

EXPORT OPPORTUNITIES IN MEXICO

Canadian exports to Mexico reached \$771 million in 1992, compared with \$561 million in 1991.

- ◆ The trade deal should open up a total North American auto parts market of more than \$12.8 billion by 1994.
- ◆ Mexico is updating and improving its telecommunications system to the tune of \$30 billion over the next 10 years.
- ◆ Mexico's commitment to addressing its pollution problem creates increased demand for more sophisticated and specialized pollution control equipment and technology -- a market worth more than \$280 million.
- ◆ Computer and computer parts exports to Mexico are growing fast. The computer software market alone -- estimated at \$1.4 billion this year -- could be one of the most lucrative for Canadian exporters under the NAFTA.
- ◆ The consumer and leisure products market in Mexico is rapidly expanding - - Canada is already Mexico's sixth-largest supplier.
- ◆ Recent reductions in duties on electric components entering Mexico make foreign producers even more competitive than before.
- ◆ The Mexican forestry industry is highly dependent on imports of machinery, with a market estimated at \$55 million by 1994.
- ◆ Recent privatization in the steel industry and plans to modernize facilities will open a steel technology and equipment market worth some \$100 million by 1994.
- ◆ Mexico is the 13th-largest consumer of machine tools, importing 90% of its needs.
- ◆ The Mexican mining industry equipment and services, estimated at \$164 million by 1994, relies on imports for over 80% of its needs.
- ◆ The oil and gas equipment market in Mexico is worth more than \$2 billion.
- ◆ Mexican agricultural machinery purchases are expected to exceed \$273 million by 1994.
- ◆ There is a large market for expertise in irrigation and drainage.
- ◆ With the NAFTA, Canada should surpass its 1992 export level of \$214.4 million worth of agricultural products to Mexico.
- ◆ A growing \$2.5-billion-a-year tourism industry -- Mexico's second-largest industry after oil -- offers opportunities in restaurant equipment and supplies.

For more information on trade opportunities in Mexico please contact the Latin America and Caribbean Trade Division of the Department of Foreign Affairs and International Trade at (613) 996-5547 or (613) 995-8804. Our fax number is (613) 943-8806.