

TABLE 3
CANADIAN TRADE OF FOOD PROCESSING AND PACKAGING
EQUIPMENT WITH MEXICO
(000 Cdn \$)

	1988	1989	1990	1991
CANADIAN EXPORTS TO MEXICO				
Bakery & pasta making eq.	5	0	0	0
Sugar manufacturing eq.	0	0	0	142
Meat processing eq.	0	147	0	0
Dairy eq.	3	0	6	8
Seed, grain & cereal proc.	59	426	21	23
Mixing, stirring, eq.	27	28	327	17
Other food processing eq.	0	53	8	0
Parts for food processing eq.	76	321	3	277
Heating & cooking eq.	496	590	344	523
Food packaging eq.	187	99	282	990
TOTAL	853	1,664	991	
CANADIAN IMPORTS FROM MEXICO				
Bakery & pasta making eq.	1	3	0	0
Confectionery eq.	0	0	52	0
Parts for food processing	0	2	0	0
Heating & cooking eq.	167	399	475	531
Food packaging eq.	544	432	68	107
TOTAL	712	836	595	638

Source: Statistics Canada - International Trade Division

It is important that Canadian manufacturers undertake serious marketing and promotion efforts in order to penetrate this growing market. It is important that they be more aggressive and offer more liberal license arrangements and credit policies; that they offer all ranges of technological sophistication and that they be willing to incorporate their equipment into production lines including other brands and origins; and that they offer excellent service and pre-sales advice. It is also recommended that they participate in trade fairs and exhibitions in order to further establish their presence, promote their products, inform end users about new technologies and create a renewed image in the Mexican market.

Opportunities to export exist in all categories of food processing and packaging equipment. Some of the products with high market potential include machinery for the soft drinks industry, grading and sorting equipment, pasteurizers, dairy product machinery, cream separators, wine, cider and juice manufacturing equipment, machinery for the preparation of fats & oils, bread industry equipment, sugar manufacturing equipment, brewery equipment, meat cutting & slicing equipment, sausage making equipment, machinery for the preparation of fruits nuts &