

Figure 3.6
Mexico's Leading Trade and Investment Partners: A Comparison, 1991
 (in percent)

Top Two-Way Trade Partners and Share of Total Trade		Top Ten Foreign Investors and Share of Total FDI	
United States	77.7	United States	60.4
Japan	5.2	Germany	6.0
Germany	3.6	United Kingdom	5.9
Canada	2.9	Japan	4.7
Spain	2.1	France	4.3
France	1.9	Switzerland	4.2
Italy	1.0	Spain	2.2
U.K.	0.8	Canada	1.4
Brazil	0.6	Sweden	1.2
Belgium/Luxembourg	0.6	Italy	0.2

Source: Direction of Trade Statistics (1991); SECOFI.

Sectoral Opportunities

Figure 3.7
Top Ten Commodity Areas with Both Canadian Export Capabilities and Mexican Import Demand

1. mineral fuels, mineral oils and products of their distillation, bituminous substances, mineral wax
2. organic chemicals
3. wood and articles of wood, wood charcoal
4. plastics and articles thereof
5. aluminum and articles thereof
6. optical, photographic, cinematographic, measuring, checking, precision, medical or surgical instruments and apparatus
7. inorganic chemicals, organic or inorganic compounds of precious metals of rare-earth metals, etc.
8. sugars and sugar confectionery
9. furniture, bedding, mattresses, mattress supports, cushions and similar stuffed furnishings, lamps and lighting fittings
10. copper and articles thereof

Source: Conference Board of Canada, *Canadian Export Opportunities in Mexico*, (1992).

The Mexican marketplace is in the midst of a vast process of transformation. The integration of Mexico into an increasingly global economy offers excellent prospects for Canadian companies seeking to penetrate new markets. In its analysis of Canadian Export Opportunities to Mexico, the Conference Board of Canada identified 57 product areas where there were both demonstrated Canadian capabilities and strong Mexican demand; ten of which were held to be especially promising (see Figure 3.7). External Affairs and International Trade Canada has prepared market studies of six of the many sectors that hold out the most promise of increased Canadian business in Mexico (see Figure 3.8).

The following sections discuss some of these opportunity areas in greater detail. At present, opportunities for Canadian exporters are especially abundant in new agriculture, mining, export-oriented manufacturing, infrastructural construction, transportation, telecommunications, tourism, and pollution control systems and equipment. It should be added, however, that Canadians should think beyond the simple export of products. The export of services, technology, and expertise is assuming an increasing importance in today's international economy. Here too, Canadians have developed a rich storehouse of know-how that can be of significant benefit in Mexico's drive toward modernization.