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TRADE SHOWS

Annual trade shows of interest to companies in the medical devices and equipment sector include *Expo Médica*, *Médica Mex*, and *Expo Hospital*. A solo Canadian medical trade show is in the planning stages and will be scheduled for México D.F. at the new Canadian Trade Centre for early 1995.

WHERE TO GET HELP

The **Department of Foreign Affairs and International Trade (DFAIT)** is the Canadian federal government department most directly responsible for trade development. The InfoEx Centre is the first contact point for advice on how to start exporting; it provides information on export-related programs and services; helps find fast answers to export problems; acts as the entry point to DFAIT's trade information network; and can provide companies with copies of specialized export publications.

InfoCentre

Tel: 1-800-267-8378

or (613) 944-4000

Fax: (613) 996-9709

The **Commercial Division of the Embassy of Canada** in Mexico City promotes trade with Mexico. There are several trade commissioners at the Embassy, and there is a satellite office in Monterrey. Trade Commissioners can provide a range of services including introducing Canadian companies to potential customers in Mexico, advising on marketing channels, assisting those wishing to participate in trade fairs, helping identify suitable Mexican firms to act as agents, and compiling credit and business information on potential foreign customers.

Commercial Division

The Embassy of Canada in Mexico

Schiller No. 529

Col. Polanco

Apartado Postal 105-05

11560 México D.F.

México

Tel: 724-7900

Fax: 724-7982

Contact: Ms. Kathryn Aleong

Canadian Consulate

Edificio Kalos, Piso C-1

Local 108A

Zaragoza y Constitucion

64000 Monterrey

México

Tel: 443-200

Fax: 443-048

Note: to telephone México, D.F. dial: 011-52-5 before the number shown below, for contacts in other cities in Mexico, consult the international code listing at the front of your local telephone directory for the appropriate regional codes or contact the international operator.

International Trade Centres have been established across the country as a first point of contact to support the exporting efforts of Canadian firms. Co-located with the regional offices of Industry Canada (IC), the centres operate under the guidance of DFAIT and all have resident Trade Commissioners. They help companies determine whether or not they are ready to export; assist firms with marketing research and market planning; provide access to government programs designed to promote exports; and arrange for assistance from the Trade Development Division in Ottawa and trade officers abroad. Contact the International Trade Centre nearest you.

The **World Information**

Network for Exports (WIN Exports) is a computer-based information system designed by DFAIT to help Canada's trade development officers abroad match foreign needs to Canadian capabilities, experience and interests of more than 30,000 Canadian exporters. To be registered on WIN Exports, call: (613) 996-5701.

The **Market Intelligence**

Service provides Canadian business with detailed market informa-

tion on a product-specific basis. The service assists Canadian companies in the exploitation of domestic, export, technology transfer, and new manufacturing investment opportunities. The intelligence is used by Canadian business in decisions regarding manufacturing, product development, marketing, and market expansion. The information includes values, volume and unit price of imports, characteristics of specific imports (e.g. material, grade, price, range, etc.), names of importers, major countries of export, identification of foreign exporters to Canada, Canadian production, Canadian exports, and U.S. imports. Two-thirds of the clientele for this service are small businesses. Call: (613) 954-4970.

The **Embassy of Mexico**, Mexican Trade Commissioners in Canada, and Mexican consulates can provide assistance and guidance to Canadian companies in need of information about doing business in Mexico.

Embassy of Mexico

45 O'Connor Street, Suite 1500

Ottawa ON K1P 1A4

Tel: (613) 233-8988

Fax: (613) 235-9123

KEY CONTACTS IN CANADA

The Canadian Council for the Americas (CCA) is a non-profit organization formed in 1987 to promote business interests in Latin American and Caribbean countries. The CCA promotes events and programs targeted at expanding business and building networking countries between Canada and the countries of the region. It also publishes a bimonthly newsletter.

The Canadian Council for the Americas (CCA)

Executive Offices, Third Floor

145 Richmond Street West

Toronto, ON M5H 2L2

Tel: (416) 367-4313

Fax: (416) 367-5460

