

## Appendix B – SURVEY AUTHORS

---

### FOR IMMEDIATE RELEASE

#### **UQAM STUDENTS DEMYSTIFY CANADA-MEXICO AGREEMENT AND PROMOTE TRADE**

*Montreal, April 28, 1993.* In light of the North American Free Trade Agreement (NAFTA), a team of dynamic people from UQAM's *École des sciences de la gestion* has established the *Projet d'Études internationales au Mexique* (PEI Mexique), a project designed to promote bilateral trade between Canada and Mexico.

This team is composed of 16 BA students in their final year in management, economics and accounting, a professor, an assistant and a group of outside consultants in marketing research, public relations and project management.

PEI Mexique seeks to encourage firms, especially Quebec small businesses, to gain a better understanding of the Mexican market. It also seeks to promote Canadian and Quebec firms in Mexico, and encourage trade relations between the two countries.

#### **AREAS OF STUDY**

The PEI Mexique team will analyse industries that offer the widest range of opportunities and services in relation to their Mexican counterparts, including transportation, infrastructure (telecommunications, engineering consulting, construction and waste management), agri-food and financial services. The major stages of the research, study and communication of findings are:

#### **Study of perceptions: January to April 1993**

This exploratory survey of about 100 Quebec small businesses, more particularly those in metropolitan Montreal, Laval, l'Estrie, Bois-Francs, La Mauricie, St-Jean and Rive-Sud, covers the perceptions, expectations and intentions of Quebec managers with respect to their Mexican counterparts.

#### **Study in Quebec: January to April 1993**

The UQAM students on the PEI Mexique team will visit firms that are representative of Canada's economy in order to compare them with Mexican firms. The other training activities consist of 45 hours of lectures, talks given by experts and research.

#### **Study in Mexico: May to June 1993**

A one-month stay in the industrial centres of Mexico City, Guadalajara and Monterrey will allow UQAM's PEI Mexique team to explore Mexican institutions, firms and industries. In addition, a week of immersion with families will enable the participants to become familiar with the Mexican culture.

#### **Dissemination of findings: July to October 1993**

After the team's return to Canada, the conclusions of the PEI Mexique study will be released. A detailed report will be distributed at a conference to be attended by some 500 people from the business community, industry and trade, chambers of commerce, political and entrepreneurial circles, the news media and the university community.

The *Projet d'études internationales au Mexique* was set up in May 1992 and will be completed in October 1993. According to Alain Thivierge, co-organizer of PEI Mexique:

To support the work of the PEI Mexique team of students from UQAM's *École des Sciences de la gestion* is to participate in the training of students, to promote our country abroad and to foster an awareness of the changes that NAFTA and Mexico hold for us.

–30–

Information: Stéphanie Légaré  
Co-organizer of PEI Mexique  
(514) 987-6791