

United States and Mexico, seminars for business people, and trade fairs that promote Ontario companies across the continent.

One such federal initiative I launched last month is Access North America. This initiative is a direct response to the Action Plan of the Steering Group on Prosperity, a nation-wide series of consultations that the government initiated in the fall of 1991.

The Access North America initiative is designed to increase our exports to Mexico, and these exports in turn will create more jobs.

Let me emphasize that we intend to work in partnership with Canadian businesses like you to deliver key components of this initiative.

One of the key components of Access North America will be the establishment, during this fiscal year, of the first-ever Canadian Business Centre in Mexico City. This unique centre will be equipped to host solo Canadian trade shows and will provide companies with meeting space. Canadian companies will also have access to temporary offices, business support and translation services on site.

For companies that are new to the Mexican market, we will establish the New Exporters to Mexico Program (NEWMEX). NEWMEX will introduce a number of Canadian companies to Mexico through briefings on such topics as customs procedures, shipping, labelling, and financial and legal matters.

NEWMEX follows closely in the footsteps of the highly successful New Exporters to Border States (NEBS) Program that we established some years ago for the United States.

We will also be expanding our Trade Fairs and Missions Program for Mexico because it has a proven track record of success in that growing market. Access North America will add more than 40 prominent events annually. In addition, we will be expanding our Trade Fairs and Missions Program for the United States in those sectors that offer specific opportunities resulting from the NAFTA.

Market information and export education will be key to taking advantage of opportunities in Mexico. Access North America will put into place an extensive program of seminars, workshops, sectoral market updates and market niche studies in locations right across Canada. The objective is to acquaint business with the specific opportunities in that market and to equip you with the knowledge to pursue them.

We are also undertaking programs to capture investment opportunities arising from the NAFTA.