

PARTNERING:

POSSIBLE SOURCES OF HELP

- Existing business associates, especially those with experience in Mexico.
- Professional business advisers and intermediaries (lawyers, accountants, consultants).
- Financial institutions (banks, insurance companies, brokers).
- Local International Trade Centre.
- Specialists at the Department of Foreign Affairs and International Trade (DFAIT) — Latin American and Caribbean desks.
- The Canadian Embassy in Mexico City and the consulates in Monterrey and Guadalajara.
- Canadian business associations or bilateral business councils specializing in Mexico.
- Research institutions that may have prepared Mexican market studies.
- The Mexican Embassy or Trade Commissions.
- Trade Shows.
- DFAIT Mexican market studies.
- Commercial databases containing country profiles and international economic information.

own capabilities. If you reach for expert advice, be sure to define clearly what you expect before retaining a professional. This will give them the basis for drawing up a work plan and providing you with satisfactory deliverables.

There are several places to turn for assistance in gathering information and new market ideas. Start with a list of companies with real potential for international partnerships and growth. Make this list available to community developers, business associations and government agencies in target regions. Ask them to suggest the names of companies in their region that complement the capabilities of your company. Then organize meetings at which your company can meet with potential partners.

Effective partnering depends on effective networking. This is especially true for smaller businesses. Formal and informal linkages are important ways of developing contacts, securing business information, initiating cooperative activities, accessing new sources of capital, and obtaining technology.

Remember, you are not alone. In Canada both the federal and provincial governments provide useful information, resources and networks. Provincial governments have staff working in the field with companies. Agencies focussing on local development include provincial ministries, the Atlantic Canada Opportunities Agency (ACOA), Department of Industry (DI), the Federal Office of Regional Development (Quebec) and the Western Diversification Office (WD). Other investment promotion agencies and some provincial governments have networks of trade, investment and technology counsellors abroad. By tapping into these networks, firms can gain a good selection of companies from which to choose a partner.

There are other networks available. Associations of industrial developers can serve as focal points for the exchange of information. And science parks have formed an international organization designed to compare strategies and devise ways of complementing one another's initiatives.

Explore opportunities for using consultants and specialists to scout potential partnerships and to set up new networks. And keep in mind that some venture companies with investments in a group of local firms may seek partnerships with companies that have invested in a complementary group of firms, as a means of helping their clients expand and develop.