

The staff in Mexico will need to fully understand the Canadian side of the sectors they are assigned, including the business and industry structures as well as the Team Canada players responsible for those sectors. Good communications within the Mexican team will also be essential.

Priority Sectors	Additional Sectors of Interest
Advanced Manufacturing Technology and Industrial Machinery	Environmental Equipment and Services
Agricultural and Agri-Food Products and Services	Information Technology and Other Advanced Products and Services
Cultural and Educational Products and Services	Mining Equipment and Services
Electric Power Equipment and Services	Automotive Maintenance Equipment and Aftermarket Parts
Oil and Gas Equipment and Services	Transportation Equipment and Services

## Networking Strategies

Once priority sectors have been identified, the staff in Mexico needs to develop strategies to become a part of and influence the business networks related to those sectors. To maximize the efficiency of scarce resources, members of the team will have to collaborate to ensure that existing contacts are put to good use and those in a position to contribute are known to the rest of the team. This will require regular follow-up on networking activities as they are planned and take place.

The next priority is to expand and systematically document new contacts. These could potentially be developed among trading agents, industry associations, government agencies, Mexicans who have had previous contacts with Canadians, and Canadian companies operating in Mexico. They can also stem from existing contacts.