
NOTICE TO READERS

The recent signing of the North American Free Trade Agreement (NAFTA) between Canada, Mexico and the United States sets the stage for the opening of a range of new opportunities for Canadian agri-food and fish exporters. This document has been prepared with a view to providing Canadian fish and processed food exporters with basic information on the Mexican market. The report identifies market opportunities of potential interest to Canadian food exporters and provides data on the socio-economic characteristics of the Mexican economy, such as population, land area, standards, language, business travel and political structure. Information on the domestic Mexican market includes data on demand, supply, imports, distribution channels, marketing opportunities, domestic industries, transportation, consumption habits and other material relevant to the Mexican market.

Various market access factors are identified in the report. They include documentation, tariffs, inspections, packaging, labelling and regulations. A section of the report deals with modes of transportation in Mexico. Lists of the major fish and processed food importers/distributors/users in Mexico (p.19), International Trade Centres (p.29) across Canada and the Geographic Trade Divisions at External Affairs and International Trade Canada (p.28), are provided as contact points for Canadian food exporters interested in the Mexican market. In addition, a list of the major trade contacts for Canada-Mexico trade relations are provided as a source of information for doing business with Mexico.

Care has been taken to ensure the accuracy of the information in this guideline at the time of preparation. However, prudent **Canadian fish and processed food exporters are advised to check all relevant details with their commercial contacts and to adhere strictly to the specifications set by Mexican importers and authorities.**

This report is one in a series of "Country Guidelines" being prepared by the Agri-Food, Fisheries and Resources Division of External Affairs and International Trade Canada. Any questions about this report, or other current or upcoming country guidelines, should be directed to the Agri-Food, Fisheries and Resources Division (TAA), International Marketing Bureau of External Affairs and International Trade Canada at 125 Sussex Drive, Ottawa, Ontario. [Tel:(613) 995-1712, Fax:(613) 943-1103].

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