

## OPPORTUNITIES FOR CANADIAN COMPANIES

As in many other sectors, niche markets, especially for consulting and other services, are the best prospects for Canadian companies.

### BUS SECTOR

The expectations that incomes will gradually rise suggest that transit fares will also rise, giving bus operators the ability to purchase higher-quality buses. The domestic industry is positioning itself, through alliances with foreign companies, to meet this expected future demand.

Canadian bus manufacturers will have difficulty selling complete buses in Mexico because of competition from lower-cost domestic producers. Also, American, Brazilian and European competitors have entrenched positions in the market for major components. The opportunities, therefore, lie mainly in joint ventures or technology-licensing arrangements. The provision of specialty products and expertise is also a possibility.

### PROJECTED BUS SALES IN MEXICO

Year	Urban	Intercity
1993	6,255	4,318
1994	8,055	2,446
1995	8,941	2,544
1996	10,014	2,671
1997	11,216	2,805
1998	12,674	2,973
1999	14,195	3,151