1989. There is a large market potential for Canadian products in Mexico, which is yet untapped.

TABLE 3

CANADIAN TRADE OF SPORTING GOODS AND LEISURE PRODUCTS WITH MEXICO

(Cdn $000)

	1988 IMPORTS FROM MEX	1988 EXPORTS TO MEX	1989 IMPORTS FROM MEX	1989 EXPORTS TO MEX
Saddlery	144	2	178	1
Apparel			2	2
Camping goods	1		1	4
Footwear	86		179	309
Motorcycles		79	285	
Bicycles	88		96	
Campers	842			
Pleasure boats		11		5
Video games			1,788	
Games	50		37	46
Watersports eqmt	1			
Golf eqmt.	109		275	
Balls	42		71	
Gymnasium articles			73	
Other sports	524		949	3
Fishing eqmt.	7		161	
TOTAL	1,894	92	4,095	370

Source: Statistics Canada - International Trade Division

3.2 DOMESTIC PRODUCTION

Domestic production is not expected to increase proportionately with imports, but rather to maintain its present levels. By 1994, local manufacture will be of approximately $123 million. Exports, on the other hand, will represent increasing amounts of domestic production. They are expected to increase from $16.6 million, or 17% of total production in 1987, to $32.4 million, representing 26% in 1994. Items made in Mexico include ball, and motorboats, gymnastics equipment, saddles and riding equipment, balls, bicycles, motorcycles, rackets, baseball gloves, sporting arms, camping equipment, fishing hooks and athletic footwear and apparel.

Mexico has been particularly successful in the production of bicycles, which satisfies practically 90% of total demand in this category, with brands such as Benotto, Windsor,