

- i) to guide the action and resource allocation of the federal government in providing an effective program of assistance to exporters and in fostering an environment conducive to Canadian export development in Mexico;
- ii) to set out a marketing plan designed to take advantage of the market potential and to overcome the constraints facing Canadian exports to Mexico;
- iii) to identify opportunities for export concentration and to stimulate and assist the private sector in pursuing them; and,
- iv) to provide a focal point for coordinating the marketing efforts of the federal and provincial governments and the private sector.

3. Characteristics of the Mexican Market and Canadian Trade Opportunities

Mexico's oil wealth and strong balance of payments position have inspired it to tackle its problems on an unprecedented scale. Mexican development plans from 1980 to 1982 call for the investment of \$46 billion to remedy basic infrastructure shortcomings (railroads, ports, communications, etc.), to eliminate serious food shortages, to create new jobs, to lower illiteracy levels and raise the technical competence of its work force and to reduce the considerable economic disparity between the various regions of the country. This more systematic approach to national planning ushered in by the Lopez Portillo administration has improved the likelihood of success and by identifying national priorities has created exciting trade prospects in sectors of Canadian competence. The most promising prospects occur in the following sectors:

- Nuclear Reactors and allied equipment
- Transportation Equipment and Services
- Telecommunications Equipment and Services
- Agriculture
- Equipment and Services for the Oil and Gas Industry
- Mining Equipment and Services

Notwithstanding the priority emphasis being proposed for these sectors, the government will continue to give support through its regular programs to activities in any sector which will contribute to the prescribed objectives.

Canadians wanting to increase their exports to Mexico will have to come to grips with a number of distinctive features of the Mexican market. Some of the more important ones include: the determination of the Mexican government to use its oil