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organised by the Canadian Council of Chief Executives, the Economic Club of Ottawa and the Canadian Chamber of Commerce. Underlining the countries' expanding commercial relationship was an agreement reached between the Consejo Mexicano de Comercio Exterior Inversion y Tecnologia and the Canadian Association of Importers and Exporters. Also, several agreements were signed between Export Development Canada and Mexican businesses that will foster the expansion of relationships with Canadian companies. (see article below)

Next year marks the 100th anniversary of official Canadian commercial representation in Mexico, an excellent opportunity to continue to expand business ties and build upon Canada-Mexico successes to date.

For more information, go to www.international.gc.ca/mexico-city/menu-en.asp. *



Photo: Brigitte Bouvier/PMO

Mexican President Vicente Fox addresses attendees at a State dinner in Ottawa.

EDC deals support sales to Mexico

Export Development Canada (EDC) concluded four financial agreements that will facilitate an additional \$166 million in export sales to Mexico.

"Canada's trade relationship with Mexico remains strong, and these transactions are the most recent examples of this," said Gilles Ross, EDC's acting president. "EDC is committed to ensuring that Canadian exporters and investors continue to tap into the full range of opportunities that the Mexican market offers by continuing to structure and deliver the financing and insurance that they need to identify opportunities and close deals."

Credit facilities to Mexican companies such as Nemak, Navistar and Galvak will benefit Canadian exporters in the automotive and industrial equip-

ment sectors, while the bonding guarantee for Q'Max Solutions will facilitate the export of equipment and services from Alberta's oil and gas sector.

Since EDC first established its permanent representation in Mexico in April 2000, and then again in 2002 in Monterrey, business volume in that country has grown from \$1.2 billion in 1999 to \$2.45 billion in 2003.

For more information, go to www.edc.ca/docs/news/2004/2004_news_e_6015.htm.

EDC provides trade finance and risk management services to Canadian exporters and investors in up to 200 markets. Founded in 1944, EDC is a Crown corporation that operates on commercial principles. *

Stretch into the U.S. Midwest apparel market

CHICAGO, ILLINOIS — March 19-22, 2005 — The Canadian Consulate General in Chicago would like to invite Canadian apparel manufacturers and designers to participate in the **8th Annual Women's Apparel Rep Locator Trade Mission**.

If your women's wear company is looking to enter the U.S. market, or if you need additional market information to make a decision on your entry strategy, be part of this rapidly expanding event. Participants can hear from experts in a focused educational forum and find a local rep.

Starting with an intensive half-day series of lectures and discussions from industry experts, participants can learn about the Midwest apparel market. Learn about the trends and buying patterns of this unique market, how to select and motivate a rep, negotiate distributor agreements, sell items on-line and move products across the border.

Based on the profiles of the participants and their companies, each speaker tailors their presentation to the needs of the group.

Exhibit at StyleMax

Canadian manufacturers and designers can also exhibit with the Canadian pavilion at StyleMax, a large women's wear trade show that will feature over 450 booths and more than 3,000 clothing lines.

The pavilion will help Canadian participants to gain greater visibility and draw in targeted reps to visit their space and view their merchandise. With the success of the past seven trade missions, American reps have come to seek out Canadian lines, appreciating the products for their quality and quick delivery times.

But that's not all. The Canadian trade mission will host a reception—a special

forum for participants to meet industry specialists. In fact, more than 200 reps and buyers are expected to attend.

"Almost all of the Canadian companies that have attended this trade mission found at least one suitable rep or interested boutique," says Ann F. Rosen, Business Development Officer at the Canadian Consulate General in Chicago



Canadian designers and manufacturers present their wares to Chicago's finest at the Women's Apparel Rep Locator trade mission. From left: designer Ana Kuzmanic; Max Goyakovich, sales and marketing director for Ana Kuzmanic; Award-winning designer Arthur Mendonça; Emmanuel Ceyte of Milani Fashions; and Elaine Siegel of Heaslip Canada (hats and accessories).

and organizer of the trade mission. "In fact, several companies made their final rep selections at the show and left their goods for their new ones to sell at future shows in the U.S. Midwest."

So book fast as space is reserved on a screened first-come, first-served basis. **For more information**, go to www.chicago.gc.ca and click on "Doing Business in the U.S.", or contact Ann F. Rosen, tel.: (312) 616-1878, e-mail: ann.rosen@international.gc.ca, or Erin Murphy, e-mail: erin.murphy@international.gc.ca. *

New Canadian Consulate General opens in Miami

In mid-November, International Trade Minister Jim Peterson officially opened the Canadian Consulate General in Miami. The mission has been upgraded from a consulate as part of the Government of Canada's Enhanced Representation Initiative (ERI)—a step that reflects the importance of the Florida market for Canada.

"Canada and Florida have an impressive story to tell," says Minister Peterson. "Our enhanced representation through

this consulate general will allow us to deepen our already close personal and business relationship."

The new mission will offer a full range of services, including expanded assistance in the areas of international business development, trade, investment and technology, among others.

In an address to the Canada-Florida business community, Peterson said that protectionism is a problem that affects

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