

EXPORT DEVELOPMENT PLAN

II. A. PURPOSE

The introduction of greater focus and coordination to Canada's marketing efforts is the major theme of a "Canadian Export Strategy for the 1980's" approved by the Cabinet Committee on Economic Development. The elaboration of 2-3 year marketing plans for Canada's priority markets is a central element of the Strategy. This paper sets out an export development plan for Mexico through:

- i) creating a strategy framework to guide the actions and resources of the federal government in providing an effective program of assistance to and an environment for Canadian export development in Mexico;
- ii) elaborating a marketing plan to take advantage of the opportunities and to overcome the constraints facing Canadian exports to Mexico;
- iii) providing a working document to use as the basis for discussions aimed at coordinating the marketing efforts of the federal government in cooperation with provincial governments and the private sector.

The following plan for Mexico includes:

- i) an identification of the opportunities and constraints for Canadian export market development in Mexico;
- ii) a review of past efforts of the Federal government to promote Canadian exports to Mexico and the bilateral framework in which these exports occur;
- iii) an identification of the marketing segments where the Canadian share of Mexican imports may be improved or expanded;
- iv) marketing plans for key priority sectors of the Mexican market based on an analysis of the specific opportunities and constraints in these sectors;
- v) an overall market development plan for Mexico outlining methods of capitalizing on opportunities and overcoming constraints found to affect Canadian exports, to that market, and recommending appropriate changes to present promotional techniques and possible new techniques to facilitate export growth.