

---

## Bridging the Cultural Gap

This guide has described many aspects of Mexican culture, with particular reference to their effects on methods of doing business there. The Canadian executive who visits Mexico on business is advised to be prepared for many cultural differences. Although most of the differences are not very important in themselves, a bad reaction to them can convey an unintended message and undermine the business relationship.

Mexico is a rapidly changing society, and the generalizations described here cannot be attributed to any particular individual. Nonetheless, the Canadian business visitor is likely to encounter most of them when dealing with a cross-section of Mexicans.

Canadians arriving in Mexico will find that they enjoy a good advance reputation, based on general perceptions of Canada and Canadians. For the most part, they can live up to this reputation simply by keeping an open mind, and striving to understand and adapt to Mexican ways of doing things.