

Export i: Information Source on Mexico – continued from page 1

tor. Each document also undergoes a thorough process of industry validation to ensure the information is both relevant, and current.

What's In It

The knowledge base is divided into information categories for exporters to Mexico: Market Summaries; Market Profiles; Business Guides; Business Tools.

A Market Summary, for example, contains up to 10 pages of tightly formatted information that provides an overview of the market potential for Canadian companies. Each summary also includes an invaluable contact list of up-to-date government departments and phone numbers in Mexico and Canada that can be consulted for additional information. Summaries are available free of charge in hard copy, by fax and electronically by computer modem, all through DFAIT's InfoCentre.

Market Profiles provide an in-depth look at the market, its size, trends and distribution channels, in addition to providing an extensive list of contacts. The profiles are approximately 60 pages and can be accessed free of charge by modem through DFAIT's InfoCentre Bulletin Board (IBB) by calling 1-800-628-1581 or, in the Ottawa area, (613) 944-1581; or purchased in hard copy from Prospectus Inc., tel.: (613) 231-2727; fax: (613) 237-7666.

Business Guides are comprehensive publications that focus on specific issues that may be perceived as a problem or obstacle to entering the Mexican market. Nine guides are available, covering, among other topics: marketing, government procurement, export regulations and proce-

dures, and partnering. Each guide is available free of charge by modem through DFAIT's IBB or purchased in hard copy from Prospectus Inc.

In addition, the *Export i* knowledge base includes Export Planning Tools, templates that have been created to guide the exporter through the export planning process. Other Reference Material is also available on-line, covering topics essential to the export decision, such as tariff rates, trade fairs and professional conferences and legal aspects to doing business in this vital market. As the program develops, it is expected that the Department will release a newsletter, called *Business Update*, to cover topics such as: economic assessment, investment indicators, economic performance, business practices, logistics — providing an ongoing report on the political-economic environment for doing business in Mexico.

Access Timely, Easy

Export i provides consistently formatted information across an entire economy. Everything business people need to guide their business decisions around Mexico is available at their fingertips, 24 hours a day.

Export i is expected to be particularly useful for small- and medium-size companies which often do not have the research resources needed to thoroughly investigate a foreign market. Too often, they have found that published information is either out of date or not relevant to their needs. It's sometimes difficult to find out where to go for help. *Export i* intends to fill this gap by providing timely, relevant and focussed information to support

business decision making related to export strategy and development.

This project has been supported in part by sponsorship from private-sector companies, such as the Toronto office of Baker & McKenzie, Barristers and Solicitors and Federal Express Canada Limited. *Export i* is being officially launched October 3, 1995 at the annual meeting of the Canadian Exporters' Association.

The *Export i* can save a company hours in research and ensure that an export strategy is premised on accurate up-to-date information. Given the difficulty of accessing current information in a rapidly changing marketplace, the *Export i* program is expected to become a vital strategic resource for many Canadian companies, giving them an asset that, until now, could have cost them valuable time and substantial research dollars. The *Export i* knowledge base will fuel export development by making key information instantly available to businesses that are targeting Mexico as an emerging opportunity.

For more information on *Export i*, please order a catalogue of the publications from DFAIT's InfoCentre (see box bottom of page 8).

Number to Note

A transposed digit in the *Netherlands Supplement* (Vol. 13, No. 14, September 5, 1995 issue) rendered incorrect the telephone number for the Toronto-based Canada/Netherlands Chamber of Commerce in Canada. The correct number is: (416) 368-0350.