

To fully capitalize on existing opportunities and to overcome constraints to trade new instruments must be developed within the context of the Mexican market. Because Mexico is often an unknown market to Canadian exporters, especially small businesses, a Market Awareness Program (MAP) will be developed to make potential exporters aware of opportunities in Mexico. Steps will also be taken to make Mexican buyers more aware of Canadian expertise and products by the use of seminars, speeches by Ministers, publicity and press releases, pamphlets, and other promotional materials. To meet information needs new studies will be undertaken, for example, of Canada's competitive position in the Mexican market; Mexico's industrial capabilities in some priority sectors; and impediments in Mexican law or Canadian government policy to technological transfer or industrial cooperation.

While the primary agents of facilitation of the plan will be the International Bureau of IT&C and the Post, and in sector-specific areas, selected Industry Sector Branches of IT&C, the degree of success in meeting the objectives of the plan is reliant on the coordination and cooperation of all federal departments and provincial governments and active involvement by business and industry. Consultation in the formulation of the strategy with the provinces, and with other federal government departments has therefore taken place. On-going consultations by IT&C officials with businessmen will ensure that private sector views are incorporated into the plan. A formal review by the Export Trade Development Board will also be sought. Given this concentration of effort and dedication of purpose there is every reason to expect that Canada's share of the Mexican market can be significantly expanded.