

Visiting Mexico

Personal visits to Mexico are essential for a company to finalize its market-entry strategy. Several trips are usually required. Before embarking on a move into Mexico, Canadian companies should be sure that they are prepared for the major investment of time and money that is required. Companies that have succeeded in Mexico almost always comment that the venture took longer and cost more than they expected. This kind of long-term commitment requires the full support of senior management. It also takes patience and perseverance to develop a business relationship in Mexico's relatively formal business environment.

Some Canadian firms that have made a good first impression in Mexico have wasted it by failing to follow up. This can harm Canada's reputation in Mexico and hamper the progress of more serious exporters. Moreover, failure to

follow good business etiquette can reflect badly on the trade commissioner who arranged the contact, and can impair his or her ability to use personal contacts in the future. As the company proceeds with its Mexican market-entry strategy, it should keep the trade commissioner informed of its progress.

Understanding the Mexican business culture and learning to operate in that environment are important success factors for prospective exporters. When visiting Mexico, company representatives should be on time for appointments and formally cancel any that they cannot keep. A follow-up letter to the Mexican contact is always appropriate, and a copy to the trade commissioner will help to promote a team relationship. Further information about the cultural aspects of doing business in Mexico is included in the Export i Mexican Knowledge Base.

Exporter's Checklist for Briefing Information for Overseas Trade Posts

Note: This faxable checklist is designed to help summarize the information that an exporting company must furnish to an overseas trade commissioner in order to enlist assistance in setting up overseas markets. The list, when completed and sent to the Canadian trade post in the target area, will constitute a briefing document for the trade commissioner. For further information, see the brochure entitled *Working with your trade commissioner*, published by DFAIT, available through the Enquiries Service, tel.: 1-800-267-8376 or (613) 944-4000, fax: (613) 996-9709.

Company name

Address

City

Postal code

Contact information

Telephone

Fax

E-mail

Company president

Other agents or export contacts in Mexico

Company profile

Date established

Number of employees

Sales (optional)

Export sales

Products or services

Describe the product or service and list two or three key selling points.

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Sample of key Canadian customers

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Company export experience

List countries in which you are currently active and comment on your success. Also, where applicable, indicate the kind of agent you are seeking.

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