

THE ECONOMIC RELATIONSHIP

WITH THE OVERALL AIM OF INCREASING BILATERAL TRADE AND INVESTMENT, AND WITH PARTICULAR EMPHASIS ON SMALL AND MEDIUM SIZED ENTERPRISES, MEXICO AND CANADA WILL:

- **COOPERATE ON AN OUTREACH PROGRAM WITH THEIR RESPECTIVE PRIVATE SECTORS TO PROMOTE THE BENEFITS OF NAFTA AND OTHER BUSINESS OPPORTUNITIES IN EACH OTHER'S MARKETS.**

Action item	Executing Agency	Cost
Develop speakers program containing private sector and government representatives, to promote interest in bilateral trade and raise awareness of NAFTA benefits.	Cda: DFAIT/LMR Mex: SECOFI/ SRE/BANCOMEXT	Each country to bear own share
Improve, in a coordinated fashion, info available to private sectors on Internet	DFAIT/LMR SECOFI/SRE Respective Embassies	N/A
Coordinate Internet outreach through cross-referencing of home pages	DFAIT SRE/SECOFI Respective Embassies	N/A

- **(CANADA ONLY) CANADIAN BANKS THAT ARE IN PARTNERSHIP WITH MEXICAN BANKS WILL BE ENCOURAGED TO SUPPORT AND PROMOTE THE ACTIVITIES OF SMALL AND MEDIUM SIZED (SMEs) CANADIAN COMPANIES IN MEXICO.**

Action item	Executing Agency	Cost
DFAIT will present to bank board members its trade promotion priorities and encourage greater support by the banks of SME activities.	DFAIT/LGB	N/A