

THE ACCESS NORTH AMERICA PROGRAM

Access North America is a business development program designed to provide Canadian exporters with the tools they need to penetrate the Mexican market. Launched in the spring of 1993, Access North America consists of six key elements: export advice and counselling; better business and market intelligence; the NEWMEX (New Exporters to Mexico) program; an expanded trade fairs and missions program; investment development and partnering initiatives; and the opening of the Canadian Business Centre in Mexico City.

Export Advice and Counselling

Mexico's legal and regulatory framework, business practices, language and culture can present challenges to Canadian firms entering this market for the first time. The Department of Foreign Affairs and International Trade (DFAIT), in co-operation with Industry Canada and the private sector, provides the information and counselling to meet and overcome these challenges.

Better Business and Market Intelligence

Access North America provides Canadian companies with extensive business and market intelligence, strengthening the expertise already available at the Canadian Embassy in Mexico and the new Trade Office in Monterrey.

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