

<u>Categories of Instruments</u>	<u>List of Activities/Events</u>	<u>Prime Responsibility Centre</u>	<u>Timing</u>
VII. <u>Promotion/Publicity</u>	54. Distribution of CIDA Studies of Joint Venture Opportunities	CIDA/Bureau	1981
	55. Selective publicity in Mexican trade journals e.g.: -oil and gas -telecommunications -agriculture -mining	Post/Bureau/ISBs IFS/CIDA INC	1981
	56. Ambassador & Trade Commissioner Tours of Canada to promote Mexican trade	Post/TCS/Bureau	Annually
	57. Press releases on Canadian success stories in Mexico	Bureau/IFS	as available
	58. Publicity to exporters; PEMD F opportunities/INC program EDC lines of credit/financing	Bureau/ISBs/PEMD/IFS/CIDA	May 1981
	59. Promote utilization of toll-free access to ITC	Bureau/CDE	1981
VIII. <u>Representations to the Mexican Government</u>	60. Ministerial speeches to business on Mexican opportunities	Government Wide	as suitable
	61. Bilateral taxation treaty (re: services withholding taxes)	FIN/Bureau/Post	1981
	62. PETROCAN Canadian Sourcing Agreement with PEMEX	MCH/Post	1981
	63. Collaboration with URAMEX on Mexican uranium development	Post/MCH/EMR/AECL/Eldorado Mining	ongoing
	64. Agricultural Commodity supply arrangements	Bureau/Post/AGR/FPB	Fall 1981
	65. Encourage adoption of Canadian B.L.U.P. system for dairy sire evaluation	FPB/Post/AGR	ongoing
	IX. <u>Encouragement/Interaction with Business Community</u>	66. Formation of ties between Mexican and Canadian industry associations in priority sectors	Bureau/ISBs/Post