Export preparation and missions

NEWMEX PLUS TARGETS OPPORTUNITIES

EWMEX Plus is an export development program designed to help Canadian companies take full advantage of emerging new business opportunities created by the NAFTA.

NEWMEX Plus is a joint venture between the Department of Foreign Affairs and International Trade (DFAIT) and the Forum for International Trade Training (FITT). Designed specifically for senior executives and marketing managers in small- to medium-sized companies, NEWMEX Plus combines an intensive two-day export preparation program in Phase 1 with a

Informatics - from page III

cellular telecommunications is expected to show strong expansion.

An additional incentive to vigorously entering the Mexican informatics market is the potential of easier entrée to other Latin American markets. An established presence in Mexico indicates to other Latin American countries a company's interest in the region. The Mexican track record of Canada's Groupe Berclain Inc., a major supplier of software for synchronized manufacturing, suggests that many South American firms turn to Mexico as a source of supply and expertise.

Mexico is estimated to be 90 per cent literate, and computer literacy will rise quickly. This, combined with

the youth of the population, will lead to consistent and steady growth in the country's informatics needs, from industry and business to the education system and ultimately the leisure sector. Growth rate predictions vary from one element of the overall industry to the other, and according to the source, but it is generally and confidently assessed as a sector in which steady growth over a long period is inevitable.

practical five-day trade mission to Mexico in Phase 2.

PHASE 1

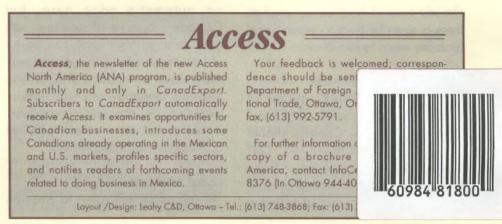
Phase 1 provides participants with an overview of Mexican markets, business

practices, cultural differences and business opportunities. There are tips and guidelines for negotiating with Mexican partners, and a stepby-step process for developing a business plan for exporting to Mexico.

Phase 2 takes participants PHASE 2 on a fully-escorted, government-sponsored trade mis-

sion to Mexico that is customized to the needs of the companies on each visit. During this phase, participants will learn to deal with foreign banking, shipping, customs and import regulations, packaging and labelling and other such business practices. Additionally, they will meet high-level industry contacts, policy decision makers and prospective trade partners through a series of pre-arranged meetings.

Cost to participants is \$2500, which includes GST. To inquire or register, please contact FITT at (613) 230-3458 or (800) 561-3488.



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IV

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