

Chapter I - The Emerging Economy, provides an introduction to Mexico and a summary of its history, economy and public policy. It also discusses how the Government's new National Development Plan addresses the country's economic challenges. The chapter concludes with an examination of the impact of foreign trade and investment on Mexico. It explains the operations of the *maquiladoras*, or foreign production zones, and how the Mexican government is using them to stimulate economic development.

Chapter II - The Mexican Market, offers an overview of the size, demographic characteristics and key trends prevailing in the Mexican marketplace. It also highlights Mexico's most important regional markets as well as its major industrial centres.

Chapter III - Mexico and Canada, reviews the trade and investment relationships between the two countries. The chapter also examines key sectors of the Mexican economy and suggests where to look for opportunities suitable to Canadian strengths.

Chapter IV - Exporting to Mexico, offers a brief overview of the steps involved in exporting from Canada to Mexico. It includes discussions of the role agents play in exporting, modes of transportation, documentation, Mexican tariffs and duties, and export financing.

Chapter V - Partnering for Market Entry, explains the crucial role that various types of partners can play in enhancing your export strategy and penetrating the Mexican market. This chapter looks at different types of partnering arrangements and offers advice on how to go about finding the right people to work with in Mexico.

Chapter VI - Doing Business In Mexico, focuses on the unique aspects of Mexico's business culture and offers advice on how Canadians can overcome cultural differences to build mutually rewarding relationships with Mexican partners. In addition, there is some basic information designed to help the business-traveller in Mexico. The chapter concludes with a discussion of the role played by trade fairs and trade missions in the promotion of Canadian products and services in Mexico.

The second section contains some basic tools designed to help the potential exporter get started in the Mexican marketplace.

Chapter VII - Preparing Your Export Strategy, provides a road-map that will help your company plan for and develop a strategy for doing business in Mexico. It will help you focus on the information you need to gather in order to draw up a detailed action plan for exporting into the Mexican market.