

### **Market Profiles**

Market profiles are comprehensive reports, usually in the 60-page range. They are bound for distribution as printed handbooks. The profiles are based on a thorough review of published research reports, combined with in-depth personal interviews with market players and government officials in Mexico. Each one targets a key industrial sector and includes a consistent package of practical business information:

- highlights of the unique aspects of the sector
- a sectoral overview
- details of the major subsectors
- a statistical review of Mexico's imports
- a review of recent market trends and emerging product opportunities
- profiles of major customers and competitors
- a summary of the regulatory environment
- suggested market entry strategies, including the role of intermediaries
- sources of assistance in Canada
- initial contacts in Mexico

Companies investigating Mexican opportunities can follow up on these reports by contacting the sources listed and requesting copies of more recent reports. Fully-verified contact information is provided.

### **Business Guides**

Business guides are handbooks covering the broader issues of entering the Mexican market. Each one concentrates on an aspect of the business environment that Canadian companies have found to be an obstacle to market entry. They include such topics as export documents and regulations, government procurement, and export financing.

### **Business Tools**

Business tool publications provide reference information about the North American Free Trade Agreement (NAFTA), the tariff structure, legal issues, promotion opportunities and Canadian government assistance programs. Also included is a general overview of the Mexican economic and business environments, and a variety of export market access tools.

### **MARKET RESEARCH**

The market summaries and profiles included in the Export *i* Mexican Knowledge Base provide general market information, but they do not include market intelligence. The latter requires a detailed understanding of the company's products, expertise and strategic plans. Trade commissioners can help Canadian companies gather market intelligence by facilitating contacts with potential buyers and partners. They can also point to sources of more detailed