

- Periodicals. Special coverage of Mexico's economic development is featured in a number of Canadian and international business magazines. Locate these special reports by consulting library catalogues or commercial databases. Especially worth noting is *The Economist Intelligence Unit*, which publishes a comprehensive quarterly survey of Mexican economic, political and business conditions.
- Published market guides. There are many published statistical and market guides to doing business in Mexico. Check the InfoCentre hotline through DFAIT or contact your local public library.
- Databases. Several major commercial databases are available that carry Mexican economic and business information, country and/or industry profiles, and bibliographic references to recent articles in newspapers and periodicals. For information about these databases and how to access them, a good starting point is the nearest public or university library. The best single source of these databases is the Department of Industry (DI) library in Ottawa, but similar databases exist in a number of universities across the country.
- DFAIT online. DFAIT and most of its published material can be accessed over the Internet, through the Government of Canada Home Page, at [http://canada.gc.ca/main\\_e.html](http://canada.gc.ca/main_e.html). This is the Government of Canada one-stop access point for all databases, including those maintained by DFAIT.
- Internet sources on Mexico. The best single source is called Cactus Pointers, and it is available at <http://www.wishing.com/~backroads/cactus.html>. This is a collection of Internet links to all things Mexican, including cultural, economic and trade-related issues, government departments, current events, and companies doing business in Mexico.

## MARKET RESEARCH AND THE PRODUCT

If initial market research suggests that Mexico represents a promising opportunity, the next step is to focus on sector-specific information. In this stage, market research should focus on developing particular information and conclusions relevant to the company's situation.

### PRODUCT DEMAND

Domestic market research should provide a good idea of the kinds of people who buy the firm's products, their preferences, and how quickly the market is growing. A similar set of ideas needs to be developed about the Mexican market.

Is the Mexican market defined in the same way as the Canadian market? Does it function in the same way? Are purchasing decisions made in the same way by similar types of people? These are key to determining the transferability of — and the demand for — the product or service.