

safe and clean urban communities, and a reputation for quality could lead to an even stronger position if individual Canadian universities were better known.

Cultural activities are also an important part of Mexican society. Canada has an advantage over competitors in this sector, because Canadians are perceived as being culturally sensitive. Moreover, since the implementation of the North American Free Trade Agreement (NAFTA), Mexicans have become much more interested in developing links with Canada.

Opportunities

The book publishing sector is a particularly promising market. Publications from Spain are widely used, but they are not always appropriate for Mexican readers because of differences in the language and culture. There are opportunities for Canadian publishers to obtain the Mexican rights to Spanish-language manuscripts and publish them in Mexico using Mexican editors. Adaptations for the Mexican market are sometimes marketable in other Latin American countries, where markets are too small to warrant local editions. Mexico also offers good opportunities for literature for children and teenagers, as well as "how-to" handbooks.

Mexico is rapidly expanding its education system and there is an ongoing need for books for public and academic libraries. The market for CD-ROM publications is promising but constrained by the limited availability of computer equipment.

Mexico has two IMAX movie theatres and there are opportunities for co-productions. The Mexican film industry also needs access to new technologies, expertise and equipment.

In the visual arts market, Mexico has many private collectors, which creates an important opportunity for Canadian galleries. Mexican museums may be interested in Canadian technology.

The restructuring of the Mexican economy is driving demands for increased industrial training. About 10,000 Mexicans pursued some form of industrial training abroad during 1995. There is a strong need for train-the-trainer programs so that Mexicans who travel abroad for training can transfer their new knowledge to others upon their return. A preoccupation with costs is also leading to increased demand for packaged courseware.

Mexico is making major efforts to expand its public education infrastructure. The proportion of gross domestic product (GDP) spent on education is projected to rise from just over 5 percent in 1993 to about 8 percent by the turn of the century. Particular efforts are being directed at reducing the primary school drop-out rate, which is almost 40 percent nationally and much higher in the poorest states. This is creating demands for consulting services, especially on major projects sponsored by the World Bank and the Inter-American Development Bank.

In response to government initiatives, public and private schools are actively seeking alternatives to traditional methods of education, especially distance learning, in order to make education more accessible at lower cost.