

- Our exports to the United States are setting record levels month after month. In 10 out of 12 months of 1992, our exports to the United States established new all-time monthly records.
- Our merchandise trade surplus with the United States was a record \$17.7 billion in 1992, \$3.8 billion or 27.3 per cent higher than the previous year.
- All this is having a positive effect on job creation: a net total of 118,000 jobs were created in 1992.
- The government has supported Canadian companies in their efforts through an intense program of trade development that includes specific export promotion strategies developed in partnership with the private sector, support for participation in trade fairs, missions, the provision of export education, including New Exporters to Border States (NEBS) activities and market information dissemination.

#### **The Program: Access North America**

- To capitalize on the access achieved in the NAFTA, the government has created the program Access North America with the theme Making the NAFTA Work for Canadians.
- The program has four main features:
  1. NEWMEX (New Exporters to Mexico) is an educational trade development program to introduce Canadian exporters to the specifics of the Mexican market. It will be based on the principle of taking new exporters to the Mexican market and providing them with information on the market through meetings with market specialists, the banking community, and trade and customs experts. It is modelled after the successful NEBS program.
  2. The government will undertake an expanded program of trade fairs and missions focused on those sectors in Mexico offering the greatest export potential, such as the environment, energy, telecommunications and transportation systems. Investment opportunities will be identified with Mexican corporations receiving customized briefings and presentations to encourage strategic alliances and partnerships. A program to promote Canada as an investment site will be implemented.