

## THE NORTH AMERICAN FREE TRADE AGREEMENT (NAFTA)

The NAFTA expands Canada's free-trade area of 270 million people into a market of 360 million — a market larger than the population of the 15 countries of the European Union and one with a total North American output of \$7 trillion.

Mexico is Canada's most important trading partner in Latin America. Two-way merchandise trade with Mexico exceeded \$5.5 billion in 1994 and is expected to exceed \$7 billion by the end of the decade.

Canadian direct investment in Mexico is growing rapidly, increasing from \$452 million in 1992 to over \$1.2 billion in 1994.

This guide has been prepared with the problems inherent to the new exporter in mind. However, it is not exhaustive. The differing circumstances, interests and needs of individual companies will influence their strategies for the Mexican market.

Further assistance can be obtained by addressing requests to the International Trade Centres (see Where To Get Help) or contact the InfoCentre at:

Tel: 1-800-267-8376 or (613) 944-4000  
Fax: (613) 996-9709  
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1-800-628-1581 or (613) 944-1581

## TABLE OF CONTENTS

AN UNDERDEVELOPED MARKET	7
OVERVIEW OF THE PLASTICS SECTOR	8
Corporate Structure	8
Production Techniques	9
The National Oil Company	11
THE ROLE OF IMPORTS	15
CUSTOMERS	19
Finished and Semi-finished Products	19
Food and Beverage Industry	19
The Construction Sector	21
The Automotive Industry	24
The Retail Sector	26
Resins and Materials	27
COMPETITION	30
PRODUCT TRENDS AND OPPORTUNITIES	33
Resins	33
Services	34
PET Bottles	35
Do-It-Yourself Home Improvement Products	36
THE REGULATORY ENVIRONMENT	37
Quality Standards	37
Waste Products	38
Recycling	38
MARKET ENTRY STRATEGIES	39
Financing	39
Distribution	39
Trade Shows	40