

MAKING THE TRADE ACTION PLAN WORK FOR YOU

Successfully moving into Mexico requires detailed market research, a clear focus on the target market, and creative use of the resources available from Canada's Trade Commissioner Service.

There are many opportunities for Canadian companies in the Mexican market. But taking advantage of them can be difficult and time consuming. Market information is much more difficult to obtain than it is in Canada. Mexico has only recently emerged from a long period of protectionism, and many businesses have not yet fully adapted to the new market environment. Communications can be slow and unreliable.

There are also many language and cultural obstacles. Potential buyers and partners like to do business with people they know personally. Getting to know them can require several trips to Mexico before serious business begins. Mexicans do not like to offend visitors, and it can be difficult to judge whether a "yes" means "yes", "maybe" or even "no". Government procurement and regulatory practices can seem complex and arcane to a company that is new to the market. Products, services and promotional materials must be adapted to Mexican tastes. To compound these problems, business conditions are changing rapidly as Mexico's economic reforms take hold.

In this environment, careful preparation, combined with the ability to adapt to constantly changing circumstances are key success factors. There is no substitute for first-hand market research in Mexico, combined with networking and contact building. To make these efforts as productive as possible, the Trade Action Plan for Mexico provides assistance both in Canada and in Mexico.

EXPORT *i* MEXICAN KNOWLEDGE BASE

Assistance to potential exporters starts with the Export *i* Mexican Knowledge Base. This is a continuously-updated collection of market summaries, market profiles, business guides and business tools. These publications are available through InfoCentre at 1-800-267-8376, or at International Trade Centres across Canada. A catalogue of Export *i* Mexican Knowledge Base publications is available from the InfoCentre or the Mexico Division, telephone (613) 996-5547, fax (613) 996-6142 or <http://www.dfait-maeci.gc.ca>

Market Summaries

Market summaries are short overviews, generally less than ten pages in length. They are formatted for transmission by fax, but are also available in printed form. In most cases they are summaries of existing market profiles. In a few sectors, they are based on a review of published research reports that have been gathered to support forthcoming market profiles.