

NEW BRUNSWICK - EXPORT SECTORS TO WORLD MARKETS

Wood, paper, coal and mining products, agricultural and food products, fish, beverages and consulting services.

POTENTIAL NEW BRUNSWICK EXPORT INTERESTS IN MEXICO

Lumber, pulp, paper, potatoes, milk powder, pork, beef, honey, peas, lobster, crab, beer, potable water, copper, Atlantic salmon, herring, cod, scallops and haddock.

NAFTA OPPORTUNITIES FOR NEW BRUNSWICK

◆ **Forestry Products**

It is expected that the Mexican demand for pulp will grow by about 50% over the next 10 years. At the same time, Mexico's duties on wood and pulp and paper products are being eliminated. The pulp and paper industry, New Brunswick's top exporting industry, will be able to benefit from this increase and take advantage of new market opportunities.

◆ **Food Products Industry**

With a rising Mexican standard of living, imports of specialty food items is expected to increase. New Brunswick's McCain Foods has successfully developed a Mexican market for some of its packaged foods and frozen french fries, and they and other such companies can expect continued growth in this particular sector.

◆ **Fisheries Products**

The Mexican market for fish and shellfish products is expected to increase at an average annual rate of 3.5%, to reach \$1.4 billion by 1994. In addition, early elimination of Mexican tariffs for most fish, including lobsters and other shellfish, as well as dried, prepared and smoked fish, will open doors for New Brunswick exports of these products. The elimination of the import licence for lobster, which was the major barrier to access the Mexican market, will also be beneficial to New Brunswick.

◆ **Non-Ferrous Metals**

Elimination of Mexico's duties on copper, lead, zinc and potash will make New Brunswick companies in this industry more competitive in Mexico. It is estimated that the market of Mexican import of ferrous, non-ferrous and fabricated materials will grow as much as 14% per year over the next five years. In 1990, this market was worth over \$2 billion.