

## **THE CANADIAN RESPONSE TO OPPORTUNITIES IN THE REGION:**

Emerging from the changing business environment are significant new market and investment opportunities. Through the 1980s, the principle client in the region was "the government". Being strengthened are the links with the region's re-emerging private sector. With the privatization process broadening, Canadians are building those company-to-company links, considered key to being a "contender" and partner in the region.

Canadian interest in the region, once strong and confident, had grown more cyclical. Turning that uncertainty and reluctance into a market commitment is difficult. And yet, changing structural developments and curiosity about potential market opportunities during the trilateral FTA negotiations with Mexico and the U.S.A. rekindled interest.

The expansion of this interest is being confirmed by Canadian business. Upwards of 135 Canadian exporters participated at **CANADA EXPO '93**, held January 25-28, 1993 in Caracas, Venezuela, an horizontal sector event which followed the acclaimed success of 206 Canadian firms at the first **CANADA EXPO** held in January 1992 in Monterrey. Mexico City will be the location for **CANADA EXPO '94** next spring. This solo exhibit is expected to draw over 500 Canadian companies interested in marketing goods and services into the region's expanding marketplace.

Also planned are a wide range of promotional projects for Latin America and the Caribbean that target specific industry and service sectors. Information on these are available by contacting:

**Latin America and Caribbean Trade Division (LGT),**  
Department of External Affairs and International Trade (EAITC),  
Ottawa, Ontario K1A 0G2  
Tel: 613-996-5548; Fax: 613-943-8806

or

**Info Export at EAITC,**  
Tel: 1-800-267-8376 (toll-free);  
Fax: 613-996-9709

For Canada, the **buzz-words** are strategic partnering, joint venturing, competitive, flexible financing, business leadership, and targeted market niche sectors. Canada's strategy is to design different strategies for different products for select markets, build on the experiences of those familiar with the region, and promote longer-term business relationships.

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