

Services Available to an Exporter Interested in the Mexican Market:

Industry, Science and Technology Canada (ISTC) and External Affairs and International Trade Canada (EAITC) have a number of programs in place, designed to help exporters get started. These include:

Marketing Studies

There are 27 such studies covering sectors of opportunity for Canadian companies available now from EAITC.

Market Advisory Services and Programs

- ◆ In Mexico, embassy trade commissioners provide advice and assistance to Canadian business;
- ◆ International Trade Centres are located in regional offices of ISTC in major cities across Canada and provide a contact point to discuss programs and services available;
- ◆ Geographic and industry sector divisions at EAITC in Ottawa can give companies advice on markets for products and services, major capital projects, details on access to markets, and trade fairs and missions.

Export Development Corporation (EDC)

The EDC has programs to help Canadian exporters compete more effectively in international markets by reducing financial risks in support of export sales, and has already set up credit lines with major Mexican banks.

Program for Export Market Development (PEMD)

This program offers Canadian businesses financial assistance to undertake or participate in various trade promotion activities that focus on generating export sales. In addition:

- ◆ Trade associations, including the Automotive Parts Manufacturers' Association, the Canada-Mexico Committee of the Canadian Council for the Americas, and the Vancouver Board of Trade, will also be recruiting member firms for exploratory market trips and follow-up visits.
- ◆ A number of provincial government trade missions (Alberta, B.C., New Brunswick, Nova Scotia, Ontario, Quebec and Saskatchewan) are also expected to visit Mexico within the next eight months to pursue trade opportunities of interest to regional exporters.

For more information, contact the Latin America and Caribbean Trade Division of External Affairs and International Trade Canada at (613) 996-5546 or InfoExport 1-800-267-8376.