

In addition, a wide range of resource materials will be developed to provide government officials with the tools that they need to work effectively with industry associations and exporters.

We are also undertaking programs to capture investment opportunities arising from the NAFTA.

As you can see, Access North America is a bread and butter program. It will be a tool for companies who will see the great potential that the NAFTA creates in Mexico, but who will need some assistance in the basics of this new market.

I have no doubt that Canadian companies will take the plunge and make Mexico a key part of their marketing activities.