

## EXPORT DEVELOPMENT CANADA



EDC is a Crown corporation that provides trade finance and risk management services to Canadian exporters and investors. It helps to assess the long-term potential and manage the increasing complexity of exporting. In Mexico, EDC assisted 420 Canadian exporters and investors in 2005, with services totalling over \$1.7 billion. Nearly 90 percent of EDC's customers are smaller companies. EDC's financial services include credit insurance, bonding and guarantees, political risk insurance, direct loans to buyers and lines of credit in other countries to encourage buyers to "buy Canadian". EDC also provides limited recourse financing arrangements, and joint ventures for projects involving long-term leasing arrangements and equity participation.

For more information, visit: [www.edc.ca](http://www.edc.ca).

## CIDA-INC

Canada has contributed over \$100 million in development assistance to Mexico since 1960. Active among Canada's development cooperation partners is CIDA's Industrial Cooperation Program, CIDA-INC. The principal motivation of CIDA-INC projects is to encourage the industrial and technological development of eligible countries through the promotion of technology transfer, technical training, and, most essentially, strategic alliances between Canadian and local firms. The program typically has about 20 active projects at any given time in different parts of Mexico. Included among these is the \$600,000 commitment CIDA-INC and private-sector partners have contributed toward a bulk water supply project in the Lower Rio Bravo region of northern Mexico and the \$350,000 committed by CIDA-INC for a 2005 feasibility study on transforming a waste dump into a green energy facility in the northern city of Matamoros.

For more information, visit: [www.acdi-cida.gc.ca/inc](http://www.acdi-cida.gc.ca/inc)

## IMPORT-EXPORT DATA

### Canada-Mexico Facts

Exports to Mexico: \$3.24 billion (estimate for 2005); \$2.99 billion (2004)

Imports from Mexico: \$14.6 billion (estimate for 2005); \$13.4 billion (2004)

Canadian Direct Investment in Mexico: \$2.8 billion (2004)

Mexican Direct Investment in Canada: \$427 million (2004)

Visitors from Canada: 754,000 (2004)

Mexican visitors to Canada: 169,000 (2004)

Immigration to Canada: 2,258 (2004); 1,754 (2003)

### Mexico Facts

Population: 106,451,679 (2005)

Cities: (Capital) Mexico City - 20 million (metro area)

Guadalajara - 4 million (metro area)

Monterrey - 3.15 million (metro area)

Total Area: 1,972,550 km



THE CANADIAN TRADE COMMISSIONER SERVICE / LE SERVICE DES DÉLÉGUÉS COMMERCIAUX DU CANADA

## CONTACTS IN CANADA AND MEXICO

### Contacts in Mexico

Canadian Embassy in Mexico  
mexico.commerce@international.gc.ca

Canadian Consulate in Monterrey • monterrey@international.gc.ca

Canadian Consulate in Guadalajara • gjara@international.gc.ca

### Export Development Canada Offices in Mexico

Mexico City • dfortney@edc.ca

Monterrey • nelizondo@edc.ca

### Contacts in Canada

International Trade Canada – Mexico Division  
war@international.gc.ca

### Relevant websites

Mexican Embassy in Canada • [www.embamexcan.ca](http://www.embamexcan.ca)

Canadian Embassy in Mexico • [www.canada.org.mx](http://www.canada.org.mx)

The Canadian Trade Commissioner Service • [www.infoexport.gc.ca](http://www.infoexport.gc.ca)

Access country-specific information, including hundreds of market studies and profiles

Team Canada Inc • [www.exportsource.gc.ca](http://www.exportsource.gc.ca)

A great source of information to help prepare companies for export opportunities

## Finding your niche in international markets

Everyday, it seems that the stakes in international business get higher and the competition becomes fiercer. On some levels of international business, this may be the case; however, there are abundant opportunities for Canadian product and services firms in lucrative markets around the world. The key is finding your niche.

*Developing a specialized product or service or focusing on an underserved market can create different competitive advantages for Canadian businesses of all sizes.*

A niche is defined as "a place, employment or activity for which a person or thing is best suited." This term has been adapted to marketing to describe specialization in narrowly focused products and services. It is also used to describe focused markets for these specialized products and services.

For example, a Canadian company that designs and manufactures portable photovoltaic cells for solar energy collection is not producing a mass appeal product that you would find at the local department store. The company is producing a leading edge renewable energy product that is in demand in certain areas where alternative and renewable energy sources are becoming a necessity. It is also producing a valuable product for remote environments that require an energy supply. The company has found a niche that is not being widely addressed because it is perceived as too small. Yet when the company begins to research potential clients on a global scale, the business can be quite lucrative.

Niche marketing is a valuable strategy for Canadian firms that are exporting or are considering exporting. Canada's largest corporations are often secondary players to foreign firms in terms of size and resources. Offering better service, better quality products and more competitive prices can help offset some of this disadvantage. However, it remains difficult to compete on a global scale.

Developing a specialized product or service or focusing on an underserved market can create different competitive advantages for Canadian businesses of all sizes. A technology firm specializing in enterprise manage-

ment software solutions might get lost in a sea of competitors offering similarly named products. However, the firm that develops customized and cost-effective enterprise software for small and medium-sized medical offices may develop a reputation within this niche sector.

A law firm with expertise in establishing regulatory and legislative infrastructures may be able to attract foreign government clients in nations currently developing or overhauling their regulatory regimes. While the firm may not have worked in the country before, its track record on previous projects, its credibility and impartiality and its specialization in this particular area of legal work will all serve as advantages as it exports its services to new clients worldwide.

Canadian firms seeking to explore new markets will benefit from identifying and researching niche opportunities for their products or services. It is a critical element of the export plan. And finding your niche in the global marketplace will make exporting much more enjoyable.

If you want to improve your export efforts, move into new markets or simply get exporting, connect with Team Canada Inc, your source for export services, at 1 888 811-1119 or online at <http://exportsource.ca>.

