

### III. North America

North America, including the rapidly developing light manufacturing area in northern Mexico, represents one of the largest and most dynamic markets for packaging and labelling equipment in the world. It is the closest market to Canada geographically and the most similar in terms of commercial practices. With the recent Free Trade Agreement with the United States and the potential of an extended free trade area including Mexico now under negotiation, this market offers the greatest potential for Canadian firms seeking export markets.

Due to the proximity of this market and the current familiarity of many Canadian firms with it, this directory focuses on potential markets which are further afield.