



IV. Your Business Visit

Market Research

If you are considering Mexico as a potential market for your goods and services, a good preliminary step is to contact the Mexico desk officer at DFAIT in Ottawa or the nearest International Trade Centre, which is co-located with regional offices of Industry Canada. Trade commissioners can advise you on the Mexican market and provide information on government assistance for export marketing. As well, DFAIT has produced a series of market studies, guides and publications on a wide range of Mexican industry sectors. For a current listing of the market reports and publications that are available, contact the InfoCentre at DFAIT (see Chapter VI).

You should also contact the Commercial Division of the Canadian Embassy in Mexico to obtain specific information on market conditions and an assessment of the potential demand for your product in Mexico. The Commercial Division can arrange a program of appointments with potential agents or importers for you.

Canadian Business Centre in Mexico City

Centrally located in downtown Mexico City, the Canadian Business Centre is a new service offered at competitive rates through DFAIT's Access North America program. The Centre is part of an overall strategy to help Canadian companies take advantage of emerging business opportunities in Mexico. The Centre hosts a number of industry-specific trade shows, maintains fully equipped temporary offices and meeting rooms, and offers translation and administrative services. For more information see Chapter VI.