

Advocacy

When a policy issue has been identified, the relevant Trade Policy Coordinator establishes a special initiatives team to assess the issue and make representations to the Mexican government agency involved. In many cases, more than one Trade Policy Coordinator will be involved.

The team will analyze the information available, identify additional information needed and ways to obtain it, and develop a strategy to deal with the issue. This team may also include staff outside the Trade and Economic Program. The underlying concept of the special initiatives team is to cross organizational boundaries and bring together the best-qualified individuals available for the task at hand. This approach ensures that key stakeholders have input to the process and it maximizes the probability that the problem will be solved quickly.

Once strategies and action plans have been developed, the special initiatives team will attempt to influence local authorities and politicians. The team leader is responsible for monitoring actions and progress and following up where necessary.

Support to Canadian Delegations

The market access function includes providing support to Canadian delegations and dispute resolution teams, as well as the NAFTA, WTO, and FTAA negotiation teams. Most of this support is directed to other members of Team Canada. The activities involved in this function are mostly related to facilitating enquiries and coordinating appointments with government officials. In cases of dispute resolution, the Trade Policy Group of the Commercial and Economic Section will provide advice on the selection of panel members, assess the positions of Mexican groups, analyze Canadian interests, and provide other information. Negotiation teams will be supported with assessments of the Mexican positions, analysis of Canadian interests and other information.

Corporate Requests for Specific Support

Some export-ready Canadian companies require specific support in the form of logistics or referrals. The trade promotion staff can respond to many types of requests:

- assisting with customs snags;
- solving specific market access problems;
- representing Canadian interests in meetings;
- providing targeted intelligence;
- opening doors to Mexican government officials;
- assisting Canadian companies dealing with international financial institutions (IFIs) or CIDA;
- providing information needed for financing;