

A TRADE ACTION PLAN FOR MEXICO

In order to achieve these aims, the Mexico Division, DFAIT in Ottawa and the Embassy in Mexico are taking several initiatives to develop a customer service culture, despite the reduced financial and human resources available. These initiatives include:

- Providing easy access (fax, Internet, hard copy) to the most up-to-date market information on Mexico to interested business persons through the InfoCentre.
- Retraining officials in Canada and at the Embassy to offer value-added analysis based on proactive intelligence gathering, rather than mere market information. A key element of this initiative will be to establish more effective links between business clients in Canada and local experts in Mexico who possess knowledge of specific sectoral and regional markets.
- Obtaining regular feedback from clients to improve available services.
- Reorienting event organization toward activities that most effectively promote matchmaking and the acquisition of market intelligence.