

Outreach in Mexico

The lack of awareness of Canadian capabilities by potential Mexican buyers is a significant impediment to increased trade. Outreach activities in Mexico revolve around organizing and/or attending seminars and conferences, and making presentations at these events. In addition, speeches are researched, written and translated by Trade and Economic Program staff and delivered by Embassy and consulate officials at a wide range of events.

When organizing a conference or seminar, the Trade and Economic Program identifies contacts and provides logistical support for the event. Logistics services can include translation and the coordination of Mexican customs clearance for samples and promotional material.

Other methods of information dissemination include the provision of company profiles and promotional material to the Mexican business community, answering enquiries about Canadian capabilities, and promoting the Trade Commissioner Service in the local community.

Outreach in Canada

To overcome the lack of information about Mexican opportunities, the Trade Commissioner Service provides targeted information to Canadian companies and business organizations, as well as Team Canada members located in Canada. This information may be provided through participation in seminars and conferences, meeting Canadian companies or answering direct enquiries. Information provided via Team Canada can take several forms. They include market studies, trade data, articles in *CanadExport* or industry publications and profiles of Mexican companies. Answering requests for information from other Team Canada members are also part of this function.

Coordinating Incoming Missions to Canada

The *Trade Action Plan for Mexico* identifies incoming missions to Canada as a major priority for the future. Mexican companies and government officials can see Canadian capabilities and technologies at work by visiting the facilities of potential Canadian partners. This approach, combined with visits to Canadian trade shows, offers an efficient means of supporting the partnering process. This activity involves the provision of logistical support including travel arrangements, appointment scheduling, tour organization, appointments with government officials, and escorting the mission. Follow-up by the Trade and Economic Program is essential to maintaining contact and getting the most out of the relationships that were established.

Coordinating Outgoing Missions to Mexico

Organizing missions to Mexico for Canadian companies is another match-making activity carried out by the Trade and Economic Program. Companies need help to prepare and target their demonstrations so they