

1989. There is a large market potential for Canadian products in Mexico, which is yet untapped.

TABLE 3
CANADIAN TRADE OF SPORTING GOODS AND
LEISURE PRODUCTS WITH MEXICO
 (Cdn \$000)

| | 1988 IMPORTS FROM MEX | 1988 EXPORTS TO MEX | 1989 IMPORTS FROM MEX | 1989 EXPORTS TO MEX |
|--------------------|-----------------------------|---------------------------|-----------------------------|---------------------------|
| Saddlery | 144 | 2 | 178 | 1 |
| Apparel | | | 2 | 2 |
| Camping goods | 1 | | 1 | 4 |
| Footwear | 86 | | 179 | 309 |
| Motorcycles | | 79 | 285 | |
| Bicycles | 88 | | 96 | |
| Campers | 842 | | | |
| Pleasure boats | | 11 | | 5 |
| Video games | | | 1,788 | |
| Games | 50 | | 37 | 46 |
| Watersports eqmt | 1 | | | |
| Golf eqmt. | 109 | | 275 | |
| Balls | 42 | | 71 | |
| Gymnasium articles | | | 73 | |
| Other sports | 524 | | 949 | 3 |
| Fishing eqmt. | 7 | | 161 | |
| TOTAL | 1,894 | 92 | 4,095 | 370 |

Source: Statistics Canada - International Trade Division

3.2 DOMESTIC PRODUCTION

Domestic production is not expected to increase proportionately with imports, but rather to maintain its present levels. By 1994, local manufacture will be of approximately \$123 million. Exports, on the other hand, will represent increasing amounts of domestic production. They are expected to increase from \$18.6 million, or 17% of total production in 1987, to \$32.4 million, representing 26% in 1994. Items made in Mexico include sail and motorboats, gymnastics equipment, saddles and riding equipment, balls, bicycles, motorcycles, rackets, baseball gloves, sporting arms, camping equipment, fishing hooks and athletic footwear and apparel.

Mexico has been particularly successful in the production of bicycles, which satisfies practically 90% of total demand in this category, with brands such as Benotto, Windsor,