

- A move away from event-driven activities, such as national pavilions at major Mexican trade shows, and towards information-driven activities based on emerging economic and market trends. Incoming missions that bring prospective Mexican buyers to Canada will receive greater priority.
- A greater emphasis on helping small- to medium-sized Canadian companies to become export-ready, before they leave Canada. This will put them in the best possible position to take advantage of the intelligence-gathering capabilities of the Trade Commissioner Service.
- A special effort will be made to provide customized business advice to Canadian companies, who exhibit a high probability of success in exporting. This principle is designed to accelerate their export development, thereby creating more jobs and stimulating economic growth in Canada.

Mandate***Market Information and Analysis***

Understanding Mexican markets requires accurate and timely data, but in raw form, this information is often not relevant to business needs. The Action Plan therefore stresses value-added market research. Our market information publications feature concise evaluations of emerging opportunities and market-access issues, as well as profiles of customers, competitors and regulatory agencies. Statistical data is helpful in describing last year's market, but it does not say anything about next year. We strive to present a realistic outlook on emerging markets over the near to medium-term. The objective is to orient Canadian companies to the Mexican market in their sectors, before they develop their own market entry strategies. The use of current, but pre-packaged information to help them do this frees up trade commissioners to focus on providing market intelligence and other counselling services to Canadian businesses.

Market Intelligence

Market intelligence differs from market information in that it relates to the market position of an individual company or product rather than the market as a whole. It typically involves confidential information needed to implement a company's market entry strategy. Intelligence is therefore not usually disseminated on a sectoral basis.

Each company has its own unique products and capabilities, which may or may not find a niche in Mexico. When asked, our trade commissioners can provide advice and counselling to help companies gather their own market intelligence. While only the companies themselves have an intimate knowledge of their particular strengths and weaknesses, trade commissioners can point exporters in the right direction by facilitating contacts with customers, agents, potential partners and local consultants who can provide more detailed market intelligence.