

respond, or felt that Mexican market potential was not applicable to their industry.

BY INDUSTRY

Among respondents from the *Top 1,000* group of companies, the following industry sectors are seen to have significant market potential in

Mexico:

- Agriculture, forestry, and fishing
- Banking and financial services
- Chemicals and plastics
- Construction and engineering
- High-technology and electronics
- Insurance

Other sectors with market potential in

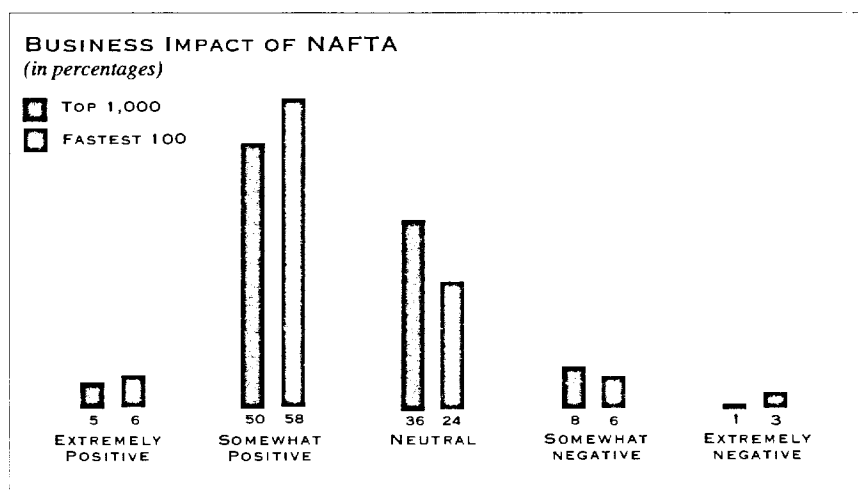
Mexico include:

- Automotive products
- Metals and metal products
- Mining
- Utilities

BUSINESS IMPACT

NAFTA

Executives from both *Top 1,000* and *Fastest 100* companies generally believed their organizations will benefit from NAFTA. Fifty-five per cent of respondents from major corporations and 64 per cent from fastest-growing companies expected a positive impact on their businesses. Executives from the *Top 1,000* were more optimistic, compared to a year ago, when only 35 per cent expected a positive impact from NAFTA.



CANADA-U.S. FTA

What executives expected from NAFTA paralleled their views of the Canada-U.S. FTA. Fifty-one per cent of respondents from major corporations and 58 per cent from the fastest-growing companies suggested that the FTA has had a positive impact on their businesses. Fifteen per cent in both categories indicated they have suffered because of the FTA. The balance indicated that the FTA has had no impact on their organizations.

