

chases of Canadian goods and services through 1994. This agreement was recently renewed, although on a smaller scale than in years before.

The economic crisis has accelerated a trend towards build-operate-transfer (BOT) financing as well as leasing for PEMEX purchases. This means that Canadian companies without access to major financing will find it more difficult to sell to PEMEX than in the past, when many purchases were in cash.

### **Trade Shows**

Because the sector is controlled by one firm, there are no big oil and gas trade shows in Mexico. The main alternatives are the annual professional congresses, such as the petrochemical engineers show, EXPETRO.

The first national conference of the *Asociación Mexicana para la Economía Energética* took place in Mexico City in early September 1995.

*Petróleo y Petroquímica '95*, took place on October 23-27 at the World Trade Centre in Mexico City. It is organized by *E.J. Krause de México*.

## **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.: 616-6215  
Fax: 615-8665

**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 financial 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.

**Market Intelligence Service (MIS)** provides Canadian businesses with detailed market information on a product-specific basis. The service assists Canadian companies in the exploitation of domestic, export, technology transfer and new manufacturing investment opportunities. MIS is offered free of charge by fax, letter or telephone. For more information, call (613) 954-5031, or fax (613) 954-2340.