

## CANADA AND THE NORTH AMERICAN FREE TRADE AGREEMENT (NAFTA)

### Services Available to Exporters Interested in the Mexican Market

Industry Canada (IC) and the Department of Foreign Affairs and International Trade (DFAIT) have programs in place to assist Canadian exporters, including:

#### Marketing Studies

Approximately 30 market studies covering sectors of opportunity for Canadian companies are available from DFAIT.

#### Market Advisory Services and Programs

- ◆ In Mexico, Canadian Embassy Trade Commissioners provide advice and assistance to Canadian business.
- ◆ International Trade Centres at IC regional offices in major cities across Canada serve as contact points to discuss available programs and services.
- ◆ Geographic and industry sector divisions at DFAIT in Ottawa can give companies advice on markets for products and services, major capital projects, details on access to markets, and trade fairs and missions.

#### Export Development Corporation (EDC)

EDC has a number of programs to help Canadian exporters compete more effectively in international markets by reducing financial risks in support of export sales, and has already set up credit lines with major Mexican banks.

#### Program for Export Market Development (PEMD)

PEMD offers Canadian businesses financial assistance to undertake or participate in various trade promotion activities that focus on generating export sales. In addition:

- ◆ trade associations, including the Automotive Parts Manufacturers' Association, the Canada-Mexico Committee of the Canadian Council of the Americas, and the Vancouver Board of Trade, will also be recruiting member firms for exploratory market trips and follow-up visits; and
- ◆ a number of provincial government trade missions are expected to visit Mexico to pursue trade opportunities of interest to regional exporters.

For more information, contact the Latin America and Caribbean Trade Division of the Department of Foreign Affairs and International Trade at (613) 996-5546 or Info Export 1-800-267-8376.