

สำนักงานส่งเสริมการค้าในต่างประเทศ ณ กรุงเม็กซิโก
รายงานการเยี่ยมชมผู้นำเข้า (Importer Visit)
เดือน มีนาคม 2564

1. ข้อมูลบริษัท (Company Profile)

ชื่อบริษัท (Company's Name): Gemological Laboratory, S.A. de C.V.

ที่อยู่ : Mariano Otero #1249 Int. I1, Guadalajara, Jalisco, Mexico.

E-mail: egl.usamx@hotmail.com

โทรศัพท์ : (33) 15966272

1.1 ประเภทของกิจการ (Type of Business)

- Importer Wholesaler Department Store Retailer
- Mail Order Manufacturer Commission Agent Spa

1.2 ข้อมูลบริษัท (Company's Detail)

ปีที่จัดตั้ง (Year Established) :.....ค.ศ. ...2010.....

ยอดขาย (Turn over) :.....n/a.....

จำนวนพนักงาน (No. of Employees) :...15.... คน.....

1.3 สินค้าหลักของบริษัท (Main Products) :

1.4 บุคคลที่เข้าพบ (Visited Person) :...Mr. Juan Antonio Martinez Marure

ตำแหน่ง :...Manager.....

2. ข้อมูลที่ได้รับจากการเข้าพบ (Information Obtained)

2.1 ภาพรวมบริษัทและสินค้า (Company & Product Overviews) :

- Gemological Laboratory, S.A. de C.V. is an importer company of diamonds and jewellery products.
- One branch located in the state of Jalisco.

- The company hasn't visited Gems and Jewelry fair; the manager plans to visit the next available BGJF.
- The company would like to visit the fair by the recommendation of other -- Mexican importers that have visited already the fair.

The most important products the company sells are:

Products	
Diamonds	Rings
Jewelry	Gems
Fashion Jewelry	Jewelry Tools

Imports value: US\$450,000.00 (estimated)

In addition, the company wants to visit the Jewelry fair because they are searching for certified diamonds and gold jewelry; they want to acquire special jewelry equipment such as microscopes.

It distributes all over Mexico. The project is to expand the company as franchises.

The company expectation is to find competitive prices and quality with new suppliers.

Market trends

Mexico's market for jewelry imports and precious metal or plated inputs for manufacturers is highly concentrated.

Mexico's main tourist centers, such as Cancun, Puerto Vallarta, Los Cabos, Acapulco, and Mazatlan, are key geographical markets because they represent a concentration of potential buyers with high purchasing power and disposable income.

Mexico's growing middle class and an influx of new products in a brand-conscious country are two trends driving jewelry sales.

Consumer behaviour

Exclusivity is highly valued by Mexican consumers. This is a key aspect of product differentiation.

The Mexican consumer expects constant innovation with new models and designs launched for every season.

Dress codes continue encouraging Mexicans to wear a combination of different jewelry styles.

In terms of metals, demand is much higher for silver than gold. Consumers of gold jewellery represent specific niches who willing to pay higher prices.

Demand for 10, 14, 18 and 24 karat gold is the highest among senior citizens and those in high-income groups. They are seeking exclusive designs and assign a greater value to products from different countries.

Younger women consume a wide range of jewelry. In this segment, pieces tend to minimalist, with little stones, with smooth, rough, woven textures, and round, conical shapes.

The months with the highest level of sales run from October to December, in the first place, and the months of February and May, in second place, with sales bolstered by the purchase of gifts for Valentine's Day and Mother's Day.

Large companies such as Cartier, Tiffany's or Swarovski, have been very effective at positioning their brands among Mexican consumers.

Trade fair

Some editions, the company participates as exhibitor of the trade fair "Expo Joya", which is one of the most important of the sector. It's organized by the Jalisco Jewelry Chamber, the event brings together the main stakeholders in the gold and silver jewelry industry, including suppliers of inputs, machinery, and tools, watches, jewelry, and accessories.

Import tax

- 10% to 15%
- VAT (16%)

2.2 แหล่งที่มาของสินค้าและนำเข้าจากประเทศ (Source of Supplies and Import from):

United States

2.3 สินค้าที่นำเข้าจากประเทศไทยในปัจจุบัน และที่สนใจนำเข้าจากประเทศไทย

(Products imported from Thailand/interested to import from Thailand):

- Diamonds
- Jewelry tools
- Special jewelry equipment such as microscopes

3. สรุปผลการเข้าพบ (Summary):

The company is interested in visiting the next BKK Gems and Jewelry fair, put great important to expand the business network, new jewelry trends is a priority for the company.

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สคต. ณ กรุงเม็กซิโก

มีนาคม 64