

Canada-Mexico trade exceeded \$3 billion in 1991. Mexico is already Canada's largest trading partner in Latin America. A North American Free Trade Agreement (NAFTA) would further increase bilateral trade, which should double during this decade.

"I am especially pleased that the Canada-Mexico Chamber of Commerce is sponsoring this trade mission," Mr. Wilson said. "The Chamber represents Canada's most active exporters and investors in Mexico, and provides a solid foundation upon which we can strengthen our economic and commercial relationships with Mexico's business sector."

The presentations by Mission members to business audiences in Montreal and Toronto will give Canadian entrepreneurs an opportunity to hear, firsthand, how Mexican industry is meeting the global competitive challenge of the 90s. And Canadian exporters can learn directly about new sales opportunities in Mexico.

"Canadian businesses should position themselves now in Mexico, in order to maximize local trade opportunities," Mr. Wilson noted. "Expanding our exports and establishing strategic partnerships with Mexican firms will improve our competitiveness in North American and global markets. The efforts of the Canada-Mexico Chamber of Commerce to promote such linkages during this visit to Canada are an important contribution to achieving this goal," he added.

The visit is being hosted by the Canadian Council for the Americas in Toronto and Ottawa, and in Montreal by the Montreal Board of Trade and Chambre de Commerce.

For more details on the Canada-Mexico Chamber of Commerce Trade Mission to Canada, contact the External Affairs and International Trade Canada (EAITC) Latin America and Caribbean Trade Division (tel.: (613) 996-5547, fax: (613) 943-8806) or contact the Canadian Council for the Americas in Toronto (tel.: (416) 367-4313, fax: (416) 367-5460).

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