
Investment Development

The Canadian Investment Partners for Mexico Program will help Canadian companies identify Mexican strategic alliances and investment partners through round tables and matchmaking initiatives. Workshops in Canada and Mexico will expose firms from both countries to the practical aspects of establishing and operating successful investment partnerships. Mexican firms will be informed about Canada's superior technology, investment environment and specific Canadian investment partnership opportunities. Similar round tables will also be used to introduce Canadian firms to potential U.S. investment partners.

Workshops in Canada
and Mexico will expose
firms from both countries
to the practical aspects
of establishing and
operating successful
investment partnerships

NEWMEX

New Exporters to Mexico (NEWMEX) is an export training program designed to provide Canadian firms with first-hand experience of the Mexican market. Modelled on the successful New Exporters to Border States (NEBS) program established for the United States, it is an educational trade development program carried out in co-operation with the Forum for International Trade Training (FITT). Participants will first complete GeoFITT Mexico, an intensive, practical training session in Canada. Some six to 10 weeks later, those willing to commit additional time and money can participate in specialized missions to Mexico designed to help Canadian

exporters better achieve their business objectives. A typical NEWMEX mission would involve a three- to five-day visit to explore potential opportunities in this new market. Mission members will be immersed in topics such as customs procedures, shipping, labelling, financial issues, the legal framework and how to do business in Mexico.

Expanded Trade Fairs and Missions

Access North America's expanded program of trade fairs and missions heightens Canada's image in Mexico and helps exporters in their marketing efforts there. More than 25 specialized annual trade fairs will be included. In addition, missions consisting of small- and medium-sized companies will be organized. Some of these missions will also attend various trade shows and conferences in Mexico and the United States.