

4. **CANADA - MEXICO OPPORTUNITIES/COMPETITIVENESS** (approx. 15-20 min.)

A. Do you think Mexico offers a lot of opportunities for Canadian exporters? Why? Why not?

B. How competitive do you think Canadian products would be in Mexico? Why?

- PROBE FOR:**
- . quality
  - . price
  - . standards (quality of goods)
  - . technology
  - . skilled labour force
  - . efficiency
  - . wages

C. What about for Mexico, do you think Canada offers a lot of opportunities to Mexican exporters? Why? Why not?

D. How competitive do you think Mexican products would be in Canada? Why?

- PROBE FOR:**
- . quality
  - . price
  - . standards (goods)
  - . technology (lack of?)
  - . skilled labour force (lack of?)
  - . efficiency (lack of?)
  - . wages