

**Export I** is especially useful for small and medium-sized enterprises. They often don't have all of the research resources needed to thoroughly investigate a foreign market. Too often, they have found that published information is either out of date or not relevant to their needs. It's sometimes difficult to find out where to go for help.

**Export I** fills this gap by providing timely, relevant, focused information to guide business decision making. Every item in the system contains detailed information on where to go to learn more. Key contacts in Mexico and Canada are highlighted, complete with addresses and phone numbers. There's a lot more here than just data, and all of this information is available to decision makers when and where it is needed. That's why we call it a knowledge base.

**Export I** is divided into several categories of information for exporters to Mexico:

### **Market Summaries**

A market summary is a four to ten page overview of the market for Canadian capabilities in Mexico in a specific sector or subsector. A brief contact list is also provided at the end of each summary.

### **Market Profiles**

A market profile provides an in-depth look at the market, its size, trends and distribution channels. Each publication is roughly 60 pages and contains a list of contacts to assist in the next step of market exploration.

### **Business Guides**

In any new market there are a series of issues that may be perceived as obstacles to accessing or operating in the market. The business guides are designed to cover some of the broader issues of new market entry; each of them specifically addresses the business environment in Mexico and provides recommendations for commercial success.