

CANADEXPORT

LATEST NEWS
DEPART
NUMBERS

Department of Foreign Affairs
International Trade and Investment

Vol.13, No. 16

OCT 6 1995 October 2, 1995

Export i: Information Source on Mexico

"Mexico Starts Again" trumpeted the cover of the August 26th issue of the *Economist*. With the successful return of the Mexican government to international capital markets, all signs are pointing to a comeback for our new Latin American business partner. As a result, Canadians are once again including Mexico in their export plans. The timing – and good news – couldn't be better for the October 8 launch of the Mexico *Export i* program.

"i" is for Information

Export i is a comprehensive knowledge-based program mounted by the Department of Foreign Affairs and International Trade (DFAIT), Latin America & Caribbean Branch. This prototype program, designed for Canadian business managers who want to sell their products in Mexico, provides instant access to current

market information and business practice guides for doing business in that country. Profiles, summaries, guidebooks and reference tools provide information on 18 industry sectors and more than 50 different sub-sectors. What makes *Export i* invaluable to Canadian businesses is the speed at which it can provide in-depth information for assessing Mexican markets,

and for building a sound export strategy. Information, which progresses in complexity and depth, is available where and when a business wants it.

Export i focuses on the kind of information decision-makers need to enter a market while the opportunity is still current. To ensure that a consistent standard of quality business information is captured in each of the 18 sectors, a series of research templates was

Conference Highlight

Mandela in Canada to Talk Business

South Africa rapidly is becoming one of Canada's hottest new export destinations. Two-way trade increased by over 200 per cent during the last three years and is expected to reach \$700 million in 1995. An increasing number of Canadian firms are establishing operations in South Africa and the region.

President Nelson Mandela of South Africa will lead a high-level delegation to Toronto October 27, 1995 to promote two-way business links between the two countries. Canadian companies interested in learning more about this exciting new emerging market are invited to participate in a major **Canada-South Africa Trade and Investment Conference** to mark the visit.

The half-day event, hosted by the Department of Foreign Affairs and International Trade and the South African High Commission, is expected to feature prominent business, trade union and political speakers, including Canada's

Minister for International Trade Roy MacLaren, and Chris Stals, Governor of the South African Reserve Bank. The event will culminate with a keynote luncheon address by President Mandela. Participation fee is \$175.00.

Conference contact is Jacqui Gillespie, Coordination Plus Inc., Tel.: (416) 862-9067, ext. 224; Fax: (416) 862-2238.

For more information on South African business trends and market potential, ask for the special **CanadExport** Supplement on South Africa (June 19) by calling DFAIT's InfoCentre, Ottawa at 1-800-267-8376 (Ottawa area: 944-4000).

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SUPPLEMENT

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developed to guide the gathering and recording of information. As such, the *Export i* is highly modular and facilitates quick scanning and easy reading of information that's built around a "who", "what", "where", "when" and "why" format in each market sec-

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