

companies like your own in their export ventures, the Department of Foreign Affairs and International Trade (DFAIT) has developed a new tool, **Export i**, the Mexican Knowledge Base. This comprehensive information source on doing business in Mexico is designed to provide you with market information, business guides and business planning tools. It is available from DFAIT, through the International Trade Centres or from the InfoCentre.

When it comes time to gather your market intelligence, the Canadian Trade Commissioners based at the Canadian Embassy in Mexico City and in the satellite offices in Monterrey and Guadalajara are available to assist you in seeking market opportunities and meeting potential partners. In order to help them serve you better, be prepared to give them a detailed description of your company, your export experience and your strategic objectives for the Mexican market.

## **MEXICAN KNOWLEDGE BASE...**

**Export i** is a comprehensive knowledge base on doing business in Mexico. This information service provides Canadian businesses with current market information and reference materials, enabling them to make informed decisions about the opportunities for their products or services in Mexico.

**Export i** is provided by the Department of Foreign Affairs and International Trade with the support of Canadian corporations, including the Toronto Office of Baker and McKenzie.



### **Why Export i ?**

**Export i** is a knowledge base designed for Canadian business managers who want to sell their products and services in Mexico, but don't have all of the information they need. Now, they can readily access market profiles and summaries, business guides and business tools, and other industry-specific material when they need it.