

## ACCESS NORTH AMERICA

- ◆ To capitalize on market opportunities in North America, a new program called **Access North America** has been created. The program places particular emphasis on the emerging markets in Mexico.
- ◆ The federal government's investment in this program will be \$27 million over four years. Access North America will be undertaken by the Department of Foreign Affairs and International Trade and Industry Canada, in partnership with the private sector.

### THE PROGRAM

Access North America includes the following components.

- ◆ A Canadian Business Centre in Mexico City will provide a wide range of services to Canadian firms doing business in Mexico. It will offer a venue for Canadian trade shows and seminars and operate on a cost-recovery basis.
- ◆ A New Exporters to Mexico (NEWMEX) Program will introduce new exporters to Mexico through on-site briefings and an expanded Fairs and Missions Program. Up to 20 NEWMEX missions will be supported in each of the next four years.
- ◆ Access North America contains an extensive market information and export education component, as well as programs to capture investment opportunities arising out of the NAFTA.

### MEXICO: A MARKET OF OPPORTUNITY

- ◆ Mexico will need environmental services, telecommunications products, infrastructure expertise, new technology, and other goods and services that Canada produces.
- ◆ Canadian exports to Mexico increased 37% to \$771 million in 1992.
- ◆ In January 1993, Canada opened a Satellite Trade Office in Monterrey, serving a growing number of Canadians pursuing business in Mexico's industrial north.