

Supplements Support Departments, Agencies In Helping Exporters

In our November 2 issue, it was Agriculture Canada's supplement; today, it's CIDA's; others will follow. *CanadExport* is opening its pages to other federal departments and agencies.

CanadExport's mandate, as the trade newsletter of External Affairs and International Trade Canada, is to contribute to the growth in Canadian exports by informing our readers on government policies and programs in support of international trade and, more specifically, on this department's efforts. We also inform readers on trade potential identified by our posts throughout the world.

In addition to our own department, others also develop programs that

CIDA

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can be useful in designing export strategies. Our supplements will help simplify the collection of information, an exercise too often frustrating for businesspeople — given the multiplicity of government assistance programs and initiatives available to business.

Let's say this is *CanadExport*'s response to the observations of the Steering Group on Prosperity, which deplored the confusion created by the more than 400 assistance programs they had compiled at all levels of government. Or that it's *CanadExport*'s gift to our readers, a gift which will be repeated during the new year!

CANAD EXPORT

December 15, 1992

Canada-Mexico:

Partnering For Success

Mexico, a market of 85 million people, offers Canadian business a wide variety of export opportunities. A successful structural reform program, coupled with one of the world's highest rates of economic growth, is creating wealth and stimulating consumer demand — much of it for foreign goods and services.

Canadian firms that have made a commitment to the Mexican market have been learning how to respond to these challenges and are already reaping substantial rewards. Canadian exporters need to act now to position themselves for new opportunities emerging from the North American Free Trade Agreement (NAFTA).

As with all opportunities, there are also challenges. To assist Canadian firms to compete in Mexico, External Affairs and International Trade Canada (EAITC), in conjunction with the Bank of Montreal and the Atlantic Canada Opportunities Agency (ACOA), has commissioned a comprehensive guide, *Mexico-Canada: Partnering For Success*. The comprehensive handbook contains 10 chapters describing the business environment in Mexico, the opportunities and how best to pursue them.

Partnering For Success demonstrates the importance of strategic alliances in achieving success in Mexico's trading environment. The alliance may be with an agent, distributor or joint-venture partner.

The guide describes how to find suitable contacts in Mexico, how to negotiate mutually advantageous agreements, and how to avoid common pitfalls. It also contains sections to assist exporters to develop an export strategy and information on several Mexican laws and regulations that can affect exporting and the conduct of business with Mexico.

Copies of *Mexico-Canada: Partnering For Success* can be obtained by contacting:

- your nearest ACOA office in Atlantic Canada;
- the Regional Trade Finance Managers at the following Bank of Montreal locations:
 - Vancouver — Robert Lorenzin.
Tel.: (604) 665-2740.
 - Montreal — Albert Poirier.
Tel.: (514) 877-9465.
 - Toronto — Pierre Lambert.
Tel.: (416) 867-6410.
 - Mexico City — Tom Murphy.
Tel.: (52-5) 203-8211.
- or call: EAITC's InfoExport, toll-free at 1-800-267-8376; (Ottawa area: 944-4000). Fax: (613) 996-9709. (Code 175LA).

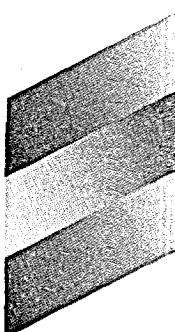
Season's Greetings!

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