



The present trend in Mexico is toward systems integration services. Companies that offer such broad services need suppliers able to fill gaps in their offerings. This is especially true for the more specialized software solutions. There is a growing demand for industry-specific software and services, but customers increasingly want to buy the whole system from one supplier. This trend is creating an increased interest in strategic alliances with foreign firms.

Small- to medium-sized Mexican computer companies see partnerships with foreign companies as a way of competing with the large consulting firms that presently dominate the industry. Canadian companies are not well-known in Mexico, but there are good prospects for firms that can provide their own financing.

Perhaps the biggest obstacle to greater participation of Canadian firms in the Mexican software and computer services market is the lack of local presence. Mexicans prefer to purchase imported goods and services from companies with a demonstrated commitment to the local market.

A practical way to establish this presence is to form a strategic alliance or partnership with a Mexican company. Canadian firms can provide expertise and technology that mesh well with the market knowledge and relatively low operating costs of local partners. In today's economic environment, Canadian firms should be prepared to provide capital as well.

## KEY CONTACTS

### CANADA

#### *Canadian Government*

#### *Department of Foreign Affairs and International Trade (DFAIT)*

DFAIT is the Canadian federal government department most directly

responsible for trade development. The **InfoCentre** should be the first contact point for advice on how to start exporting. It provides information on export-related programs and services, acts as an entry point to DFAIT's trade information network, and can provide copies of specialized export publications and market information to interested companies.

#### **InfoCentre**

Tel.: 1-800-267-8376 or  
(613) 944-4000

Fax: (613) 996-9709

FaxLink: (613) 944-4500

InfoCentre Bulletin Board (IBB):

Tel.: 1-800-628-1581 or  
(613) 944-1581

**Commercial Division of the Embassy of Canada** in Mexico can provide vital assistance to Canadians venturing into the Mexican market. The trade commissioners are well-informed about the market and will respond in whatever measures possible to support a Canadian firm's presence in Mexico.

*Note: to telephone Mexico City, dial: 011-52-5 before the number shown. For contacts in other cities in Mexico, consult the international code listing at the front of your local telephone directory for the appropriate regional codes.*

#### **Commercial Division**

The Embassy of Canada in Mexico  
Schiller No. 529

Col. Polanco

Apartado Postal 105-05

11560 México, D.F.

México

Tel.: 724-7900

Fax: 724-7982

#### **Canadian Consulate**

Edificio Kalos, Piso C-1

Local 108-A

Zaragoza y Constitución

64000 Monterrey, Nuevo León

México

Tel.: 344-3200

Fax: 344-3048

#### **Canadian Consulate**

Hotel Fiesta Americana

Local 30-A

Aurelio Aceves No. 225

Col. Vallarta Poniente

Guadalajara, Jalisco

México

Tel.: 15-8665

Fax: 15-8665

**International Trade Centres** have been established across the country as a convenient point of contact to support the exporting efforts of Canadian firms. The centres operate under the guidance of DFAIT and all have resident trade commissioners. They help companies determine whether or not they are ready to export, assist firms with market research and planning, provide access to government programs designed to promote exports, and arrange for assistance from the trade commissioners in Ottawa and trade officers abroad. Contact the International Trade Centre nearest you.

#### **World Information Network for Exports (WIN Exports)** is a

computer-based information system designed by DFAIT to help Canada's trade development officers abroad match foreign needs to Canadian capabilities. It provides users with information on the capabilities, experience and interests of more than 23,000 Canadian exporters. To register on WIN Exports, call (613) 996-5701, or fax 1-800-667-3802 or (613) 944-1078.

**International financing institutions**, including the World Bank and the Inter-American Development Bank, provide funds to Mexico for a wide variety of specific projects. DFAIT helps Canadian exporters interested in pursuing multilateral business opportunities that are financed by international financing institutions. For further information, call (613) 995-7251, or fax (613) 943-1100.