

DOCS

CA1
EA
C20
December
1994
Copy 1



Access

LATEST ISSUE
discontinued
DERNIER
NUMERO

• December 1994 •

Dept. of External Affairs
Min. des Affaires extérieures

DEC 14 1994

RETURN TO DEPARTMENTAL LIBRARY
RETOURNER À LA BIBLIOTHÈQUE DU MINISTÈRE

Canadian Companies Discovering Mexico

WHERE WE ARE: A YEAR AFTER NAFTA

A few years ago, it would have been risky for small or medium sized Canadian firms to choose Mexico as a major target market. Even five years ago, the problems would have been seen to outweigh the potential. Although not all problems are solved, in this or any other market, the balance is very much more attractive, as many Canadian companies have already discovered.

The North American Free Trade Agreement has cleared away a lot of the impediments to trading with Mexico. Of course, Mexico had already begun its own economic reform programs and trade liberalization — if it had not, neither Canada nor the United States could have contemplated entering the NAFTA. But Mexico's own measures, while breathtaking in their speed and wide-ranging in their scope, were only a step along the way. By joining a free trade pact, Mexico agreed to terms and conditions negotiated by all partners that were designed to make trade simpler, and safer.

Much has been accomplished since NAFTA went into effect. In 1992, Canada had staged Canada Expo '92 in Monterrey. It was a successful show: more than 200 companies exhibited, and some \$5 million in sales were realized. Between then



The Canadian Business Centre in Polanco, Mexico City: Centro Canadiense de Negocios, Ejercito Nacional 926, Mexico D.F. 11540.

and the finalization of the NAFTA, thousands of Canadians called on our Embassy in Mexico City, and on the new consulate in Monterrey, investigating the opportunities that lay ahead. By the time of the next Canada Expo, in Mexico City in March of this year, more than 400 companies participated, as much as \$15 million in sales were achieved on-site, with total sales directly consequent upon the show expected to reach \$100 million.

The federal and provincial governments have developed a variety of programs to assist exporters by providing information, introductions, basic intelligence, trade missions and more. Experienced and able trade commissioners are on-site in Mexico, International Trade Centres are in many cities across the country, trade officials work in Ottawa — all are working for the trade community and are there to help.

Continued on Page III - **After NAFTA**

The Monthly Newsletter of the Access North America Program