

These attitudes are based on general perceptions. Most Mexicans actually have little direct knowledge of Canada. Few are aware of the contrast between Canada's multicultural society and the American cultural "melting pot", and the effect this has on business styles. There is even less knowledge of specific Canadian companies and products. Indeed, one of the obstacles to raising Canada's profile in Mexico is that many Canadian products are assumed by Mexicans to be of American origin.

While the perception of Canadians as being nicer to do business with is widely expressed in Mexico, it is also true that Americans have been much more successful in actually concluding business deals. In the view of some Mexican observers, this is because Canadians tend to have little staying power, and often do not follow up on initial forays into the market. Considering that the initial impression made by most Canadians is positive, Mexicans are often puzzled by this behavior. It is therefore, essential to consider that most marketing efforts in Mexico will require more time, effort and money than would otherwise be required to sell to a more culturally similar market in the United States or in Canada.