**Mexico – Canada: Partnering for Success** was developed jointly by Prospectus Investment and Trade Partners Inc. and Townsend Trade Strategies.

Prospectus Publications Ltd. is a knowledge-based company specializing in business-oriented publications. The company has extensive experience in contract publishing for both the public and private sectors. Projects have included research, writing, design, layout, and printing of numerous publications for federal and provincial business-related ministries as well as private sector corporations.

Members of Prospectus have also prepared studies and research reports on topics such as small business incubators, financing small businesses, human resources, technology planning for small business, getting investment, technological entrepreneurship and strategic alliances.

Townsend Trade Strategies (TTS) is an Ottawa-based firm specializing in the identification of commercial opportunities in Mexico and South American countries on behalf of Canadian companies. TTS conducts market research, develops market entry strategies and assists in the formation of strategic alliances.

Prospectus has developed extensive expertise in presenting sophisticated business information in a usable format. Concise text, striking graphics and carefully chosen examples and profiles are integrated to provide a coherent, understandable package. The company's ability to provide all stages of production, from research and writing to graphics, layout and printing, ensures an integrated product.

Prospectus uses in-depth research to give business and government clients the solid information they need. Focused on business and oriented to action, the intelligence supplied is practical, readable, and usable.

The handbooks, fact books, databases, and customized studies produced by Prospectus deal with the global issues that concern today's business strategists. They offer the help needed to stay ahead of the competition and meet the challenges of the global business environment.

For more information contact:
Prospectus Publications Ltd.
35 Somerset Street West
Ottawa, Ontario
K2P 0H3
Tel: (613) 236-8504, Fax: (613) 237-7666

**Mexico – Canada: Partnering for Success** is part of a series of Prospectus Handbooks dealing with issues of importance to business and government. Information on the other books in the series is available at the office mentioned above.

This Handbook was made possible by the support of the Bank of Montreal, External Affairs and International Trade Canada (EAITC), and the Atlantic Canada Opportunities Agency (ACOA). Prospectus would also like to express its appreciation to the officials of the Latin America and Caribbean Trade Division of EAITC for their invaluable support, advice and assistance in the preparation of this document.

All rights reserved. No part of this publication may be reproduced, reprinted, stored in a retrieval system, or transmitted in part or whole, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise without the prior written permission of the publishers.

Copyright © September 1992 by Prospectus Publications Ltd.

Printed in Canada

All rights reserved.

ISBN: 0-921894-09-0

Any errors or omissions found in this book are the sole responsibility of the author, Prospectus Publications Ltd. As well, all opinions expressed herein are those of the author, not of the Government of Canada or the Bank of Montreal.

**(1)**