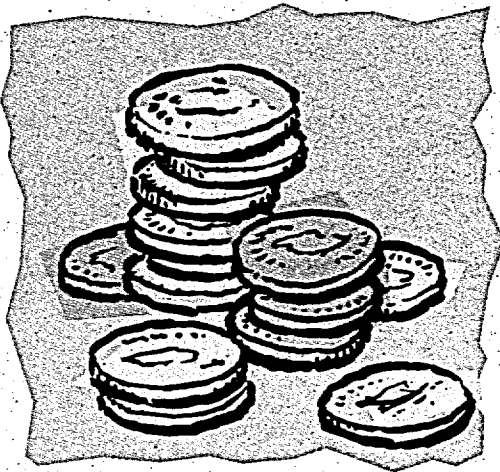


## NEW OPPORTUNITIES FOR CANADIAN BUSINESS

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With the implementation of the NAFTA, Canadian businesses will have increased trade and investment opportunities.

- ▶ Improved access to a North American market of 360 million consumers for both manufactured goods, and business and professional services.
- ▶ A chance to export more Canadian products and services to Mexico, which represents one of the fastest growing markets in the world. From 1990 to 1992, Mexico's imports grew by 53 percent. Mexico has a huge appetite for capital goods, services and investment in sectors in which Canada has a position of world leadership.
- ▶ New export opportunities for Canadians and investment opportunities in Canada for Mexicans in almost every major industrial sector.
- ▶ A more equitable trading relationship with Mexico. Before the NAFTA, more than 80 percent of Mexico's imports entered Canada duty-free. By contrast, Mexico subjects Canadian exports to tough tariffs and licences that can add up to 20 percent to their cost. The NAFTA eliminates practically all Mexican tariffs and import licences, some immediately upon implementation and the remainder within 10 years.



- ▶ Strengthened and more precise North American rules of origin. These provide a straightforward way to determine which goods qualify for duty-free treatment in North America.
  - ▶ An opportunity to bid on large government procurement goods and services contracts in the U.S. and Mexico. Each NAFTA country will have equal access to the bid process.
  - ▶ Improved methods of settling trade disputes.
  - ▶ An opportunity to increase Canada's business with the rest of Latin America. Through contacts with Mexico, Canadian exporters will improve their understanding of business opportunities elsewhere in the region.
- ▶ An enhanced position as an attractive destination for foreign investment. Canada's participation in the NAFTA will ensure access to the North American market for foreign investors.