-5289
Fax: (011)(52-81) 8333-1248
E-mail: atomonterrey@usda.gov
Contact: Dan Martinez, Director

II. Office of Agricultural Affairs

The Office of Agriculture Affairs is located in the US Embassy Mexico City is responsible for all matters regarding agricultural trade policy issues and serves as a liason with the Mexican government on these matters. For more information, contact the Office of Agricultural Affairs in Mexico City at:

Reforma 305, Office 225
06500 Mexico, D.F.
Tel: (011)(52-55) 5080-2532
Fax: (011)(52-55) 5080-2776, 5080-2130
E-mail: agmexico@usda.gov
Contact: Sue Heinen, Minster Counselor for Agricultural Affairs

III. Animal and Plant Inspection Services (APHIS)

The Animal and Plant Health Inspection Service (APHIS) of USDA is responsible for inspecting and certifying that other countries' agricultural products meet the phytosanitary requirements for exporting to the United States. For more details, especially on animal products and produce, contact the APHIS office in Mexico City at:

Sierra Nevada 115
Col. Lomas de Chapultepec
11000 Mexico, D.F.
Tel: (011)(52-55) 1997-1500, 080-2000; extensions 4116/4153/4367
Fax: (011)(52-55)1997-1540
E-mail: dale.maki@aphis.usda.gov
Homepage: <http://www.aphis.usda.gov>
Contact: Dale Maki

IV. Foreign Commercial Service (Gold Key)

The Foreign Commercial Service (FCS) provides a full array of trade assistance including: trade counseling, trade contact services, product and service promotion, essential market research, customized market research, trade leads, advocacy on behalf of US business interests, trade finance information and support, promotion and management of trade shows, organization of international trade missions, credit checks on potential overseas business partners, and certification of established trade events. FCS' Gold Key Service is designed to help US companies find agents, distributors, representatives, or franchisees. Assistance may be available outside of these areas at higher cost. FCS can only offer service for products/services that contain at least 51 percent US content, by value.

Fees:

1. Standard Gold Key- \$700 for the first day and \$600 for each additional day of pre-screened appointments with potential agents/distributors, at their location of business.
2. \$800 for appointments with potential franchisees and investment partners.
3. Turbo Gold Key- \$800 for the first day and \$700 for each additional day of appointments with less than four weeks of lead-time potential agents/distributors, at their location of business. This is not possible for potential franchisees or investment partners.

Note: These fees are non-refundable.

Number of appointments: Generally three to five per day, depending on distance between appointments and expected traffic conditions.

In order to begin work on your Gold Key Service, FCS needs to receive the following, preferably at least six weeks prior to the date of the Gold Key appointments, but cannot be done in less than four weeks. Franchise and investment proposals typically require six to eight weeks lead-time.

a) Payment -- Visa, Mastercard, AMEX, or company check made out to the US Department of Commerce. FCS cannot start work until payment is received.

b) Gold Key Questionnaire.

c) Brochures and Price Lists -- 15 sets of product literature including export price lists. If you do not have an export price list, substitute your domestic price list. It is also helpful to know your company web site.

d) Signed Participation Agreement – FCS will provide this to you for your signature.

Brochures must be sent via courier service (ie Fedex or DHL) to the relevant Mexican street on the attached Gold Key Service Questionnaire form. Do not use the US PO Box addresses as this may result in delays and lost shipments. Be sure to claim "no commercial value" to avoid delays with Mexican customs. The Gold Key client must pay customs duties or fees, if any are assessed.

The Gold Key fee includes 8 hours of assistance from an interpreter/escort. The client must pay additional hours directly to the interpreter at a rate of 200 Mexican pesos, per hour.

Local transportation is paid by the client and is not included in the fee. Usually, FCS will arrange in advance for a taxi to provide local transportation. The cost paid to the taxi is usually around \$20 per hour. If you have specialized transportation needs, let us know.

FCS can arrange hotel accommodations if needed.

Rescheduling appointments: If you must change the date of arrival, FCS can re-schedule your appointments for a fee of \$125.

In addition, for agricultural products or under certain circumstances, the ATO Mexico City office offers a similar service through contractors called Ag Aides. For more information, please contact the ATO Mexico City.

V. Freight Forwarders and Customs Brokers

Role and Importance of Freight Forwarder/Customs Broker

The international freight forwarder acts as an agent for the imported cargo to the international destination. These agents are familiar with the import rules and regulations of foreign countries, methods of shipping, US government export regulations, and the documentation needed for foreign trade.

In the case of Mexico, freight forwarders are usually a part a customs broker company or are closely associated with one. Currently, many Mexican freight forwarding companies and/or customs brokers have offices on the US side of the border.

Exporters should seriously consider having the freight forwarder/customs brokers handle the documentation for exporting because they are specialists in this process. Exporters should try to work with their client's customs broker because of their expertise handling these kinds of goods. There are currently 423 registered Mexican customs brokers in Nuevo Laredo, Mexico and 180 US

customs brokers in Laredo, Texas. Some of these agencies specialize in food products and are very experienced. Thus, there is a wide selection to find the right customs broker to satisfy the needs of US food exporters, and to assist them in crossing their products into Mexico with little or no delays. A partial list of some of these Mexican forwarding/custom brokerage companies is provided at the end of this section.

Importer Registration

Mexican importers are required to register with the Treasury Ministry in two different accounts, in the Padron de Importadores (General Importers Census) and in the Padron de Importadores Sectorial Especifico (Sectorial Registry of Importers). Mexican Customs also requires that importers of certain products re-register with their local customs regional office. Importers who do not re-register run the risk of having their shipments stopped at the border. Some products imported into Mexico are greatly undervalued, which in turn are assessed lower import duties. Mexican Customs has decided to place a minimum import price for selected items with a history of under invoicing. This practice was designed to crackdown on customs fraud in Mexico and was implemented for certain products in August 1999.

Select Mexican Freight Forwarding/Customs Brokers

Leondies Alvarado

Avenida Cesar Lopez de Lara 525
88000, Nuevo Laredo, Tamaulipas
Tel: (011)(52-867) 713-0331
Fax: (011)(52-867) 713-1060

Miguel Agulo y Asociados S.A. de C.V.

Hidalgo 3630-E
88000, Nuevo Laredo, Tamaulipas
Tel: (011)(52-867) 713-2645
Fax: (011)(52-867) 713-4207

Santa Esquivel Torres

Priv. Agencias 4145
88287, Nuevo Laredo, Tamaulipas
Tel: (011)(52-867) 715-0046
Fax: (011)(52-867) 715-3750

Servicios Aduanales Excel

Heroes de Nacataz 3838 Altos
88000, Nuevo Laredo, Tamaulipas
Tel: (011)(52-867) 713-5163
Fax: (011)(52-867) 713-5375
Contact: Maria Elena Guerra

Mario Palos Garza

Pedro J. Mendez 1920 Altos
88240, Nuevo Laredo, Tamaulipas
Tel: (011)(52-867) 715-8288
Fax: (011)(52-867) 715-8450

Leoncio Fernandez Hinojosa

Mendoza 1005
88000, Nuevo Laredo, Tamaulipas
Tel: (011)(52-867) 712-3329
Fax: (011)(52-867) 713-2853

Fernando Yarza Rodriguez

Independencia 2117
88000, Nuevo Laredo, Tamaulipas
Tel: (011)(52-867)713-5301
Fax: (011)(52-867) 713-5931

Alejandro de la Fuente G.

Maclovio Herrera 4024-Altos
88000, Nuevo Laredo, Tamaulipas
Tel: (011)(52-867) 713-5942
Fax: (011)(52-867) 713-0968

Julian Alejandro Martinez Arzani Gutierrez 3710

88000, Nuevo Laredo, Tamaulipas
Tel: (011)(52-867) 712-6910
Fax: (011)(52-867) 712-9700

Z Importaciones

Pino Suarez 3456
88000, Nuevo Laredo, Tamaulipas
Tel: (011)(52-867) 712-3033
Fax: (011)(52-867) 712-5396

Seegrove, S.A.

Madero 2103
Sector Aduana
88040, Nuevo Laredo, Tamaulipas
Tel: (011)(52-867) 712-5185
Fax: (011)(52-867) 713-1903
Contact: Ing. Sergio Perez Aguilar

Lic. Luis Edmundo Gonzalez

Independencia 3636
Sector Aduana
88000, Nuevo Laredo, Tamaulipas
Tel: (011)(52-867) 712-0991
Fax: (011)(52-867) 713-1218

Manuel Canales Escamilla

Arteaga 3535
88000, Nuevo Laredo, Tamaulipas
Tel: (011)(52-867) 712-5662
Fax: (011)(52-867) 713-1396

Glaforo Montemayor Gonzalez

Mendoza 907 Esq. Mina
Sector Aduana
88000, Nuevo Laredo, Tamaulipas
Tel: (011)(52-867) 712-3064
Fax: (011)(52-867) 712-7929
Contact: Lic. Ricardo Zaragoza Ambrosi

Grupo Vaceli Internacional-Agencia Aduanales

Aldama 1111
Sector Aduana
88000, Nuevo Laredo, Tamaulipas
Tel: (011)(52-867) 712-4121
Fax: (011)(52-867) 712-2577
Contact: Jorge J. Vazquez Elizondo

Martinez International

1607 Davis
Laredo, Texas 78040
Tel: (956) 726-3444

Esthela Mounetou

911 E. Del Mar Blvd.
Laredo, Texas 78041
Tel: (956) 725-1120
Fax: (956) 712-2812

Mounetou Int. Forwarding AG.

2329 E. San Jose Street
Laredo, Texas 78043
Tel: (956) 722-6887

Lic. Santiago Arechiga Guajardo

Obregon 1500
Col. Juarez
88000, Nuevo Laredo, Tamaulipas
Tel: (011)(52-867) 713-0288
Fax: (011)(52-867) 712-1120

VI. International Company Profiles

When exporting to new customers abroad, background checks on potential clients will reduce risks and allow your company to enter new business relationships with confidence.

Commercial specialists in US Embassies and Consulates abroad will conduct an investigation for you and deliver the results in 30 to 45 days, at a very reasonable cost. Reports include up-to-date information on your potential clients, such as:

- bank and trade references
- principals, key officers and managers
- product lines
- number of employees
- financial data
- sales volume
- reputation
- market outlook

An international company profile may also include information on:

- subsidiary/parent relationships
- recent news items about the firm
- the firms' US customers
- operational problems
- activities of prominent owners
- branch locations

The commercial specialists abroad who conduct your research will also give you their recommendation on whether you should enter a business relationship with the subject firm, and, if so, on what basis. Your request is held in strict confidence; the subject firm does not know who ordered the report. For more information on international company profiles, contact the US Department of Commerce office at:

US Comercial Service- Mexico

Mexico City

Mexico : US Trade Center

Liverpool No. 31, Col. Juarez

06600 Mexico, D.F.

Tel: (011)(52-55) 5140-2600

Fax: (011)(52-55) 5566-1115

Monterrey

(also covers Ciudad Juarez)

Mexico : US Consulate

Avenida Constitucion 411 Pte.

64004 Monterrey, Nuevo Leon

Tel: (011)(52-81) 8343-4450

Fax: (011)(52-81) 8343-4440

Guadalajara

Mexico : US Consulate

Lopez Cotilla No. 2032, Piso 4

44130 Guadalajara, Jalisco

Tel: (011)(52-33) 3615-0980

Fax: (011)(52-33) 3826-6549

Tijuana

Mexico : US Consulate

Tapachula 96, Col. Hipodromo

22420 Tijuana, Baja California Norte

Tel: (011)(52-664) 622-7400

Fax: (011)(52-664) 681-8016

- Please send all brochures and marketing materials to the Mexico via express mail.
- Do not use a US post office box.
- Declare "no commercial value" to avoid delays with Mexican customs.

A private company that can provide profiles is:

Coface de Servicios Mexico

Insurgentes Sur 1787

Col. Guadalupe Inn

01020 Mexico, D.F.

Tel: (011)(52-55) 5089-2626, 5089-2606

Fax: (011)(52-55) 5089-2600

Contact: Eva Deyanira

VI. Public Relations Firms

COMM Group S.A. DE C.V.

Artemio del Valle Arizpe18-7

Col. Del Valle

031100 Mexico, D.F.

Tel: (011)(52-55) 5669-3996

Fax: (011)(52-55) 5669-3646

Conversión Accesorios de Empresa

Av. Veracruz 93-203
Col. Condesa
06140 Mexico, D.F.
Tel: (011)(52-55) 5519-2150/2151
Fax: (011)(52-55) 5519-2150

Edelman Mexico, S.A. de C.V.

Paseo de la Reforma 116-10
Col. Juarez
06600 Mexico, D.F.
Tel: (011)(52-55) 5350-1500
Fax: (011)(52-55) 5350-1555, 5350-1556

Feedback

Torreón 12
Col. Roma Sur
06760 Mexico, D.F.
Tel: (011)(52-55) 5564-1335
Fax: (011)(52-55) 5564-4709
Contact: Lic. Armando Ramirez

Pauta Creativa Publicidad

Berlin 318
Col. Del Carmen Coyoacán
04100 Mexico, D.F.
Tel: (011)(52-55) 5658-1566
Fax: (011)(52-55) 5658-1588

Impactos Frecuencia y Cobertura en Medios

Sassoferrato 61
Col. Alfonso XIII
01460 Mexico, D.F.
Tel: (011)(52-55) 5482-3827
Fax: (011)(52-55) 5482-3804

World System

Cerrada de Rosaura Zapata 12
Col. Circuito Educadores
53100 Cd. Satélite, Edo. De México
Tel: (011)(52-55) 5572-2277
Fax: (011)(52-55) 5572-9438

VIII. Real Estate

The property owner usually commissions real estate brokers (corredores) and in this manner they obtain their commission. Although you may find a property through their services, keep in mind that under the existing system in Mexico, their fiduciary responsibility is to the person that pays the commission.

Century 21

Monte Everest 635
Col. Lomas de Chapultepec
11000 Mexico, D.F.
Tel: (011)(52-55) 5202-9358, 5202-8888, 5520-2611
Fax: (011)(52-55) 5202-5282
Contact: Grissel Antunez

Excel Relocation Services

Tel: (011)(52-55) 5520-3882

Fax: (011)(52) 5520-3723

Cel: (011) 044-55-2107-8486

Contact: Anne Henderson

Ideal Homes

Av. Lomas Verdes 651

53120 Naucalpan, Edo. De Mexico

Tel: (011)(52-55) 5294-5822, 5251-2517

Fax: (011)(52-55) 5393-6088

Contact: Sergio Rojkind Halpert

IX. Law Firms Specializing in Trade Law**Aguilar Gomez, Raul**

Capulin 46-202

Col. del Valle

03200 Mexico, D. F.

Tel/Fax: (011)(52-55) 5575-6854, 5575-2717, 5235-4357

E-mail: jaialai@avantel.net

Languages: Spanish, English, French.

Type of Practice: Litigant in civil law, corporate law, taxation law, trade and custom law, foreign investment, mining law, patents & trade-marks, international financing, immigration matters, joint ventures and recovery of goods in customs (house hold goods, vehicles, big trucks, boats.)

Alanis, Serrano y Doblado, S.C.

Bosque de Ciruelos 160 Piso 8

Col. Bosques de las Lomas

11700 Mexico, D. F.

Tel: (011-52)(55) 5251-9650, 5251-3036

Fax: (011)(52-55) 5251-9015

E-mail: fserra@asd.com.mx

Languages: Spanish, English.

Type of Practice: Corporate law, mining law, international business law, aeronautical, contracts, criminal law, foreign investments, government relations, insurance, patents, taxes and tourism.

Contact: Francisco Serrano O.

Bufete Rodriguez Marquez, S.C.

Crepúsculo No. 47

Col. Insurgentes Cuicuilco

04530 Mexico, D.F.

Tel: (011)(52-55) 5666-1178

Languages: English and Spanish

Type of Practice: Counsel to national and international entities on the formation and development of tourism, industrial, commercial, and "maquiladora" projects, foreign investment, industrial and intellectual property rights, foreign trade and tax matters.

Contact: Lic. Jose Antonio Rodriguez Marquez

Creel, Garcia-Cuellar y Muggenburg

Bosques de Ciruelos 304-2

Col. Bosques de las Lomas

11700 Mexico, D.F.

Tel: (011)(52-55) 5596-2177

Fax: (011)(52-55) 5596-3309

Languages: Spanish, English, French

Type of Practice: International law (including direct foreign investment, finance, licensing agreements, transfer of technology and trade), business and corporate law, banking, insurance and securities, mining, real estate, tourism, tax law, patents and trademarks, immigration matters, in-bond industry (maquiladoras), trust and estates, government relations. (no criminal cases).

Contact: Lic. Samuel Garcia-Cuellar S., Lic. Carlos Muggenburg R.V.

Gonzalez Calvillo y Forastieri, S.C.

Montes Urales 632 Piso 3

Col. Lomas de Chapultepec

11000 Mexico, D. F.

Tel/Fax: (011)(52-55) 5202-7622, 5520-7671

E-mail: egonzalez@gcf.com.mx

Languages: Spanish, English, French.

Type of Practice: Banking, financial, contracts, corporations, foreign claims, foreign investments, government relations, insurance, immigration, marketing agreements, patents, taxes, mergers and acquisitions, joint ventures, licensing and telecommunications law.

Contact: Enrique A. Gonzalez Calvillo

Halkin Bufete

Reforma 369, 5th floor

Col. Cuauhtemoc

06500 Mexico, D. F.

Tel: (011)(52-55) 5207-3007, 5207-0722, 5207-4684

Fax: (011)(52-55) 5207-5394

Languages: Spanish, English, French, Russian, Polish, Hebrew and German.

Type of Practice: Corporate, international law, business, tax, administrative, tourism, immigration, banking, finance, insurance, patents and trademark, trust and estates, foreign investment, transfer of technology, maritime and aviation.

Contact: Lic. Fernando Halkin Bider

Lopez Velarde, Heftye Abogados, S.C

Guillermo Gonzalez Camarena #1600 Piso 6

Col. Centro de Ciudad Santa Fe

01210 Mexico, D. F.

Tel/Fax: (011)(52-55) 5081-1424, 5081-1425

E-mail: alopezv@lvha.com.mx

Languages: Spanish, English.

Type of Practice: Contracts, corporations, estates, foreign investments, government relations, immigration, labor relations, marketing agreements, civil documents, patents, trademarks, energy and antitrust.

Contact: Alejandro Lopez Velarde

Martinez, Rodriguez y Asociados, S.C.

Insurgentes Sur 800-10 Floor

Col. Del Valle

03100 Mexico, D. F.

Tel: (011)(52-55) 5523-5258

Fax: (011)(52-55) 5523-5243, 5523-9706

Languages: Spanish, English

Type of Practice: International business, real estate, labor law, commercial and general civil practice.

Contact: Lic. Reginald Layfatte Davis Scott

Perez Falcon, Cuesta y Llaca

Hidalgo No. 61 - Casa 4

Col. San Jerónimo Lídice

10200 Mexico, D.F.

Tel: (011)(52-55) 5595-3047

Fax: (011)(52-55) 5595-3013

Languages: Spanish, English

Type of Practice: Foreign investment, tax, banking and finance, mergers & acquisitions, immigration, transportation (air and ground), joint-ventures, real estate, agrarian, corporate reorganizations, international trade, telecommunications, antidumping and countervailing, antitrust, intellectual property and environmental law (concentrating on rendering legal services to mexican and foreign companies in cross-border activities).

Contact: Lic. Rafael Perez Falcon, Lic. Luis Cuesta Salces, Lic. Bernardo Llaca Mtz.

Sepulveda Bufete, S.C./Baker y McKenzie

Plaza Comermex, 12th floor

Col. Lomas de Chapultepec

11000 Mexico, D. F.

Tel: (011)(52-55) 5557-8844, 5557-8841, 5580-4418

Fax: (011)(52-55) 5557-8829

Languages: English and Spanish.

Type of Practice: tax, foreign trade/investment, customs law, banking, corporate, labor, litigation, collective bargaining and financing.

X. Mexican Labeling Verification Units

Labels adhered to products imported into the Mexican market must be authorized. This certification is secured by verification units, which are companies empowered by the Mexican Government to counsel, review, and authorize labels for imported products. US exporters must contact one of these verification units through their local representative and request label authorization according to NOM 051. The verification unit will ask exporters for a copy of their proposed label in English and Spanish. The verification unit will review the label and text and recommend changes, if any, that should be made in order to provide the final authorization. Only after final authorization should labels be printed. A partial list of verification units that can assist US exporters to comply with Mexican labeling requirements is listed at the end of this section.

Some customs brokers present a letter directed to the Official Customs Administrator to explain that the items being imported are not for retail sale but instead for industrial processing and, as such, do not require labels. The letter lists the invoice number, the name of the international supplier, and complete where these goods will be further processed. The document is signed by the importer on the letterhead of the importing company.

Labeling Requirements

Most food products imported into Mexico are subject to general and product specific labeling requirements. The most important general requirements for food products are included in the following NOMs:

NOM-050-SCFI-1994, a) Commercial Information b) General Requirements for Products@ which applies to other consumer products not covered by other NOMs.

NOM-051-SCFI-1994, a) General Labeling Specifications for Pre-Packaged Foods and Non-Alcoholic Beverages.

Under this NOM, nutritional information is voluntary, unless a nutritional claim is made. This NOM applies to most food items and is the most important.

Under NOMs 050 and 051, package labels must carry commercial information in Spanish as defined by the NOM. The information required by NOM 051 may also appear in the original

language. The information referring to the brand, type of beverage and quantity should appear on the main label. The other information can be included on any other part of the label or product container. If the information does not fit on the product label, the additional information may be presented on separate labels.

The following information is required, in Spanish, by NOM-051:

- Name of product or merchandise
- Name, business name, and importer's (may be included on the label or on a separate form)
- Net weight, in accordance with NOM-030-SCFI-94
- Federal Income Taxation Registry code number (or its equivalent in the US) from the exporter and or the chamber to which he/she is affiliated
- Name and of exporter and country of origin of product
- Instructions on handling, use and/or product preservation, whenever applicable
- Manufacturing and expiration dates

The information may be presented in any of the following forms:

- A label adhered to the product
- Separate labels (one per product)
- For small products, the label may be hung, tied or attached

Exceptions to labeling requirements (NOM-051):

- Samples
- Raw materials for industrial processing
- Temporary imports
- Trade shows
- Products in bulk
- Some companies (hotels, restaurants) along the border region
- Products to be sold directly to the hotel, restaurant, or food service industry do not need individual labels on each product, but the carton or package containing the individual products must be labeled

Verification Units

Almacenadora Accel, S.A.

Almacen General de Deposito
Virginia Fabregas 80, Col. San Rafael
06470 Mexico, D.F.
Tel: (011)(52-55) 5705-2788
Fax: (011)(52-55) 5705-4794
Contact: Enrique Aleman

Almacenes de Deposito Ocejo, S.A. de C.V

Calle Oriente 107 No. 3118
Col. Tablas de San Agustin
07860 Mexico, D.F.
Tel: (011)(52-55) 5760-5511, 5760-0191
Fax: (011)(52-55) 5760-0855
Contact: Lic. Alejandro Ocejo

Almacenadora de Deposito Moderno, S.A. de C.V.

Av de los Angeles 185
Col. San Martín Xochinahuac
02120 Mexico, D.F.
Tel: (011)(52-55) 5318-8990
Fax: (011)(52-55) 5318-0338
Contact: Dir. Lic Elias Guerra Escobar

Calidad Mexicana Certificada, A.C. - CALMECAC

Jose Vasconcelos 83
Col. San Miguel Chapultepec
11850 Mexico, D.F.
Tel: (011)(52-55) 5553-0571, 5553-0645
Fax: (011)(52-55) 5211-6702
Contact: Lic. Jaime Acosta Polanco, Director

Instituto de Normalizacion y Certificacion Electronica, A.C.

Manuel Maria Contreras 133 Piso 6
Col. Cuahatemoc
06500 Mexico, D.F.
Tel: (011)(52-55) 5566-7333
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