

Using Market Information and Intelligence

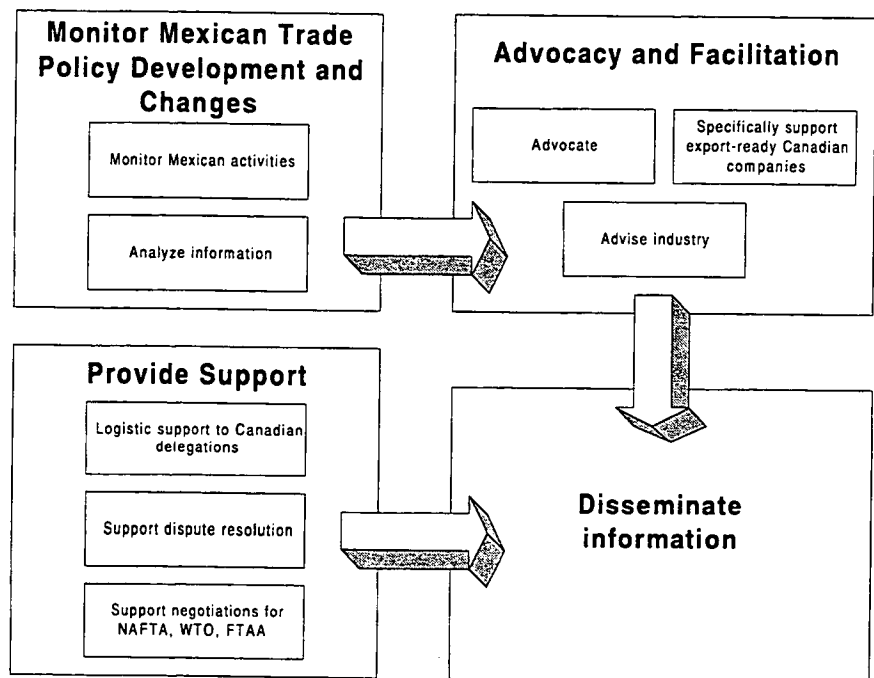
Market information and intelligence is used for two purposes: improving market access for Canadian exporters and investors, and matching Canadian sellers with Mexican buyers.

Market Access

Many obstacles to Canadian access to Mexican markets have been removed or reduced under the NAFTA. But ensuring that the elimination of trade impediments applies to specific products and services requires constant vigilance and advocacy by the Trade Commissioner Service. This advocacy role applies not only to trade and regulatory barriers, but also to the logistics of moving goods across the Mexico-US border. Interaction between Canadian business and Canadian officials in Mexico is essential to ensure that these efforts are closely targeted to real problems.

The market access function involves three sets of activities: monitoring Mexican trade policy, advocacy and facilitation, and providing support.

Market Access



Monitoring Trade Policy

The Trade and Economic Program monitors changes and new developments in trade policy to detect impediments which could limit access of Canadian business to the Mexican market. It also identifies new opportunities resulting from improvements in trade policies. This activity can be effectively carried out by the Trade Promotion Group because it is close to those who are affected by changes. It involves the monitoring of compliance with the NAFTA, WTO and other agreements. Trade policy issues can also be identified through discussions with Canadian companies operating in Mexico.