

- What are the applicable remaining tariffs on your product?
- If tariffs apply, how quickly will they be phased-out by Mexico under the terms of the North American Free Trade Agreement (NAFTA)?

OPTIONS

- If you are addressing an entirely new and untapped market, how can you establish yourself, build awareness and shape market demand?
- If you are looking at an established market, how do you challenge the competition? Do you compete on the basis of price, quality, features, timeliness, process, service and/or distribution methods?

SOURCES OF INFORMATION

Here is a list of some of the most important sources of information on the Mexican market.

- Canadian federal International Trade Centres, located across the country.
- Mexican specialists at the Department of Foreign Affairs and International Trade (DFAIT), and DFAIT profiles on sectors of opportunity in Mexico.
- DFAIT publications on exporting.
- Trade commissioners in the Canadian Embassy in Mexico City or in the consulates in Monterrey and Guadalajara.
- Private intermediaries such as banks, consultants, lawyers and accountants specializing in Mexico.
- Business associations: The Alliance of Manufacturers and Exporters Canada (AMEC), the Canadian Chamber of Commerce in Mexico, Canadian Council for the Americas, Canadian International Freight Forwarders' Association.
- Local Mexican business associations, located through the Mexican Consulate.
- Mexican Embassy in Ottawa or the Mexican Trade Commissioner's service (*Bancomext*), in Vancouver, Toronto and Montreal.
- Government departments. Other government agencies also compile Mexican market intelligence. At the federal level, information is available from the Canadian International Development Agency (CIDA); the Atlantic Canada Opportunities Agency (ACOA); the offices of Western Economic Diversification (WD); the Export Development Corporation (EDC); and the Canadian Commercial Corporation (CCC). Provincial governments also have trade and/or industry departments that assemble market intelligence. All of these sources can be accessed through DFAIT or the International Trade Centre nearest you.

CANADEXPORT

This is the Department of Foreign Affairs and International Trade's (DFAIT's) twice-monthly newsletter, which keeps Canadian exporters informed about key trade matters. Regular features include information on international market opportunities, upcoming events such as trade fairs, official trade visits and conferences, developments affecting the international trading environment, and government programs and services that assist exporters.

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FAXLINK

FaxLink is a faxback information service operated by the DFAIT InfoCentre. The system stores a wide variety of trade- and foreign policy-related documents and publications, and makes them accessible to the public automatically by fax. This system is easy to use, convenient, and accessible on a 24-hour-a-day, 7-day-a-week basis.

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