

ACCESS NORTH AMERICA

- ◆ To capitalize on market opportunities in North America, a new program called **Access North America** has been created. The program places particular emphasis on the emerging markets in Mexico.
- ◆ The federal government's investment in this program will be \$27 million over four years. Access North America will be undertaken by the Department of Foreign Affairs and International Trade and Industry Canada, in partnership with the private sector.

THE PROGRAM

Access North America includes the following components.

- ◆ A Canadian Business Centre in Mexico City will provide a wide range of services to Canadian firms doing business in Mexico. It will offer a venue for Canadian trade shows and seminars and operate on a cost-recovery basis.
- ◆ A New Exporters to Mexico (NEWMEX) Program will introduce new exporters to Mexico through on-site briefings and an expanded Fairs and Missions Program. Up to 20 NEWMEX missions will be supported in each of the next four years.
- ◆ Access North America contains an extensive market information and export education component, as well as programs to capture investment opportunities arising out of the NAFTA.

MEXICO: A MARKET OF OPPORTUNITY

- ◆ Mexico will need environmental services, telecommunications products, infrastructure expertise, new technology, and other goods and services that Canada produces.
- ◆ Canadian exports to Mexico increased 37% to \$771 million in 1992.
- ◆ In January 1993, Canada opened a Satellite Trade Office in Monterrey, serving a growing number of Canadians pursuing business in Mexico's industrial north.