

TRADE PROMOTION IN MEXICO

MEXICO: A MARKET OF OPPORTUNITY

- ◆ The NAFTA offers opportunities for many sectors. The Canadian government has a range of services to assist companies wanting to market goods and services in Mexico.
- ◆ In 1988, 193 Canadian entrepreneurs contacted the Canadian Embassy in Mexico. In 1991, that figure rose to 2,200, and in the first six months of this year, that number increased to 4,450.
- ◆ Over the next six months, External Affairs and International Trade Canada (EAITC) will undertake 20 trade promotion projects covering a wide variety of sectors in Mexico.
- ◆ These projects will give Canadian companies the market intelligence, local contacts and purchasing data they need to position themselves in the local market.
- ◆ Canada Expo'92 in Monterrey -- the largest solo trade exhibition ever organized by EAITC in Latin America, held in January 1992 -- resulted in 16 potential joint-venture agreements, reported on-site sales of \$2.9 million and another \$80 million in projected sales. More than two-thirds of the 206 companies present were first-time visitors to Mexico and the majority were small and medium-sized firms.
- ◆ Canadian exports to Mexico rose by about 100% in the first five months of 1992.

A SAMPLE OF PLANNED TRADE PROMOTION ACTIVITIES

- ◆ Expo Metal Mechanica 92: Machine Tool and Metalworking:
August 1992
- ◆ Computer Software Products Mission to Mexico:
September 1992
- ◆ Guadalajara Agricultural Exposition: September 1992
- ◆ Plastics Technology Exhibition: Plastimagen 92:
September 1992
- ◆ Oil and Gas Exposition: Expo Petro y Chem 92:
November 1992
- ◆ Fisheries Products and Technology Expo: Pesca 92:
August 1992
- ◆ Telecom Expo: ExpoComm 93: February 1993
- ◆ National Retailers and Wholesalers Expo: ANTAD 93:
March 1993
- ◆ Process Control Mission: November 92