

The Minister noted that this initiative contains some innovative features that will introduce small and medium-sized Canadian firms to the Mexican market and provide on-the-ground business assistance to Canadians in Mexico.

Program components include the establishment of a Canadian Business Centre in Mexico City that will provide a wide range of services to Canadian firms doing business in Mexico, a New Exporters to Mexico (NEWMEX) Program that will introduce new exporters to Mexico through on-site briefings and an expanded Fairs and Missions Program. The Business Centre will also offer a venue for Canadian trade shows in that country.

In addition, Access North America contains an extensive market information and export education component, as well as programs to capture investment opportunities arising out of the NAFTA.

"By increasing exports and jobs in Canada, Access North America will contribute to Canada's overall competitiveness and prosperity," the Minister said.

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