

- Attend Canada-Mexico Mining Chamber committee meetings.
- Compile and maintain a database of Canadian companies active in the Mexican market.
- Prepare sector updates for Export *i*.
- Compile and maintain a list of key Mexican mining equipment imports.
- Consult regularly with the Canadian Association of Mining Equipment and Services for Export (CAMESE).

Market Access

- Develop and maintain contacts with the six largest Mexican mining companies.
- Expand the list of Mexican mining equipment agents and send these to Canada for product training.
- Identify niche Canadian mining technologies that may be of interest to the Mexican mining industry.
- Monitor state mining activity.

Trade Promotion Activities

- Incoming mission to the Prospectors and Developers Association of Canada Convention, March 1998.
- Participate in Mexican Mining Congress, October 1998.
- Organize matchmaking events to put Canadian mining equipment suppliers in contact with Mexican mining companies.

Outreach

- Visits to Mexican companies and Chambers of Commerce to promote Canadian mining/mining equipment interests.
- Follow up the January 1998 Team Canada visit with Canadian and Mexican companies.
- Work extensively with CAMESE to increase Mexican market penetration.

Educational and Cultural Products and Services

The restructuring of the Mexican economy is driving demands for educational services and products in the technical, business and language fields. Canada's image as a safe, clean country with solid cultural and educational institutions and simple visa requirements has contributed to its excellent reputation in Mexico. However, Canadian educational and cultural institutions do little promotion and their profile remains low.

In 1996, 13 000 Mexican students were registered in graduate and undergraduate degree programs abroad. Most were studying in the United States, mainly in the border cities. Canada attracted roughly 1100 full-time Mexican students during 1996, or 8.5 percent of the Mexicans studying abroad. This number is significantly below market potential. Bilateral aid programs with the Mexican government are used successfully by European and U.S. universities, and the availability of fellowships, grants and scholarships often determines a Mexican student's choice of foreign institution.

Opportunities

Language schools are Canada's most successful **educational** segment. An estimated 45 000 Mexicans were taking non-university ESL (English as a second language) courses. Nearly 10 percent of these were studying abroad. An estimated 5000 Mexicans are studying FSL (French as a second language); 15 percent of these are studying abroad. Canadian schools hold close to 40 percent of the ESL market and almost 60 percent of the FSL market of Mexicans studying abroad. Summer programs that combine home stay and outdoor activities, and that stress the safety of Canada are the focus of promotion to Mexican parents.

The newly opened Canadian Education Centre (CEC), managed by the CEC Network, provides services to Canadian educational institutions on a cost-recovery basis. Subscribing institutions

can have their services and products marketed in Mexico by the Centre. Canadian universities, language schools, colleges, vocational and training centres, secondary schools and other interested institutions can contact the CEC Network by telephone at any of its regional offices: Vancouver, (604) 684-5986; Regina, (306) 787-6083; Toronto, (416) 869-0541; Montreal, (514) 499-2166. The CEC can also be contacted directly at the same address as the Embassy.

Mexico is working hard to expand its public education base and infrastructure. This has increased demand for consulting services and academic materials. It has also created a niche within the small market for English and French publications, especially for suppliers of ESL and FSL material. Despite high up-front costs, Mexican schools are responding to government initiatives and setting up distance-learning centres. These centres present opportunities both for technology suppliers and for Canadian institutions that wish to establish links with Mexican counterparts.

Canada's excellent reputation for educational institutions and services should be complemented by efforts to familiarize Mexico with Canada's capabilities in educational applied technology. In June 1996, Industry Canada and the Secretaría Educación Pública, Mexico's education ministry, signed an Agreement on Parallel Development of Educational Networks (education networking, community access, electronic learning technologies and distance education). This program is using Industry Canada's SchoolNet experience to develop Mexico's educational computer network.

Increasingly, technical education is acquiring greater importance, not only in Mexico City, but also at the state level. The opportunities created by this trend within the technical education institutions should be explored, especially in the fields of equipment, software and telecommunications. Another promising

area that could benefit from Canadian capabilities and new technologies is that of specialized institutions, such as medical schools, which are showing increasing interest in virtual surgery technology for training and in software for the early detection of foetal anomalies.

The Mexican market for **cultural** products provides two important opportunities for Canadian producers. It can be used as a springboard to other Latin American markets and also to the more than 40 million Latin Americans in the United States. The economies of scale offered by these two opportunities should be factored into any decision to penetrate the Mexican market.

The Mexican market for cultural products is composed of commercial and non-commercial sectors. The commercial sector includes the pop music, major concert and international events whose promotion and distribution are directed by international entertainment corporations. "Canada Rocks" is a program of Canadian rock music marathons that brings Mexican music industry executives to Canada and Canadian rock bands and their albums to Mexico. Mexico's major rock radio and television stations extensively promote Canadian bands, and two major national distributors are negotiating to import the compact disks of the participating bands prior to their arrival. This "strategic triangulation" is designed to ensure that the momentum generated by live performances is complemented by significant airplay and that distributors have products on hand to meet the demand generated by these activities. While Mexican demand for Canadian superstars (Céline Dion, Brian Adams) remains high, Mexican interests are expanding to include younger Canadian performers.

The non-commercial sector is driven by Mexican government buyers and, in certain cases, foreign government promoters. This segment includes classical and non-pop music, dance and other theatrical arts, cinema and the plastic arts.