

Language training is another emerging market. There are some 600 language schools registered in Mexico, and the market there is considered saturated by most observers. But immersion training abroad represents an important opportunity. Even after the devaluation, an estimated 43,000 students were enrolled in non-university English-as-a-second-language (ESL) programs in Mexico and abroad during 1995. About 10 percent of them studied in other countries. French is less popular as a second or third language for Mexicans, but it is still an attractive market for Canadian French-as-a-second-language (FSL) providers.

### **Obstacles**

The principal obstacle to larger participation in these markets is that although Canada enjoys an excellent general reputation, individual educational and cultural institutions have a low profile in Mexico. The relatively large market share is spread across a large number of institutions. The main providers of information about Canadian universities complain that calendars and other literature are hard to get. Industry observers say that Canadian industrial trainers have been less adept than their American competitors in adapting their products and services to the Mexican market. Publishing opportunities are primarily associated with co-publishing arrangements, since the market for English and French publications is very small. Contacts with potential Mexican partners are therefore a critical market entry strategy.

### **Action Plan**

The action plan is aimed at achieving greater exposure to the Mexican market for Canadian providers of cultural and educational products and services. Canada will be the focus country at the Guadalajara Book Trade Show in December 1996. This will provide an excellent opportunity to raise Canada's cultural profile. Targetted market research will be conducted to identify specific business opportunities.

The Department of Foreign Affairs and International Trade (DFAIT) has developed an educational trade fair called EduCanada. Its purpose is to promote Canadian educational and training services and products (including distance education products and technologies), and to improve Mexican awareness of Canada as a prime destination for a high-quality, financially-accessible education. The promotion of stronger linkages with Mexican educational institutions is another priority. To assist Canadian educational institutions and organizations in their promotional efforts in the Mexican market, the establishment of a Canadian Education Centre, located within the Embassy, is presently under consideration.

### **Electric Power Equipment and Services**

In a dramatic reversal of past policies, the *Comisión Federal de Electricidad (CFE)*, Federal Electricity Commission, will now rely on private sector turnkey projects for about 60 percent of its expansion program. Until recently, energy was excluded from the government's privatization process because it was reserved for the state under Mexico's constitution.