

## EXPORT DEVELOPMENT PLAN

### I. EXECUTIVE SUMMARY

#### 1. Purpose

The major theme of a Canadian Export Strategy for the 1980's as approved by the Cabinet Committee on Economic Development is the selectivity of market concentration coupled with a greater focus and coordination of Canada's export marketing efforts. This paper, the first of several to be produced, sets out an export development plan for Mexico including a detailed plan of federal government action. In so doing the government recognizes the critical role of the private sector and invites their participation and that of the Provinces in pursuing those activities which will contribute to the objective of expanding Canada's share of the Mexican market.

#### 2. Introduction

Mexico's emergence in the late 1970's as a major oil and gas producer has offered that country a unique opportunity to achieve industrialized country status and in so doing has greatly improved the prospects for enhanced Canada-Mexico bilateral relationships particularly trade. The dynamic developments on the Mexican economic scene have claimed considerable attention in Canada and have served to stimulate a new business interest and level of activity. From an average annual growth of less than 2 percent for each of the last five years, the growth of Canadian exports to Mexico during the first ten months of 1980 indicates that by year end, Canada's exports to Mexico will have more than doubled over the 1979 level to approximately \$450 million. It seems clear that the initiative to strengthen and expand trade relations with Mexico since 1977 is proving to be worthwhile. The challenge now facing Canada is to capitalize on the momentum generated during the last few years and to ensure that this momentum continues into the new administration of the successor to President Lopez Portillo in 1982. Canada will not be alone in responding to this challenge - petro dollars have brought the world's leading industrial nations to Mexico's doorstep and the competition will thus be stiff. To be successful the Canadian marketing effort will need to be concentrated, focussed and coordinated. To that end this paper reviews and analyses the past Canadian export market development performance, identifies the opportunities and constraints that the future export effort must address and sets out an export development plan taking these factors into account. As such this document and the action program that flows from it are intended: