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- **SEGUExPO:** The *Asociación Mexicana de Higiene y Seguridad Industrial (Ahmsac)*, Mexican Association of Hygiene and Security, has an annual trade show for their members and other interested companies.
- **SECURAT** is organized every summer by *OM Comunicación*. **SECURAT'97** will take place at the World Trade Centre in Mexico City, May 7 to 9, 1997.
- **TecnoExpo '97** will take place at *Exhibimex* April 22 to 25, 1997.

## KEY CONTACTS

### CANADA

#### *Canadian Government*

#### *Department of Foreign Affairs and International Trade (DFAIT)*

DFAIT is the Canadian federal government department most directly responsible for trade development. The **InfoCentre** should be the first contact point for advice on how to start exporting. It provides information on export-related programs and services, acts as an entry point to DFAIT's trade information network, and can provide copies of specialized export publications and market information to interested companies.

#### **InfoCentre**

Tel.: 1-800-267-8376 or  
(613) 944-4000

Fax: (613) 996-9709

FaxLink\* (613) 944-4500

InfoCentre Bulletin Board (IBB):

Tel.: 1-800-628-1581 or  
(613) 944-1581

Internet: <http://www.dfait-maeci.gc.ca>

\*FaxLink is a faxback system which provides summaries on a range of Mexican markets. It must be contacted through your fax machine. Dial from your fax phone and follow the voice prompt instructions.

**The Trade and Economic Division of the Embassy of Canada in Mexico** can provide vital assistance to Canadians venturing into the Mexican market. The trade commissioners are well-informed about the market and will respond in whatever measures possible to support a Canadian firm's presence in Mexico.

**Trade and Economic Division**  
The Embassy of Canada in Mexico  
Schiller No. 529  
Col. Polanco  
11560 México, D.F.  
México  
Tel.: (52-5) 724-7900  
Fax: (52-5) 724-7982

**Canadian Consulate**  
Edificio Kalos, Piso C-1  
Local 108-A  
Zaragoza y Constitución  
64000 Monterrey, Nuevo León  
México  
Tel.: (52-8) 344-3200  
Fax: (52-8) 344-3048

**Canadian Consulate**  
Hotel Fiesta Americana  
Local 30-A  
Aurelio Aceves No. 225  
Col. Vallarta Poniente  
44110 Guadalajara, Jalisco  
México  
Tel.: (52-3) 616-6215  
Fax: (52-3) 615-8665

**International Trade Centres** have been established across the country as a convenient point of contact to support the exporting efforts of Canadian firms. 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 market research and planning, provide access to government programs designed to promote exports, and arrange for assistance from the trade commissioners in Ottawa and trade officers abroad. Contact the International Trade Centre nearest you.

**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. It provides users with information on the capabilities, experience and interests of more than 24,000 Canadian exporters. For general information, call (613) 944-4WIN (4946); to register on WIN Exports, call (613) 996-2057, or fax 1-800-667-3802 or (613) 944-1078.

#### **Program for Export Market Development (PEMD)**

PEMD is DFAIT's primary export promotion program. It supports a variety of activities to help Canadian companies expand into export markets. PEMD shares up to 50 percent of eligible expenses. Program financial assistance is a repayable contribution, not a grant, and must be approved in advance. For general information, call the InfoCentre at 1-800-267-8376. For applications for assistance through this program, call the International Trade Centre nearest you. In Quebec, PEMD is administered by the 13 regional offices of the Federal Office of Regional Development (FORD Q).

#### **Human Resources Development Canada**

#### **Occupational Safety and Health Programs**

Human Resources Development Canada  
Place du Portage  
Phase II  
165 Hôtel de Ville Street  
Hull, Quebec K1A 0J2  
Tel.: (819) 953-0212  
Fax: (819) 953-4830