

# EXPANDED TRADE FAIRS AND MISSIONS

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Successful marketing ultimately depends on person-to-person contact. Access North America also includes an expanded program of trade fairs and missions to Mexico, offering Canadian firms additional opportunities to make personal contact with potential customers and business partners. The program is designed to heighten the image of Canadian competitiveness in Mexico and help exporters in their marketing efforts there.

In partnership with the provinces and Canadian industry, EAITC will expand and enhance its trade promotion program to include more than 25 specialized Mexican trade fairs annually.

EAITC and its partners in Canadian industry will also continue to mount an annual solo show similar to the highly successful Canada Expo '92 held in Monterrey. In fact, over 400 companies are expected to participate in Canada Expo '94, scheduled for March 21 to 24 in Mexico City.

In addition, sectoral missions of small- and medium-sized companies will be organized with emphasis on key sectors of interest, including:

- information technologies,
- environmental industries,
- transportation equipment and services,
- engineering, construction and other services,
- agri-food, and
- resource industries.

Consideration is also being given to sponsorship of Canadian trade missions to U.S. border cities and trade shows that focus on joint U.S.-Mexican business ventures. Meeting their U.S. and Mexican counterparts will enable Canadian firms to establish relationships that could lead to commercial ventures in North America as well as in other parts of the world.