

Introduction



Canadian companies that sell their goods or services in any foreign market face a number of important challenges. These problems can be particularly daunting in countries where the language and business culture differ substantially from Canada's. Mexico is just such a country. For the service provider, the obstacles can be particularly imposing. This seminar is intended to help service providers understand the advantages of exporting to Mexico and to equip themselves to meet the challenges involved.

Objectives of this Session

By the end of this session, the participant should be able to:

- recognize the special challenges of selling services in Mexico;
- understand the advantages and difficulties of exporting.; and
- be aware of the organization of the remaining sessions.