

INTRODUCTION

This market study has been prepared to assist Canadian firms interested in exporting to Mexico. While an effort has been made to examine the most important aspects of the sector, the study is not exhaustive. Companies will have to tailor their marketing approach to their particular interests and circumstances.

Further assistance can be obtained by contacting the Commercial Division of the Canadian Embassy in Mexico City located at Calle Schiller No. 529, Col. Polanco, 11580 Mexico, D.F., telephone (011-525) 724-7900, telex 177-1191 (DMCNME) and fax (011-525) 724-7982 (sending from Canada); or the Latin America and Caribbean Trade Division, Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa, Ontario, K1A 0G2; telephone (613) 996-5547; fax (613) 943-8806.