## **Table of Contents**

Introduction	
Why are Services Different?	
The Role of Small Firms	4
Advantages and Challenges of Exporting to Mexico	
Advantages	
Challenges.	
Seminar Objectives and Organization	
Elements of Mexican Culture	
The Family	11
Priorities	
Support Structure	12
Identity	
Social Position	
Networking	13
Trust	14
Relationships, Contacts, Networks and Influence	
Socializing	
Loyalty	
Business Ethics and Corruption	
Respect	
Status and Hierarchy	
Fear of Offending	
Dignity and Image	
Respect for Women	
Forms of Address	
Heritage	
Mistrust of Foreigners	
Religion	
Political Culture	
A Country in Transition	
The Business Transformation.	27
The Political Transformation	
Export Strategies	
Export Readiness	30
The Planning Process	31
Assessing the Canadian Firm's Position	
Becoming Export Ready	