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• November 1993 •

## New Program Key to Entering Mexico Market

In recent years, the Mexican market has been experiencing dynamic growth, due in large part to the lowering and removal of tariffs and import licence requirements, the curbing of inflation, and the implementation of market-oriented economic reforms. By opening its doors, Mexico has achieved domestic economic progress, and has also become an increasingly attractive centre for trading and investment. Located as it is, so close to Canada and our largest trading partner, the United States, Mexico is an obvious focus of interest to Canadian businesses. The expanding Mexican market is demanding Canadian expertise in a wide range of fields. Its more open trading environment has led to a substantial increase in the activity of Canadians, and that is bound to grow even faster in coming years. Mexico is intent on speedy development of its own potential, and is welcoming foreign trade and investment to assist it in achieving its goals.

Gaining greater access to Mexico's increasingly energetic market was a key reason for Canada's participation in the negotiation of the North American Free Trade Agreement. But even before implementation of NAFTA, Canadians have

increasingly been exploring the opportunities emerging in Mexico.

The Government of Canada recently announced a new program, Access North America (ANA), which has been designed, in cooperation with the private sector, to help

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Canadian businesses meet the challenges of trading in the new North America.

Canada is a trading nation, and Mexico represents a huge new market. It has an economy ready to build further on the dynamic growth it has seen as it opened its doors in recent years. Mexico's doors are not far from Canada, and Access North America is a key to those doors.

The ANA program will assist in identifying and building on new trade opportunities in the United States. But its main thrust will be to provide exporters with support and advice on trading and investing in Mexico. The

U.S., as our biggest trading partner, is familiar ground to many Canadian exporters, but Mexico is *terra incognita* for many of them.

There will be six key elements to the Access North America program:

- export advice and counselling.
- better business and market intelligence.
- the NEWMEX (New Exporters to Mexico) program.
- expanded fairs and trade missions.
- investment development and partnering initiatives.
- the Canadian Business Centre, Mexico City.

**Access** will elaborate on these and other elements of ANA in coming issues.

### Upcoming Events

- AGRO-INDUSTRIAL '94 (Guadalajara) — January 1994
- PLASTIMAGEN (Mexico City) — 7-11 February 1994
- EXPOCOMM '94 (Mexico City) — 15-18 February 1994
- ANTAD EXPO '94 (Guadalajara) — 26-28 February 1994
- CANADA EXPO '94 (Mexico City) — 21-24 March 1994

Details on these and other events may be obtained from Latin American and Caribbean Trade Division, External Affairs and International Trade Canada, Facsimile: (613) 944-0479.