

A NEW SOURCE OF GUIDANCE FOR CANADIAN BUSINESS

The Access North America initiative helps Canadian business take advantage of these expanding opportunities. The program consists of six key elements:

- export advice and counselling,
- better business and market intelligence,
- the NEWMEX (New Exporters to Mexico) program,
- an expanded trade fairs and missions program,
- investment development and partnering initiatives, and
- the Canadian Business Centre in Mexico City.

Each of these six components is briefly described below.

EXPORT ADVICE AND COUNSELLING

Mexico offers promising new opportunities for Canadian business. However, the legal and regulatory framework, business practices, language and culture of this new market can present challenges, particularly for small- and medium-sized Canadian firms.

Access North America is designed to provide Canadian firms with the tools and counselling they need to succeed. It will provide small- and medium-sized enterprises with advice on how to pursue emerging opportunities in key sectors of the U.S. as well as in the dynamic Mexican market.

In support of this objective, the Government will collaborate with the private sector to present a broad program of seminars and workshops across Canada.

External Affairs and International Trade Canada (EAITC), in co-operation with Industry and Science Canada (ISC), provincial trade officials and industry associations, will provide Canadian companies with the information and tools they need to achieve success in Mexico.

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