

*New Program, Courses Offered***NEWMEX Program Promotes Trade With Mexico**

External Affairs and International Trade Canada (EAITC) is introducing a trade promotion program called **NEWMEX** (New Exporters to Mexico).

NEWMEX is a training-based, export-oriented program where experience, skills, knowledge, funds and commitment are essential to its success. These qualifications and requirements are either possessed or developed.

NEWMEX is designed to prepare small and medium size businesses (SMBs) across Canada to enter the Mexican market by offering a two-day training course combined with a practical three-day mission to Mexico. This course will allow each participant to complete his or her "Export Business Plan" for entering the Mexican market. The objective is to prepare participants in deciding whether or not to pursue export business opportunities with Mexican partners.

Participants must meet the following **NEWMEX** criteria:

EXPORT EXPERIENCE: Selected participants should be "export ready" or able to demonstrate a sustained and successful marketing effort and should, ideally, already be exporting to either the United States, Europe and/or Africa/Asia, including developing countries, and that Mexico is their next export market.

TRAINING: Successfully complete the **GeoFITT** Mexico course (see adjacent article).

COST SHARING: Due to the cost recovery nature of **NEWMEX**, each Canadian company will be required to pay up to 50 per cent of the mission expense to Mexico. The exact amount has yet to be determined.

EAITC will cover: the round trip economy airfare, hotel accommoda-

tion, ground transportation costs and expenses related to the program, such as a reception offered by the Canadian Embassy in Mexico

or the Canadian Consulate in Monterrey. Personal expenses and incidentals will be the participant's responsibility.

FITT is the Forum for International Trade Training

FITT, the Forum for International Trade Training, is the national standard for international trade training and has been developed for business by business. It offers a systematic and practical approach to trade training, from entry to advanced levels, to achieve and enhance the export readiness of Canadian business.

GeoFITT focuses on countries and regions of key trade importance to Canada. **GeoFITT**, together with **FITTskills**, **SectorFITT** and **TradeFITT**, constitute an integrated family of training products.

GeoFITT MEXICO is presented by **FITT** in partnership with regional business organizations. **GeoFITT MEXICO** is a prerequisite for businesses applying for **NEWMEX**.

GeoFITT MEXICO, a two-day training course, offers Canadian companies the following: allows you to identify business opportunities in Mexico; provides you the tools to develop a structured business plan

for Mexico; provides you with an overview of distribution channels in Mexico and export costs; shows you how to analyze sectorial opportunities in Mexico; provides you with answers to market entry questions and negotiating strategies; assists you in approaching the market and the logistics involved in promoting your product or service to Mexico and to determine the export readiness of your company.

The weekend courses are scheduled for: **Toronto** — November 6-7; **Calgary** — November 13-14; and **Montreal (in French)** — November 20-21.

Course sponsors are: the Canadian Chamber of Commerce, the Calgary Chamber of Commerce, the Canadian Council for the Americas, the Canadian Exporters' Association and the Federal Business Development Bank.

For registration and **FITT** information, please call 1-800-GeoFITT (436-3488); or Fax your request to (613) 233-9521.

Business Japanese: Language Course

Canadian businesspeople have a unique opportunity to enhance their ability to communicate and improve their business savvy in the Japanese marketplace.

All they need do is register for

Business Japanese — a language course being offered January 25 to April 12, 1994 by The Japan External Trade Organization (JETRO) and the University

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