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Direct Sales

THE NORTH AMERICAN FREE
TRADE AGREEMENT (NAFTA) The NAFTA expands Canada's free-trade
area of 270 million people into a market of 360 million — a market larger than the
population of the 15 countries of the European Union and one with a total North American output of \$7 trillion.
Mexico is Canada's most important trading partner in Latin America. Two-way
merchandise trade with Mexico exceeded \$5.5 billion in 1994 and is expected to exceed \$7 billion by the end of the decade.
Canadian direct investment in Mexico is
growing rapidly, increasing from \$452 million in 1992 to over \$1.2 billion in 1994.
This guide has been prepared with the
problems inherent to the new exporter in mind. However, it is not exhaustive. The
differing circumstances, interests and needs of individual companies will influence their strategies for the Mexican market.
Further assistance can be obtained by addressing requests to:

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Department of Industry (DI) through the provincial International Trade Centres (see Where to Get Help) or to the InfoCentre at:

Tel.: 1-800-267-8376 or (613) 944-4000 Fax: (613) 996-9709 FaxLink: (613) 944-4500

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