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## Section 11: Canada's Trade Action Plan for Mexico

Canadian companies that take the time to learn about the business culture in Mexico will find many opportunities there. But cultural differences are not the only obstacle to market entry. Business information is much more difficult to obtain in Mexico than it is in Canada. Many organizations have not yet fully adapted to the new market environment, and corporate disclosure and government accountability are still new concepts. Even when information is available, communications can be slow and unreliable.

Government procurement and regulatory practices can seem complex and arcane to a company that is new to the market. Products, services and promotional materials must be adapted to Mexican tastes. To compound these problems, business conditions are changing rapidly as Mexico's economic reforms take hold.

In this environment, careful preparation combined with the ability to adapt to constantly changing circumstances are key success factors. There is no substitute for first-hand market research in Mexico, combined with networking and contact-building. To make these efforts as productive as possible, the Department of Foreign Affairs and International Trade (DFAIT) provides assistance both in Canada and in Mexico through its Trade Action Plan for Mexico.

### **Export *i* Mexican Knowledge Base**

Assistance to potential exporters starts with the Export *i* Mexican Knowledge Base. This is a continuously-updated collection of market summaries, market profiles, business guides and business tools. These publications are available through InfoCentre at 1-800-267-8376, or at International Trade Centres across Canada. A catalogue of Export *i* Mexican Knowledge Base publications is available from the InfoCentre or the Mexico Division, Tel.: (613) 996-5547; Fax: (613) 996-6142; or <http://www.dfait-maeci.gc.ca>.

### **Market Summaries**

Market summaries are short overviews, generally less than ten pages in length. They are formatted for transmission by fax, but are also available in printed form. In most cases they are summaries of existing market profiles. In a few sectors, they are based on a review of published research reports that have been gathered to support forthcoming market profiles.