Mr. McKnight will hold discussions with his Mexican counterpart and with agricultural sector trade representatives, in order to evaluate possible avenues of increased exchanges and co-operation.

"This meeting provides a good occasion to promote the high standards of our Canadian agri-food industry, identify new markets and strengthen existing agricultural trade ties," indicated Mr. McKnight.

In conjunction with the JMC, a joint Mexico-Canada Forum on Technological Co-operation will be held, involving the private sector, universities and government, to exchange views and consider possibilities of future co-operation in a number of areas, such as telecommunications, forestry, marine products and pipeline technology.

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For further information, media representatives may contact: Media Relations Office External Affairs and International Trade Canada (613) 995-1874