

# ACCESS NORTH AMERICA

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Access North America is a \$27-million program, undertaken in co-operation with the private sector, designed to help Canadian companies turn emerging opportunities in the North American marketplace into sales and jobs. Though intended to facilitate activity throughout the North American free trade area, Access North America offers special assistance to companies thinking of doing business in Mexico. These initiatives are summarized below; additional information about them can be obtained by contacting the InfoEx Centre (toll-free) at 1-800-267-8376; or (613) 944-4000; fax: (613) 996-9709. Alternatively, contact the nearest International Trade Centre, listed on pages 17-18 of this guide.

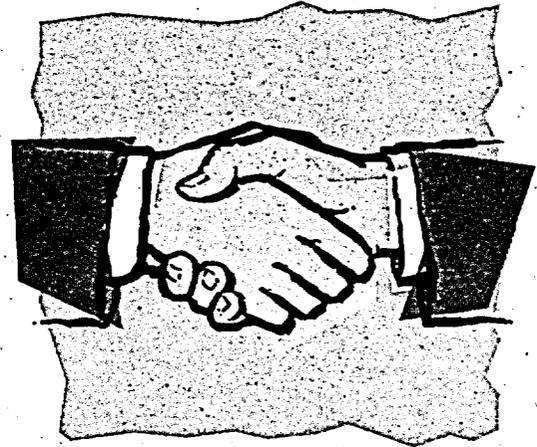
## Export Advice and Counselling

Responding to regional initiatives, Access North America will sponsor seminars and workshops across Canada. These activities will involve specialists from the private sector, business associations, various federal departments and provincial governments. The goal is to provide Canadian companies with practical information on Mexico's legal institutions, regulatory framework and business practices.

## Business and Market Intelligence

Access North America will help Canadian companies with comprehensive and practical business advice and market intelligence that includes:

- ▶ an enhanced role for Canadian trade commissioners in Mexico City and Monterrey, to provide Canadian companies with better on-the-spot counselling and assistance;
- ▶ sector-specific market studies, databases and publications on opportunities in the Mexican market;
- ▶ sector-specific seminars to be conducted in collaboration with industry associations across Canada;
- ▶ sector-specific information on the implications of the NAFTA; and
- ▶ details of how the NAFTA improves on the FTA in terms of rules of origin, accelerated tariff elimination, and new service-export opportunities in U.S. government procurement.



## Canadian Business Centre in Mexico City

A Canadian Business Centre is being established in Mexico City to provide Canadian business people with a "one-stop shop" for meeting with their Mexican counterparts, holding training sessions or making sales presentations. Operating on a cost-recovery basis in partnership with Canadian industry, the Centre will provide Canadian firms visiting Mexico with meeting space, temporary access to offices, a business library, business support, telephone lines to Canada and on-site translation services. The Centre will also make its facilities available for Canadian trade shows, seminars, missions and individual company initiatives.