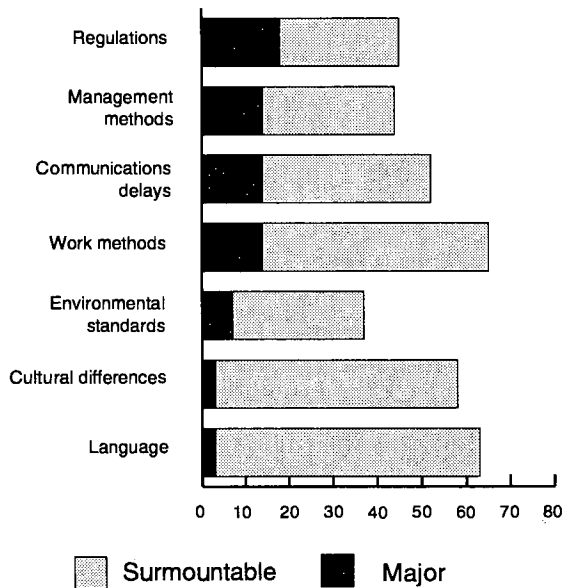


**Fig. 7: Problems According to Those Planning to Export (percent)**



### 4.3 NAFTA

#### Impact of NAFTA on Firm

Respondents were asked to assess NAFTA with regard to:

- Accessibility to the Mexican marketplace;
- Competition from Mexico in the Canadian marketplace; and
- Impact on the Canadian firm.

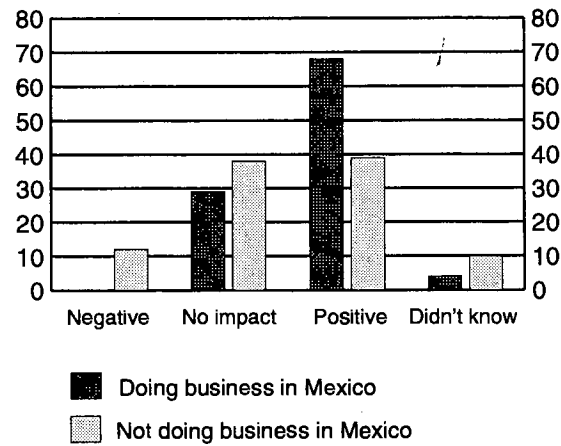
Those who were already doing business in Mexico thought that NAFTA could only improve accessibility to the Mexican marketplace. Indeed, this group of respondents was substantially more positive towards NAFTA (57 percent versus 28 percent).

Companies that had a presence in Mexico and those that were planning to enter that market had a similar response profile. In both groups, more than 50 percent believed that NAFTA would not have an impact on competition in the Canadian marketplace.

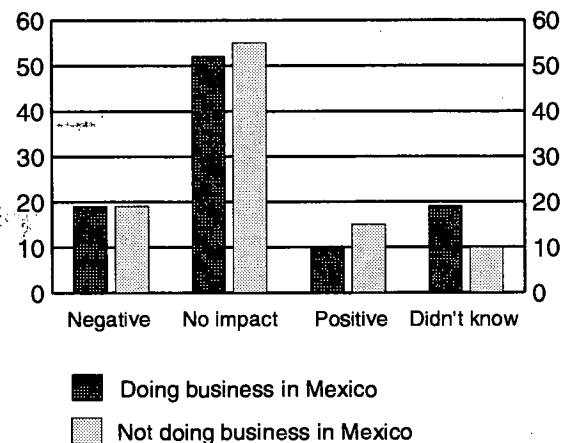
#### Impact of NAFTA on Industrial Sector

Firms doing business in Mexico viewed NAFTA's impact on their industrial sector more positively than those that did not.

**Fig. 8: Accessibility (percent)**



**Fig. 9: Competition (percent)**



Comparing traditional industry with the technology industry, the latter was slightly more positive toward NAFTA.

#### Firms' Knowledge about NAFTA

The respondents already doing business in Mexico, and thus who had a good knowledge of the country and who knew NAFTA best, were the most positive about the agreement.