

Mexican Market Studies Available

Companies interested in expanding their marketing efforts in Mexico may wish to obtain a copy of one of several sectoral "Market Studies" available from External Affairs and International Trade Canada (EAITC):

- Agricultural Equipment, Seeds and Related Chemicals (17LA)
- Automotive Industry and Auto Parts (18LA)
- Bottled Water (122LA)
- Computer Software (19LA)
- Consumer Products Distribution System in Mexico (52LA)
- Distribution System for Fish and Fish Products (121LA)
- Educational Systems (20LA)
- Electronic Components (21LA)
- Food Processing and Packaging Equipment (148LA)
- Forestry Harvesting and Woodworking Equipment (22LA)
- Industrial Process Control Instruments and Equipment (54LA)
- Iron and Steel Industry (23LA)
- Machine Tools and Metalworking Equipment (24LA)
- Meat and Livestock Products (120LA)
- Mining Industry (25LA)
- Oil and Petroleum Industry (26LA)
- Plastics Industry (50LA)
- Pollution and Environmental Control (27LA)
- Safety and Security Related Products (53LA)
- Shipping Documents and Customs Regulations (28LA)
- Sporting Goods and Leisure Products (29LA)
- Telecommunication Equipment and Systems (30LA)
- Tourism, Hotel and Restaurant Equipment (31LA)
- Transportation Services between Canada and Mexico (49LA)

Copies of "Market Studies" are available by calling Info Export: 1-800-267-8376 (Ottawa area: 613-

944-4000; or fax: (613) 996-9709.

Two-way trade between Canada and Mexico reached \$3 billion in 1991 and is expected to double during the current decade. There has been heightened interest in the Mexican market in the wake of the North American Free Trade negotiations, and those Canadian companies which have not already done so are encouraged to seek out the many export opportunities that exist. Canadian firms have in the

past demonstrated an ability to compete effectively in Mexico and this pattern of success is expected to continue.

Companies requiring additional information to assist in their sales and marketing strategies for the Mexican market are encouraged to contact Marcel Lebleu, Mexican Desk Officer, Latin America and Caribbean Trade Division, EAITC. Tel.: (613) 995-8804. Fax: (613) 943-8806.

PUBLICATIONS

Accessing India

Information on documentation, quarantine regulations, import/export policy, Customs regulations, licensing, non-tariff considerations, prohibitions and other relevant matters can be found in *India: Practical Aspects of Market Access* (#237CB), recently published by the Asia Pacific South Trade Development Division (PST) of External Affairs and International Trade Canada.

Copies of the publication may be obtained from Info Export (see box at bottom of page 12).

For more information on exporting to India, contact Michael Wondergem (PST). Tel.: (613) 996-5903. Fax: (613) 996-4309.

Technology Down Under

The Australian market for advanced technology products is worth \$14 billion, of which an estimated \$50 million to \$60 million is attributed to the computer-aided design, manufacturing and engineering (CAD/CAM/CAE) industry.

A Brief Guide to the CAD/CAM/CAE Market in Australia, produced by the Canadian Consulate in Melbourne, suggests that now is

the "opportune time" for Canadian firms to address this market — one that is in "an embryonic stage and realizing only one-third of its potential."

As Australia emerges from a recessionary climate, it is expected there will be an increasing need for this technology in the areas of architecture/engineering and construction. Significant growth areas also include mining, topographical, municipal, simulation and animation applications.

A copy of the study is available through Info Export (see box at bottom of page 12).

For more specific information on this Australian industry and potential export opportunities for Canadians, contact the Asia Pacific South Trade Development Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7652. Fax: (613) 996-4309.

Interested parties may also wish to contact directly Helen Rowell, Commercial Officer, Canadian Consulate, 6th floor, 1 Collins Street, Melbourne, Victoria, 3000, Australia. Tel.: (03) 654-1433. Fax: (03) 650-5939.