

# A UNIQUE OPPORTUNITY FOR CANADIAN BUSINESS

Are you looking to expand your business through export sales, or through the establishment of new partners in the broader North American market? If you are, you can take advantage of Access North America. This new federal government initiative, undertaken in co-operation with the private sector, is designed to help Canadian firms capitalize on growing opportunities in the North American marketplace.

North America, encompassing Canada, the United States and Mexico, is rapidly becoming a single, integrated market. With a population totalling some 360 million people, it is also the largest, most prosperous and most dynamic market in the world.

Access North America will build on the increased opportunities for Canadian companies to do business in the United States and Mexico as a result

of the North American Free Trade Agreement (NAFTA), which is scheduled to come into force in January 1994.

This new trading arrangement also presents Canadian entrepreneurs with exciting

opportunities in Mexico. The Mexican economy has entered an especially dynamic phase. As a result of sweeping social and economic changes, measures have been taken to lower inflation, liberalize trade and investment, and reduce the regulatory burden on business. Economic growth, in turn, has spurred demand for Canada's world-renowned expertise in areas such as information technologies, environmental industries, transportation equipment and services, agri-food, resource industries, engineering, construction and other services.

