

Seminar Objectives and Organization

Organization of this Program



- Elements of Mexican culture
- Export strategies
- Partnering





 Department of Foreign Affairs and International Trade
 Ministère des Affaires étrangères et du Commerce international

5 of 17

The objective of this training seminar is to prepare Canadian service companies for exporting to Mexico. It will help them to understand the business environment there, and decide whether Mexico is right for them. It will advise them on how to equip themselves for the coming challenges. The essential ingredients in a successful market entry strategy for Mexico are understanding business environment, planning and partnering. This seminar includes separate sessions on each of these subjects:

1. **Elements of Mexican Culture.** This session conveys an understanding of the cultural factors that can complicate service marketing. It explains how Canadians can use this knowledge to improve communications and do business “the Mexican way”.
2. **Export Strategies.** This session highlights the need for formal planning for export ventures. It explains the fundamentals of developing a practical export strategy. The components of such a strategy, and appropriate formats for its presentation are discussed.
3. **Partnering.** Most export strategies involve some form of partnering. This session describes the different types of partnership. It discusses the qualities to be sought in a partner, and outlines the steps in the negotiating process.

A final session briefly reviews the key themes of the seminar. A directory found at the end of this workbook provides a variety of reference items.