

The Mexico Division, Latin America and Caribbean Branch promotes trade with Mexico. There are several trade commissioners at the Embassy of Canada in Mexico City, as well as in the consulates in Monterrey and Guadalajara. Trade commissioners can provide a range of services including introducing Canadian companies to potential customers in Mexico, advising on marketing channels, assisting those wishing to participate in trade fairs, helping to identify suitable Mexican firms to act as agents, and compiling strategic business intelligence on potential foreign customers.

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WIN Exports Database

WIN Exports is a computer database of Canadian exporters and their capabilities. The database is designed to find Canadian companies the export leads that they are seeking by providing essential information about your company to the 1200 Canadian trade officials stationed around the world. Managed by the Department of Foreign Affairs and International Trade (DFAIT), WIN Exports is the computer equivalent of having an endless supply of your company's marketing brochures on each trade officers desk.

After we receive your registration, DFAIT will send a detailed questionnaire, like the checklist on page 39, to fill out. This will give you an opportunity to expand on your company's export experience and interests. The profile you provide becomes your chance to promote your business to potential buyers and prospective partners around the world. For more information about how to register in WIN Exports, please telephone DFAIT at (613) 996-7182 or fax (613) 992-3004.

International Business Opportunities Centre (IBOC)

IBOC has been established jointly by the Department of Foreign Affairs and International Trade (DFAIT) and the Industry Canada (IC) to match business leads provided by trade commissioners abroad with business interests of capable Canadian firms, particularly small- and medium-sized enterprises.