

Priority Sectors

- Advanced manufacturing technology and industrial machinery
- Information technology and other advanced-technology products and services
- Agriculture and agri-food
- Automotive maintenance equipment and aftermarket parts
- Oil and gas equipment and services

Emerging Sectors

- Environmental equipment and services
- Mining equipment and services
- Cultural and educational products and services

- Electric power equipment and services
- Transportation equipment and services

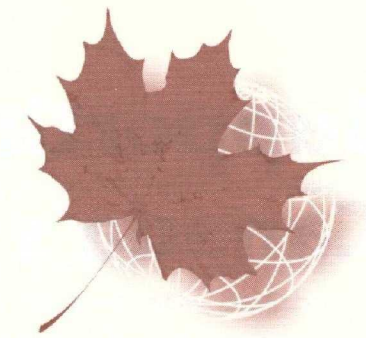
Future Growth Sectors

- Geomatics
- Medical/pharmaceutical/biotechnology
- Safety and security

To Help Us Serve You Better

A questionnaire is included at the end of this publication to elicit reactions to the Action Plan for Mexico. The information provided will be useful in guiding future improvements to this trade promotion program.

Introduction



The Government of Canada has clearly identified the promotion of jobs and growth as one of the main objectives in the conduct of its international relations in the years ahead. This is a priority shared by all levels of government and by industry – the “Team Canada” partners.

In pursuit of this objective, the federal government launched an International Business Development (IBD) strategy in October 1995 to help Canadian business capture global market opportunities while creating jobs at home. This strategy is also intended to build strong partnerships among the three levels of government and the private sector, to attract and retain investment in all regions of Canada, to ensure that maximum benefit is derived from the resources available, and to eliminate overlap and duplication among governments in supporting international business development.

The IBD strategy stipulates that the government must choose market and sector priorities to which it will provide enhanced commitment of resources and support services, and, more specifically, that comprehensive, government-wide Country Action Plans (CAPs) are to be developed for key markets. Using the Team Canada partnership, CAPs have been developed through a consultation process involving such partners as the different levels of government, the private sector, and private sector associations. Markets selected for this in-depth analysis include China, the United States, India, Germany, Japan, Mexico, the United Kingdom, France, Chile and Taiwan.

Canada's International Business Strategy (CIBS) sets overall strategies and direction for support, while the CAPs, a major component of CIBS, build on these strategies for selected markets. In particular, the CAPs strive to bring greater strategic direction to Canada's IBD efforts by integrating government policies, instruments and programs. The private sector has been involved in developing these plans, along with federal departments and agencies, and the provinces and territories.

This Country Action Plan identifies key sectors that offer the most promising opportunities for Canadian exporters and directs enhanced levels of service to these sectors. Exporters targeting opportunities in other sectors will continue to receive support on a responsive basis, as resources permit. The Plan includes integrated market information to assist in the preparation of export strategies and in taking advantage of the knowledge and skills of Canada's trade commissioners. It will help experienced exporters as well as new exporters committed to the market to realize their potential. It will be periodically revised and reissued, in consultation with stakeholders, in order to reflect the evolution of the market and to incorporate appropriate adjustments.

Although efforts have been made to avoid errors and inaccuracies in this document, it is not intended to be a sole source of market information. Readers should use the document as one of several resources for commercial undertakings.