

From the Government of Canada



Canada's prosperity depends on our ability to compete in international markets: 30% of our GDP is generated by exports. One in every four Canadian jobs is directly related to trade.

The policies and initiatives that the Canadian Government is pursuing, among them the North American Free Trade Agreement (NAFTA), trade liberalization through the multinational negotiations of the GATT, and the Prosperity Initiative, recognize this reality. They are part of a wider plan to ensure our access to foreign markets, increase the competitiveness of our industry, and provide long-term opportunities for individual Canadians.

With a booming economy and 85 million consumers, Mexico represents a massive market opportunity for Canadian business. Bilateral trade is expected to exceed \$3 billion in 1991, underscoring Mexico's status as Canada's largest trading partner in Latin America. The economic reforms now being implemented by the administration of President Salinas de Gortari, and the future elimination of Mexican import tariffs and other barriers to trade under NAFTA, hold out the promise of substantial rewards for those targeting Mexico as an export destination.

Indeed, Canadian firms are already working hard to develop new opportunities in Mexico, and the vast majority – over 80% – of the firms driving our renewed export push are small and medium-sized businesses. These efforts are starting to generate results: Canada's exports to Mexico rose 105% to \$316 million in the first five months of 1992 over the year earlier period, and will exceed \$800 million in 1992.

Canadian men and women have demonstrated that they can compete with the best on the basis of quality goods and services, anywhere in the world. Certainly we have the specialized knowledge and skills to complement Mexico's economic development efforts.

With access to the world's wealthiest and largest free trade area now secured by NAFTA, I urge you to examine Mexico as a potential export market and act on the opportunities, whether through strategic partnerships, joint ventures, or direct sales. It is my expectation that *Mexico – Canada: Partnering for Success* will prove a useful aid to your efforts.

A handwritten signature in cursive script that reads "Michael Wilson". The signature is written in dark ink on a light background.

Michael H. Wilson
Minister of Industry, Science and
Technology and Minister for International Trade