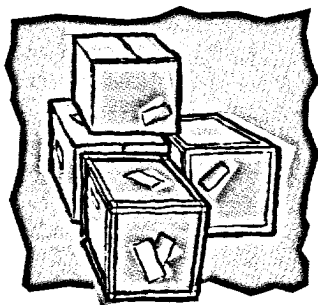


NEWMEX

Canadian business people know that there is no substitute for first-hand experience in a foreign market. Only by being in a market can you truly understand the sometimes subtle factors that determine success or failure.

New Exporters to Mexico (NEWMEX) is an export training program designed to provide Canadian firms new to the Mexican market with the knowledge they need to become more successful in that market.

NEWMEX is modelled on the highly successful New Exporters to Border States (NEBS) program established a number of years ago for the U.S. marketplace.



NEWMEX is an educational trade development program carried out in co-operation with the Forum for International Trade Training (FITT). It consists of intensive market-related training in Canada, followed by a trade mission to introduce Canadian exporters to Mexico and its business culture. Mission members will travel to major Mexican cities to learn first-hand how to develop business there. Costs incurred during this trip will be shared between EAITC and mission participants. Each mission will likely be three to four days in length, and consist of 15-20 new exporters. The number of companies and the itinerary for each mission will be determined by the needs of the Canadian companies and their business interests.

Since Mexico presents unique challenges, NEWMEX participants should already be exporting successfully to the U.S. or elsewhere before attempting to pursue a Mexican business venture.