

- * there will be major liberalization of the Mexican investment regime, although, as in Canada, there will be the opportunity to screen large-scale foreign acquisitions; and
- * the Mexican services market will be opened up, including land transport, specialty air services, professional services, and enhanced telecommunications.

The reduction of Mexican barriers will lead to new opportunities for exporting our goods and services. Canadian firms will be able to increase sales in sectors that were previously highly restricted, such as autos, financial services, trucking, energy and fisheries. The elimination of Mexican tariffs and import licensing rules will provide barrier-free access to 85 million consumers.

Canadians have already been making some key, bellwether sales in Mexico. One key reason is that Canadian companies have the knowledge-based products and services needed to bring that country's infrastructure into the 21st century.

This July, for example, a joint venture of the Ottawa-based SHL Systemhouse Inc. and a leading Mexican computer systems management company won a US\$500-million contract to build and manage information systems, to support taxpayer and customs requirements for Mexico's Finance Ministry.

Another example: this August, SNC-LAVALIN International Inc. was awarded a \$25-million contract to modernize Mexico's geomatics information system. The new system will involve a unique integrated digital mapping system developed by Energy, Mines and Resources Canada.

The list of deals that have been closed is long and will get much longer. In the first six months of 1992, Canadian exports to Mexico reached \$400 million, nearly double over the same period last year. The improved market access achieved in NAFTA means that the best is yet to come.

To ensure that this potential is realized, International Trade Canada is taking steps to boost the impact of our Mexican trade development. We will:

- * increase the number of trade fairs and missions sent to that country to more than twenty over the next year;
- * expand our trade presence in Mexico, including the opening of satellite trade offices in the fast-growth regions of Monterrey and possibly Guadalajara; and