

reversal of the situation in 1995. Canada differs from some other countries in that trade officials recognize that Canadian exports and investment in Mexico go hand-in-hand. Jennifer Daubeney, the Canadian consul, says, "Jalisco has provided a warm reception to Canadian companies and to the consulate. Unlike other consulates in the area, we encourage Canadian companies to both export to, and invest in, Jalisco."

Canadian companies active in the western region include Mitel, Teck and Cominco. Other companies are currently investigating local opportunities. The focus of recent projects has been telecommunications, electronics, plastics, and real estate, especially in Chapala and Puerto Vallarta. Canadian participation in upcoming trade shows in Guadalajara will continue to raise the country's profile.

Mr. Neufeld feels that Canadian firms also need to become more aggressive. "Canadian firms are seen as cautious compared to US and European investors," he says, "Canada and Jalisco have great trade compatibility potential. Canadian firms must better educate themselves of the regional differences in Mexico and be willing to take more, although mitigated, risks."

PUBLIC SPENDING: STATE AND MUNICIPAL REVENUES IN JALISCO, 1993

Item	State '000 Mexican Pesos	Municipalities '000 Mexican Pesos
Administrative Expenses	1,659,877	951,340
Upper management offices	490,365	397,241
Public security	62,612	157,820
Public health	183,418	33,169
Public education	858,736	25,347
Cultural activities	—	53,754
Social security	—	12,672
Public records	—	2,318
Other	64,746	269,019
Public Works and Development	409,884	398,514
Public works	409,884	349,909
Development	—	48,605
Transfers	597,058	72,800
Subsidies	29,775	45,932
Aid	—	2,601
Shares and returns	567,283	24,267
Public Debt	152,315	91,845
Cash Assets	78,508	75,806
Accounts Receivable	5,272,539	2,780
Total	8,170,181	1,593,085

Source: Instituto Nacional de Estadística, Geografía e Informática (INEGI), National Institute for Statistics, Geography and Informatics, Dirección General de Estadística.