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THE NAFTA

The North American Free Trade Agreement (NAFTA) expands Canada's free-trade area of 270 million people into a market of 360 million — a market larger than the population of the 12 countries of the European Community and one with a total North American output of \$7 trillion.

Mexico is Canada's most important trading partner in Latin America. Two-way merchandise trade with Mexico exceeded \$5.5 billion in 1994 and is expected to increase to over \$7 billion by the end of the decade.

Canadian direct investment in Mexico is growing rapidly; increasing from \$452 million in 1992 to over \$1.2 billion in 1994.

This guide has been prepared with the problems inherent to the new exporter in mind. However it is not exhaustive; individual circumstances, interests and needs will dictate how companies should tailor their approach and strategy to the Mexican market.

Further assistance can be obtained by addressing requests directly to:

Department of Industry (DI) through the provincial International Trade Centres (Key Contacts Section)

or

InfoCentre

1-800-267-8376 or (613) 944-4000

Fax: (613) 996-9709

FaxLink: (613) 944-4500

Bulletin Board System (IBB):

1-800 628-1581 or (613) 944-1581

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