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• June 1994 •

External Affairs
Ministère des Affaires extérieures

OCT 12 1994

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Canadian Business Centre to Open in September

With flair — and plenty of flare — the Canada Business Centre in Mexico City (CBCM) will open its doors on September 1 with a gala fashion show featuring some of Canada's most talented designers.

Part of a fashion exporting trade mission, the show will be a stylish introduction to what will be a continuing hive of activity at the CBCM. After the models, musicians, florists and designers have departed, the Centre will be open for business. The first year may see events undertaken by manufacturers of other products, exporters of services, marketing managers, sales representatives and agents from the entire runway of Canadian endeavours.

The CBCM is Canada's first stand-alone trade centre, and the choice of Mexico City as its location indicates the strength of Canadian belief in the Mexican marketplace, a faith that has increased steadily even in these first months of the North American Free Trade Agreement.

One of the centrepieces of the Access North America program, the Centre will provide Canadian business people a working "home away from home." Tired of doing business from your hotel room? The CBCM will mitigate the feeling of being

unsupported in a new market environment by providing a professional, fully-supported and trouble-free working milieu. Among the facilities available: trilingual administrative, secre-

We had lots of inquiries, and some hot, hot, hot leads...

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tarial and clerical staff; voice mail; telephones with Canada Direct; facsimile service; translators.

Located near the Canadian Embassy in the downtown Polanco district of the Mexican capital, the Centre will offer a 600 square metre exhibition hall and an expandable seminar room. It will also contain up to 10 fully-equipped offices and a conference centre to be used on a

daily basis by visiting Canadian business people, industry associations and government officials.

The CBCM will not be an empty building housing sporadic events, but a dynamic facility with frequent activities to support private sector objectives in Mexico. Canadian staff, working with Mexican business, plan to establish the Centre as the place for Canada to do business in Mexico. The Department of

Foreign Affairs and International Trade (DFAIT) has consulted over 100 Canadian businesses in the planning process, to ensure that the Centre offers the services and facilities that Canadian companies need in order to do business effectively in Mexico.

Many of the over 6000 annual business visitors to Mexico seek access to the limited space at the Embassy. The CBCM will offer more rooms and facilities than the Embassy possibly can.

The CBCM will enhance DFAIT's participation in up to 20 major international trade fairs annually. It will also provide the site for follow-up solo shows, for up to 35 Canadian companies for 3-4 days each, to events held elsewhere. This will allow buyers from other parts of Latin America to attend events, and the

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Hasta La Vista!

Access will not publish in July and August, but will return to the pages of **CANADEXPORT** in September.

Have a good summer!