

NEWMEX PLUS TARGETS OPPORTUNITIES

NEWMEEX 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

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 step-by-step process for developing a business plan for exporting to Mexico.

PHASE 2

Phase 2 takes participants on a fully-escorted, government-sponsored trade mission 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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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.

Access

Access, the newsletter of the new Access North America (ANA) program, is published monthly and only in *CanadExport*. Subscribers to *CanadExport* automatically receive *Access*. It examines opportunities for Canadian businesses, introduces some Canadians already operating in the Mexican and U.S. markets, profiles specific sectors, and notifies readers of forthcoming events related to doing business in Mexico.

Your feedback is welcomed; correspondence should be sent to the Department of Foreign Affairs and International Trade, Ottawa, Ontario, Canada K1A 0G2, telephone (613) 992-5791, fax, (613) 992-5791.

For further information or a copy of a brochure on Access North America, contact InfoCentre, (613) 992-8376 (In Ottawa 944-4083).

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