

## **NEWMEX (New Exporters to Mexico)**

NEWMEX is an export training program designed to provide Canadian firms new to the Mexican market with the knowledge and skills they need to be successful in that market. Offered by the Department of Foreign Affairs and International Trade in co-operation with the Forum for International Trade Training (FITT) and the private sector, NEWMEX consists of two steps: GeoFITT Mexico (an intensive market-related training session given in Canada and costing \$1500), followed by a trade mission to introduce Canadian exporters to Mexico and its business environment. Costs of the mission are shared between DFAIT and participating companies, who should already be exporting successfully to the United States or elsewhere.

## **Trade Fairs and Missions**

More than 20 prominent events annually will be added to the current fairs and missions program, and an extensive program of seminars, workshops, sectoral market updates and market studies will also be available.

## **Investment Development and Partnering Initiatives**

Expanding into the broader North American market may require additional funding that could present challenges, particularly to small and medium-sized firms. Through a series of matchmaking initiatives, the Canadian Investment Partners for Mexico Program will help Canadian companies identify potential partners in Mexico for strategic alliances and investment agreements.