can illustrate how the product or service could satisfy specific Mexican needs. The team should attempt to maximize the media coverage of such missions.

Facilitating Trade Fairs

Successful Canadian companies are familiar with the use of trade fairs as a means of expanding business; for the most part, they can participate in such events without assistance. Canadian information booths at some trade fairs will continue, but the role of the Trade and Economic Program is evolving into that of a facilitator rather than a sponsor. Depending on the role played by the service, the activities may involve recruitment of Canadian companies, preparation of guest lists, attendance at events, provision of translation services, recommendations for side visits, preparation of information kits or press releases, briefings and the delivery of speeches.

Identifying Potential Matches

As the matchmaking process advances, actions will become more targetted and precise. The ultimate objective is an actual match of a Mexican buyer with a Canadian seller. This activity is initiated upon reception or detection of a request for a quotation or proposal. Such requests should be shared between the Commercial and Economic Section in Mexico City and the consulates in Guadalajara and Monterrey. The activity then involves searching in a common database, contacting the International Business Opportunities Centre (IBOC), industry associations and other contacts for assistance, and calling Canadian companies that could potentially respond to the request. Team members may also attend meetings with Canadian companies which respond.

Follow-up on Matchmaking Activities

The effectiveness of matchmaking activities should be continuously monitored and assessed. This activity involves tracking results and following up with both the Mexican and Canadian companies involved. This enables the Trade and Economic Program to identify problems related either to the matchmaking process or the individual companies. In some cases, it may result in adjustments to the process.