

3. The government will support the creation of Canada's first-ever free-standing Canadian Business Centre in Mexico City. This Centre will be the site of solo Canadian trade shows, seminars, missions and individual company initiatives to meet with Mexican business associates. Costs recovered will be applied to the Centre's activities.

4. The government will undertake a broad program of seminars and create information products. These will acquaint Canadian business people with the relevant provisions of the Agreement and characteristics of the Mexican market as they relate to particular sectoral and product interests.

- **Access North America** will be undertaken by the Departments of External Affairs and International Trade Canada, Industry, Science and Technology, and Investment Canada in partnership with the private sector.

Costs

- The federal government's investment in this program will be \$27 million over four years.