

Introduction



Transportation is a critical issue for Canadian exporters who enter the Mexican market. Shippers can choose between several shipping methods, but the most important criterion in making this choice is providing for the customer's needs. Cost, transit time and the nature of the product all play a role in this decision. This seminar is designed to help exporters to choose between alternative methods and to deal with the many logistical issues involved.

The North American Free Trade Agreement (NAFTA), which went into effect on January 1, 1994, has opened many opportunities for Canadian exporters and transportation companies. In particular, the NAFTA includes comprehensive provisions for land transportation services, including the right of entry into Mexico for Canadian and American trucking companies. This provision will be phased-in over a six-year period.