



Executive Summary

The Opportunity

Mexico offers excellent opportunities for Canadian exporters. Trade has increased steadily since Mexico implemented a series of sweeping economic reforms in the mid-1980s. Decades-old protectionist regulations were abandoned and parallel policies of privatization and deregulation contributed to a massive restructuring of the economy. This created unprecedented demand for various kinds of goods, services and technologies. As a result, Mexican imports from Canada more than doubled during the five years ending in 1996.

The Challenge

The rapid increase in the number of Canadian companies that export to Mexico or are considering doing so, has placed considerable strain on the government's ability to support exporters. The Action Plan for Mexico was developed to make more effective use of scarce resources.

The Team

The Team Canada concept, introduced by Prime Minister Chrétien in 1995, underlies this new approach to trade promotion. Canada's Trade Commissioner Service is the delivery arm for co-ordinated trade promotion efforts by various government departments and the private sector. The Enquiries Service in Ottawa and the regional International Trade Centres provide local service to businesses located in all parts of the country.

The Plan

The Action Plan provides integrated information on Mexican markets to enable Canadian businesses to prepare their export strategies at home, taking advantage of the activities to be undertaken by federal government departments and agencies outlined in the Action Plans that accompany the industry sector profiles. Armed with this information, they are equipped to take full advantage of the knowledge and skills of the trade commissioners in Mexico.

The Plan distinguishes between market information and market intelligence, and delivers these products through different means. It focuses more on information-driven activities than on event-driven programs. And it emphasizes helping small to medium-sized enterprises (SMEs) become export-ready before they leave Canada.

Sectors of Opportunity

To maximize trade promotion efforts, the Action Plan identifies five priority sectors. These sectors offer substantial opportunities in areas where major demand is expected to develop over the medium term.

In addition, five emerging sectors of interest are identified where there is already significant Canada-Mexico trade. These sectors provide opportunities for SMEs to offer complementary products and services, and to take advantage of Canada's existing track record.

