

From the Bank of Montreal



Canada and Mexico share a continent, but historically both have been more intent on the internal development of their vast territories and abundant resources. And perhaps neither has been able to see past the overwhelming presence of the United States and recognize a neighbour on the other side.

Today that is changing, and changing very rapidly. Mexico has made a commitment to building an open, modern, dynamic economy within a fully democratic society. And Canada has made a commitment to building a true free trade area with both our neighbours on the North American continent.


The results are already apparent in increased flows of trade and investment. Canadians are becoming aware of Mexico as one of the economic success stories of our time. Yet we have only scratched the surface of what can be done. For both Mexico and Canada, the other country is a new frontier with virtually limitless economic potential.

Bank of Montreal is Canada's first bank, and with over \$100 billion in assets we are one of the largest banks in North America. We opened our doors in 1817, 175 years ago, and we have been helping Canadians do business at home and abroad ever since. We have repeatedly played a significant role in Mexico since we opened our first office there in 1906, and at one time Bank of Montreal was the largest bank in the republic.

Today, at our more than 1200 branches in Canada and our affiliates and offices abroad, we are partners with our Canadian customers in meeting the challenge of the global market. At our representative office in Mexico City, we are ready to help our Canadian customers do business in the new Mexico. Our sponsorship of this handbook is an important way of doing that.

I believe that Canadian business people will find the book informative, practical, and deeply knowledgeable about the Mexican way of life. Most of all, they will find it an incentive to become part of one of the most exciting economies in the world.

Jeffrey S. Chisholm
Vice-Chairman

 **Bank of Montreal**
We're Paying Attention