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# DOCUMENTS AND REGULATIONS FOR EXPORTING TO MEXICO



**A** C C E S S N O R T H A M E R I C A

CANADA-MEXICO EXPORT GUIDE



External Affairs and  
International Trade Canada    Affaires extérieures et  
Commerce extérieur Canada  
Latin America & Caribbean Trade Division



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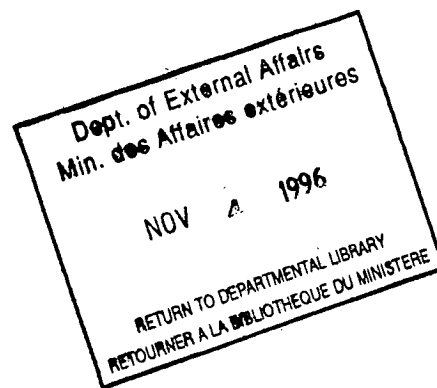
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# CANADA-MEXICO EXPORTING GUIDE

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## DOCUMENTS AND REGULATIONS FOR EXPORTING TO MEXICO



# The Mexican States



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### THE NAFTA

A North American Free Trade Agreement (NAFTA) will expand the current free-trade area of 270 million people into a market of 360 million — a market larger than the population of the 12 countries of the European Community and one with a total North American output of \$6 trillion.

Mexico is Canada's most important trading partner in Latin America. Two-way merchandise trade with Mexico exceeded \$3.5 billion in 1992 and is expected to increase to over \$5 billion by the end of the decade.

Cumulative Canadian investment in Mexico is growing rapidly, increasing from \$350 million in 1989 to over \$580 million in 1992.

This guide booklet has been prepared with the problems inherent to the initiating exporter in mind. However it is not exhaustive; individual circumstances, interests and needs will dictate how companies should tailor their approach and strategy to the Mexican market. While every attempt has been made to ensure accuracy in this study, no responsibility can be accepted for errors or omissions.

Further assistance can be obtained by addressing requests directly to:

Industry and Science Canada (ISC) through the provincial International Trade Centres (Key Contacts Section) or to InfoEx at 1-800-267-8376 or (613) 993-6435

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## INTRODUCTION

When a Canadian business exports to Mexico for the first time, the process can seem complex and confusing. Customs administration is a very serious matter in Mexico and even a slight slip could mean the difference between success and failure. This guide is designed to help. It provides a step-by-step overview of distribution, transportation, documentation and customs regulations.

The first decision is whether to export directly or indirectly. Then the mode of transportation must be chosen. Other questions include whether or not to use a freight forwarder or a customs broker. Finally, there are customs regulations that must be strictly adhered to. They include rules covering documentation, marking and product labelling. This guide also includes a section which summarizes the substantial changes to customs procedures that will come into force if the North American Free Trade Agreement (NAFTA) goes into effect as scheduled on January 1, 1994.

## 1. DISTRIBUTION - DIRECT VERSUS INDIRECT

### INDIRECT DISTRIBUTION

A firm exporting to Mexico for the first time, or with limited resources, may choose to use the services of an intermediary to perform the actual exporting function. This way, the exporter avoids the complexities associated with transportation, customs clearance and distribution. Intermediaries include export managing companies, trading houses, brokers and foreign purchasing agents.

Indirect exporting demands little or no knowledge of the Mexican market, no international experience, few resources and therefore lower risk. But there is a price to be paid for these benefits. The exporter accepts a smaller return because of the fees paid to intermediaries. The exporter also has less control of the product, including how it is marketed in Mexico. Considering these disadvantages, a firm may decide that the best way to gain access to the Mexican market is to export directly.

### DIRECT DISTRIBUTION

When choosing direct distribution, the exporter may decide to use the services of an agent, a government agency, a professional distributor or a retailer. It may sell a product directly, by establishing exporter-owned outlets. Alternatively, some form of equity participation in a company in Mexico may be chosen. This could involve a joint venture or a strategic alliance such as an arm's-length agreement to cooperate over the long term.



Direct distribution has several advantages over indirect distribution:

- full or partial control over the Mexican marketing strategy, including distribution, pricing, promotion and product services;
- direct response from the Mexican market giving the exporter improved information and more time to change and improve the product;
- more effective protection of trademarks, patents and goodwill; and,
- better return on investment because of fewer intermediaries.

Direct exporting can, however, be demanding. The exporter must get to know the Mexican market and meet with end-users, distributors, agents and government trade officials. Key contacts must be developed and close working relationships must be nurtured.

## **AGENTS AND AGENCIES**

A common approach to selling in Mexico is to develop a relationship with an agent. Agents solicit business on behalf of their principals but do not take title to the goods. In Mexico, personal contact is vital to the development of a business relationship. Factors that should be considered when choosing an agent are:

- |                                   |                         |
|-----------------------------------|-------------------------|
| ■ region covered                  | ■ product lines handled |
| ■ knowledge of your product       | ■ track record          |
| ■ size and quality of sales staff | ■ after-sales service   |
| ■ reputation                      | ■ commission required   |

This is a good way to get a product into the Mexican marketplace, especially for capital goods, machinery, equipment or components for assembly. Care should be taken, however, that the exporter-agent arrangement is not construed as an employer-employee relationship, because this could involve tax and labour regulations.

To supply goods or services to a government agency, the exporter must first register as a supplier with the Secretariat of Budget and Programming. The exporter must provide copies of the company's charter, recent financial statements, and proof that the company can deliver the products offered.





## THE ROLE OF DISTRIBUTORS

The choice of a professional distributor is an important task especially since Mexican distribution channels are less well defined than those in Canada. When choosing a distributor, keep in mind the same factors as when choosing an agent, in addition to the following:

- relationship with local governments;
- conditions of facilities;
- willingness/ability to keep an inventory; and,
- relationship with banks.

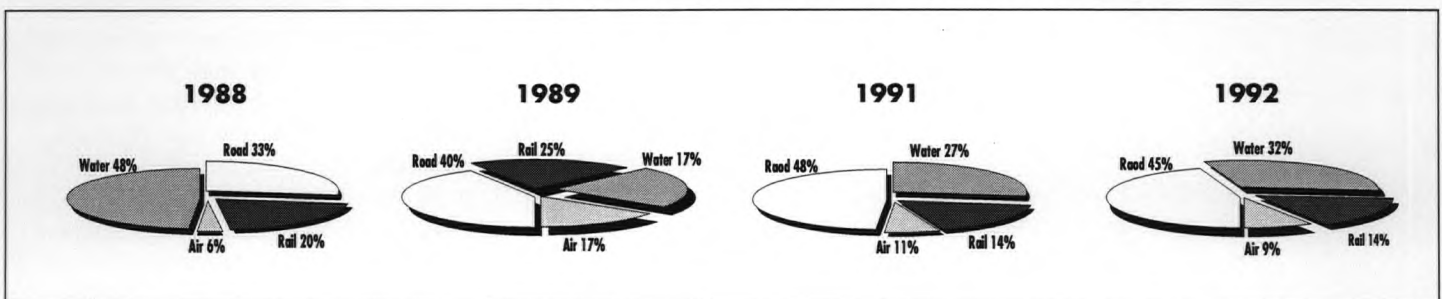
Larger retail chains and discount stores are playing an increasing role in the distribution of products to consumers in Mexico. Mexico's largest retail chain is CIFRA with approximately U.S. \$2 billion in annual sales. Other major retail chains include Comercial Mexicana, Grupo Gigante and Soriana.

## 2. TRANSPORTATION

Mexican transportation services have improved markedly over the past several years. Greater competition has shortened transit times and improved services for international traffic. If it is ratified, NAFTA promises to further increase opportunities for Canadian exporters and carriers alike.

There are four ways to get your product to the Mexican market: road, rail, marine and air. Of these, road transport is the most popular. In 1992, about 45 percent of Canada's exports to Mexico went by road, 32 percent by water and 14 percent by rail. The decision on the mode of transportation depends primarily upon the rate, the transit time, the nature of the product transported and the package of services offered. Exporters can choose to purchase transportation services either directly through a trucking company, railway sales office, airline cargo office or marine shipping agent, or indirectly through a freight forwarder.

**TABLE 1**  
**CANADIAN EXPORTS TO MEXICO BY MODE OF TRANSPORTATION**



## ROAD

Road transportation to and from Mexico has grown in importance over the past four years. Only large quantities of bulk commodities are outside the domain of truck transportation. Refrigerated cargo moves almost exclusively by truck. Road transportation from major Canadian cities to the Mexican border at Laredo, Texas takes between three and seven days. Once customs is cleared, another one to two days are required to reach Mexico City.

An exporter should make sure that arrangements have been made to transfer the shipment to a domestic carrier at the Mexican border. Some trucking companies simply transfer their cargo to a Mexican tractor. Recently, Canadian trucking companies have concluded interchange or partnership agreements with Mexican trucking companies. In addition, Mexico has recently reformed its customs procedures and has enacted new federal transport regulations. This has opened the trucking sector to new competition, has simplified licensing procedures and has eliminated route and freight restrictions, which should decrease the delays and problems at the border.

Many Canadian trucking companies have developed arrangements with U.S. and Mexican truckers and can provide a complete transportation package for the Canadian exporter. Examples of such companies include Cabano-Kingsway, Can Pac International Freight Service, Canadian Freightways, Challenger Motor Freight, Frederick Transport, Future Fast Freight and Trimac.

## RAIL

The use of rail as a mode of transportation for exports to Mexico has declined in recent years from 20 percent of total exports in 1988 to 14 percent in 1992. Rail transportation is used mostly for bulk commodities and for inter-modal traffic and double stack.

The Canadian exporter must first ship the goods to the United States, as the trains to Mexico originate there, before they can continue on to Mexico. Changes have been made recently in the way that rail cargo is cleared through Mexican customs. A new customs pre-clearing system through the San Antonio, Texas border to Nuevo Laredo has improved efficiency and shortened the time it takes to cross the border. Shipments can, with correct preclearing procedures, move across the border in less than 24 hours. It should be noted, however, that high priority trains such as those carrying auto parts have benefited more from this system than other trains. Trains carrying products that have been designated as low priority or are not classified as "just in time" shipments may still experience delays.

Nevertheless, U.S. rolling stock can now cross into Mexico, eliminating the need for re-loading at the border. Rail service is improving with the increasing availability of double stack trains, express trains and inter-modal trains. In addition, rail traffic congestion is being alleviated with the construction of new facilities on the American side of the border and slow, but continuous, upgrading of the Mexican rail system.



## MULTI-MODAL TRANSPORTATION

### NAFTA PROVISIONS ON TRANSPORTATION

If the North American Free Trade Agreement (NAFTA) is ratified, it will affect the trucking industry more than other modes of transportation. Domestic carriers will continue to have exclusive rights to carry domestic cargo on domestic routes. But the rules for international truck traffic will be liberalized. Cross-border deliveries and pickups of international cargo will be allowed in all Mexican border states by December 1995. By the year 2000, these transportation rights will be extended to every point in Mexico.

In addition, the maximum level of Canadian investment allowed in Mexican trucking firms that transport international cargo will increase from 49 percent in December 1995 to 100 percent by 2004.

NAFTA will not significantly affect rail and air services and shipments, but Canada and Mexico have agreed to maintain relatively open international maritime shipping services. Also, Mexico will liberalize the ownership and operation of its terminals thus opening the market up for new services.

The NAFTA signatories have committed to harmonize a number of standards over the next six years. This includes driver and vehicle standards for motor carrier and rail operations as well as standards for handling dangerous goods.

All of these developments will enhance the level of transportation services available to the Canadian exporter for shipment to the Mexican market.

Increasingly, Canadian exporters are choosing multiple modes of transportation to get their product to the Mexican marketplace. Several carriers have attempted to meet this increasing demand. Highway trailers can be shipped by rail, and marine transporters offer linkages with both rail and truck transporters. Inter-modal transport will be facilitated by CN North America's decision to construct a new tunnel under the St. Clair river between Sarnia and Port Huron, and the recent enlargement of the Detroit-Windsor tunnel.

Inter-modal operators (or third party carriers or shippers) offer a complete transportation package on a contract basis. These operators will negotiate freight rates with railway and truck operators on behalf of the exporter. Transit time from Montreal or Toronto to the Mexican border can be as little as four or five days. Inter-modal operators providing services between Canada and Mexico include: Freight Connection, Interamerican, Sunac and Wheels International.

### TRANSPORT ANALYSIS

The objective for any exporter should be to get the product to market at the right time, in the right condition, and at the best price. The following checklist may be helpful in choosing between the various transportation options:

- determine the type of product being shipped;
- identify the characteristics of the goods being shipped;
- consider the size and shape of the product;
- decide whether to ship in bulk, as general freight in large volumes, or in small quantities as full or partial loads;
- determine the optimal frequency of shipping;
- consider the distance to be covered;
- determine whether assistance is required for packing, loading, blocking, bracing and unloading the product;
- decide whether temporary storage is required;
- decide whether door-to-door, port-to-port service, or some combination, is required;
- consider whether the services of a third party, such as a freight forwarder, are needed;
- identify what transportation documents are required; and,
- specify the terms of sale regarding freight charges and cargo insurance and determine who is making arrangements for each.



## MARINE

Marine transportation has varied in popularity in recent years. Marine transport declined from 48 percent of total Canadian exports to Mexico in 1988 to a low of 17 percent in 1990, and then increased to 32 percent in 1992. One operator offers a regularly scheduled containerized cargo service from Saint John, New Brunswick to Veracruz, Mexico. Marine transport is currently quite competitive with both truck and rail freight rates. The disadvantage is that marine transport requires at least ten days of transit time and at least four to five days of delays for customs clearance and warehouse storage. Nonetheless, some cargo is well suited to shipment by sea, particularly bulk shipments such as grains and oil.

## AIR

Air traffic between Mexico and Canada is mainly of the charter vacation variety and is not well suited for cargo transport. Air transport is most appropriate for compact merchandise and/or high-value items such as electronics, aircraft parts, pharmaceuticals, precious stones and metals, and flowers. At present, Montreal, Toronto and Vancouver are points of origin for direct commercial services to Mexico.

### 3. FREIGHT FORWARDERS AND CUSTOMS BROKERS

Exporting within North America is not as complicated as it seems. Nonetheless, the small or inexperienced exporter can benefit greatly from the assistance of freight forwarders, insurance underwriters and customs brokers. Freight forwarders plan the details of a shipment, make arrangements for packing, prepare documentation and organize transportation. Insurance underwriters provide insurance coverage to reduce the risks associated with export. And customs brokers help to ensure that shipments meet all customs requirements and that the accompanying documents are completed correctly.

Before using any of these services, the product to be exported must be properly prepared, unitized, and/or containerized. Otherwise carriers may refuse to carry the goods and insurance companies may refuse to cover any losses if goods are damaged. Here are a few simple rules that should be followed prior to shipment:

- assess the total transportation route and pack for the toughest leg;
- determine the frequency of trans-shipment if using multi-modal transportation, and prepare the goods for multiple handling;
- determine the packaging regulations and requirements that apply in the country of origin, for each carrier, at all ports of exit and entry, and in the country of destination;



- know the packaging capabilities: the strengths and weaknesses of goods, their "stackability", and their susceptibility to weather;
- package the goods to minimize internal movement and to protect corners, edges, finishes, valves, dials and knobs, or upholstery and material;
- use appropriate unitizing devices and place, load and secure goods properly; and,
- determine the kind of handling equipment to be used and its availability at trans-shipment points.

## FREIGHT FORWARDERS

### FREIGHT FORWARDING: NEW LINKAGES

A few freight forwarding companies in Canada have anticipated the expansion of Canada-Mexico trade, and are offering improved services. An example is the joint venture created between BLM/Challenger Transportation Group Inc., located in Kitchener, Ontario, and Figuremex S.A. de C.V., located in Mexico City. Their objective is to streamline delivery, provide warehousing and promise effective distribution to a Mexican and Canadian clientele.

To find a suitable freight forwarder, or for further information, contact one of the following organizations:

Canadian International Freight Forwarders Association, Inc.  
P.O. Box 929  
Streetsville, Ontario L5M 2C5  
Tel: (416) 567-4633  
Fax: (416) 542-2716

Distribution Service Industries Directorate  
Service and Construction Industries Branch  
Industry and Science Canada  
235 Queen Street  
Ottawa, Ontario K1A 0H5  
Tel: (613) 954-2964  
Fax: (613) 952-9054

The Canadian Exporters' Association  
Suite 250, 99 Bank St.  
Ottawa, Ontario K1P 6B9  
Tel: (613) 238-8888  
Fax: (613) 563-9218

Freight Forwarders are independent companies that handle export shipments for a fee. They provide advisory, administrative and physical services to shippers to facilitate exports. Freight forwarders can arrange shipments for Canadian exporters using any mode of transportation. They offer a complete service package that can be especially valuable to the first-time exporter. They are an excellent source of information on regulations, documentation and shipping methods and can save the exporter money on transportation rates because of economies of scale. The services provided by freight forwarders typically include the following:

- providing or arranging shipment handling including packing and crating, marking, inspection and storage;
- preparing documents for shipping and customs as well as translating, certifying and transmitting documents, and obtaining permits, licenses and certificates;
- providing financial assistance such as negotiating letters of credit, arranging collections, placing insurance, and filing insurance claims;
- pre-paying and collecting freight charges;
- providing advice about foreign requirements, transportation, government regulations, customs procedures, and project management; and,
- assisting with transportation arrangements, including selecting routes and carriers, negotiating rates, booking transportation space, securing charters, consolidating shipments, arranging local delivery, tracing shipments, and leasing equipment.



## SHIPPING TO MEXICO: STEP BY STEP

**THERE ARE SEVERAL STEPS THAT SHOULD BE KEPT IN MIND WHEN SHIPPING TO MEXICO:**

STEP	DESCRIPTION	TIMING
1	Select the Mexican client, importer, consignee, customs broker or trade show organizer for whom the documentation needs to be prepared.	3 months prior to shipment
2	Have the Mexican counterpart initiate all procedures to obtain the necessary authorizations and permits.	3 months prior to shipment
3	Obtain the required documents and send them to your Mexican counterpart if any special permits are required.	2 months prior to shipment
4	Ensure payment by Mexican client and send the commercial invoice, packing list and bills of lading to the Mexican counterpart and ship the goods.	1 month prior to pre-arranged delivery date in Mexico.

## CUSTOMS BROKERS

Customs brokers facilitate the importation process and can be a valuable business tool. They are familiar with complex international trade laws and regulations not only in Mexico but elsewhere in the world.

Under Mexican law, "all imports valued at more than U.S. \$2,000 must be handled by a Mexican customs broker." Only Mexican customs brokers are authorized to make a petition for import into Mexico. The customs broker is usually contracted by the importer to make all necessary customs arrangements. As of 1991, an exporter can export directly into Mexico, with the approval of a Mexican company, through a customs broker.

Customs brokers charge a fee of 0.45 percent of the invoice value, plus expenses incurred by the broker, plus a service fee set by each broker to cover operating expenses. The minimum fee is U.S. \$40, increasing with weight and/or value to a maximum of about U.S. \$300. *Section 6 of this guide includes a list of associations for customs brokers in Mexico.*



## SERVICES OFFERED BY CUSTOMS BROKERS

- customs valuation;
- tariff classification;
- customs clearance;
- international trade consulting;
- electronic data interchange (EDI);
- freight management and consolidation;
- import/export management:
  - obtaining permits and authorizations;
  - reviewing documents sent by the exporter, making the import petition and preparing the customs declaration;
  - inspecting shipments at the border to ensure that they correspond to the invoice and packing list;
  - obtaining a guarantee or bond on temporary imports;
  - covering all expenses related to the operation on behalf of the customer;
  - providing advice on letters of credit, insurance, taxes, warehousing and duty drawbacks;
  - providing information on modes of transportation and carriers, as well as on tariffs and transportation time; and,
  - shipping merchandise from the port of entry to the final destination;
- regional and national warehousing;
- non-resident import services;
- rulings requests; and,
- other specialized logistics services.

## SELECTING A CUSTOMS BROKER

When selecting a customs broker, talk to other companies, use personal referrals, if possible, and take the time to make a thorough assessment. Look for evidence of the broker's reliability and reputation. And don't forget to make cost/service comparisons between several candidates.

### QUESTIONS TO ASK A PROSPECTIVE CUSTOMS BROKER

- Does the broker specialize in certain commodities and/or shipping methods?
- How long has the broker been in business?
- What resources does the broker have for clearing and delivering goods?
- How does the broker advise clients of delays in handling or clearance? Will the broker offer suggestions on how to avoid such delays?
- What kind of physical facilities does the broker have? Do they include secure areas for high value commodities or hazardous materials?
- What kind of security systems and procedures does the broker have?
- What insurance coverage is carried by the broker for facilities and operations?
- What records maintenance does the broker offer?
- Can the broker's bond be used to provide the necessary surety coverage?
- What are the terms of payment and financial arrangements?
- What is the broker's financial stability?
- Are the offices of the broker located in the major ports of entry that will be used?

*When you find a good customs broker, stay loyal and do not try to go around the broker, even if the services cost more than doing it yourself. Think of your broker as a representative and partner in your business. It is not appropriate, for example, to contact customs directly if you have engaged a customs broker.*



## 4. SHIPPING DOCUMENTS: GENERAL REQUIREMENTS

Every shipment of goods to Mexico must be accompanied by the standard set of documents that is generally used in all international trade. In addition, to benefit from new arrangements that may emerge under NAFTA, the shipment should also include a Certificate of Origin.

### DOCUMENTATION REQUIRED TO EXPORT TO MEXICO

- Commercial invoice
- Packing list
- Bills of lading
- Special certificates
- Import permits
- Certificate of Origin

### COMMERCIAL INVOICE

The commercial invoice is the most important document, and must accompany every shipment. Invoices should be prepared in Spanish. If prepared in English, the Spanish translation may follow the original text on the invoice or a translation may accompany the invoice. The invoice should be manually signed by the exporter. Mexican customs officials insist on absolute accuracy and completeness of all documents. Any discrepancies could result in delay, penalties or confiscation. The invoice must contain the following information:

- place and date of issue;
- complete name and addresses of the buyer or importer in Mexico and the exporter;
- detailed description of the merchandise, including marks, numbers, types, and quantities;
- all freight and insurance charges;
- signature of seller, along with name and title; and,
- shipper's invoice number and customer's order number.





When shipping by sea or by land, all documents should be sent to the Mexican importer, customs broker or agent, before the shipment is sent. This will allow time to make revisions or to obtain special permits, if necessary. When shipping by air, all documents should accompany the goods. The exporter should also advise the importer or broker exactly when and how the goods were shipped, including the bill of lading number.

If possible, the invoice should be accompanied by a catalogue or other literature describing the goods shipped. This may be helpful for properly classifying the goods for customs purposes. The original invoice should be accompanied by as many as eleven copies depending upon the importer or customs broker involved.

## **PACKING LIST**

A packing list is necessary when more than one package is shipped. The list should include the number of packages and a detailed list of merchandise contained in each package. The net, gross and legal weight of each package and of the total shipment must be shown in metric units, along with the volume or measurements of each package and of the total shipment. At least four, but up to seven, copies may be needed depending upon the mode of transportation.

## **BILL OF LADING**

The bill of lading will vary depending upon the mode of transportation. The exporter should keep one set for future reference and send one original to the importer and one to the customs broker. This document should show the types of packages in the shipment and their weights and measurements. It should also include the names and addresses of the shipper and the Mexican importer, consignee or customs broker. Other required details include the ports of origin and destination, a description of the goods, a list of freight and other charges and the number of bills of lading in the full set. Finally, the carrier's official acknowledgment of receipt on board of the goods for shipment is required.

## **SPECIAL CERTIFICATES**

Shipments of livestock or animal products, most seeds, plant and plant products require special certificates such as sanitary, phytosanitary and origin certificates. Many of these certificates are available through Canadian government agencies and most do not have to be legalized. All shipments of foodstuffs, beverages and similar products for public consumption, as well as drugs, toilet and beauty products, soaps and cleaners must be registered with the *Secretaría de Salud* (Secretariat of Health) prior to importation. The requirements are listed below:



- letter of representation from the exporter granting the rights of representation to the importer, legalized by a Mexican Consul;
- sanitary licence number and the line handled by the importer's warehouse;
- formula of the product on the exporter's letterhead;
- physical, chemical and microbiological analysis provided by a accredited lab in the exporting country;
- free sale certificate prepared by a sanitary authority in the exporting country;
- packaging description; and,
- name of the exporter, product origin and name and address of the importer, representative or distributor.

Once the goods are shipped, the importer or customs broker must obtain an import franchise from the Secretariat of Health on every shipment. To obtain such a franchise, the invoice, packing list, bill of lading and health registration letter must be presented to the Secretariat of Health. There is a one percent fee based on the value of the invoice. As of June 1991, the importation of foodstuffs does not require a previously mandatory sanitary registration number.

Mexican and sanitary health regulations are complex. Therefore, an exporter should contact the importer or customs broker at least three months in advance of shipping agricultural products, livestock, foodstuffs and beverages to make the necessary arrangements.

## IMPORT PERMITS

Import permits are necessary (and could be subject to import quotas) for some products. The list includes:

- used machinery and cars;
- some agricultural products vital to Mexico's economy;
- natural gas, petroleum and gasoline;
- cars, trucks, tractors and some of their parts;
- some chemical and pharmaceutical products;
- arms and guns; and,
- some luxury items.



Valuation letters may also be necessary for used machinery, equipment or cars. These letters have to be legalized abroad and endorsed by a Mexican Consul. Import licence applications usually require between one and two months to process and are valid for nine months. It is advisable to avoid shipping until receiving confirmation that the licence will be issued.

Special labelling requirements apply to silver and nickel plated goods, wearing apparel, leather goods, packaged foodstuffs, beverages, pharmaceuticals, fertilizers, prepared feeds, and insecticides. For these products, consult with the customs broker, representatives of the Mexican Trade Commission in Canada, or the Mexican government agency regulating imports in the relevant sector.

## CERTIFICATE OF ORIGIN

A Certificate of Origin is not currently a required document when shipping a product by sea, land, air or rail to Mexico. However, a certificate may, from time to time, be requested by an importer or bank. When requested, a generalized form may be used and should be signed by a responsible member of the exporting company and should be certified by a chamber of commerce. Note that the chamber will likely require an additional notarized file copy. The number of copies required will vary with the importer or the customs broker.

To acquire the necessary documents please contact:

- External Affairs and International Trade Canada (EAITC)
- Industry and Science Canada (ISC)
- Canadian Exporters' Association
- Canadian Chamber of Commerce
- Trade Offices of the Embassy of Mexico and Mexican Consulates

*See Section 6 for addresses and contact numbers.*

## CUSTOMS ADMINISTRATION UNDER NAFTA

### INTRODUCTION

If NAFTA is ratified, several provisions dealing with customs administration will come into effect. Chapter Five of NAFTA is devoted exclusively to customs procedures.

From their experience with the first four years of the Canada-United States Free Trade Agreement (FTA), the Canadian and U.S. governments have learned the importance of describing customs administration and procedures precisely. This detail makes it easier for officials to interpret, administer and enforce the rules of origin and deal with other customs matters.



## RULES OF ORIGIN

To qualify for preferential tariff treatment within the North American free trade area, goods must:

- be wholly obtained within the free trade area or produced entirely from such materials; or,
- if the good includes inputs sourced from outside North America, the final product must undergo a change of tariff classification (as specified in NAFTA); or,
- meet one of two North American value-added calculations (for certain goods in specific circumstances).

## RULES OF ORIGIN

Rules of origin allow customs officials to determine whether a product should be accorded preferential tariff treatment under the trade agreement. To receive preferential tariff treatment under NAFTA, goods must include a predetermined level of economic activity that has been applied within North America.

Specifically, the rules of origin set out in NAFTA serve three main objectives:

1. to provide clear rules that give certainty and predictability to producers, exporters and importers, and address the problems experienced under the FTA rules of origin;
2. to avoid imposing unnecessary burdens on exporters or importers claiming benefits under NAFTA; and,
3. to ensure that NAFTA benefits are accorded only to goods that originate in NAFTA countries and not to goods that are made elsewhere and/or that undergo only minor processing in North America.

In addition to these objectives, the three NAFTA signatories have committed themselves to improving the procedures used to apply the rules of origin and to avoid, or quickly settle, disputes arising because of them. Finally, the Agreement also includes a commitment from all three countries to develop a common set of regulations regarding rules of origin. This will improve the certainty and confidence with which exporters in Canada, the United States and Mexico go about their business in the North American free trade area.

If NAFTA is ratified, these rules and procedures will replace those in the FTA. The most important are set out below.

## CERTIFICATE OF ORIGIN

Under NAFTA, every exporter will have to complete and sign a Certificate of Origin for any good that involves preferential tariff treatment. If the exporter is not the producer of the good, the exporter may sign the certificate based on: his/her knowledge of the good, the producer's written statement that the good qualifies as an originating good, or a completed and signed Certificate provided by the producer. The producer does not have to provide a Certificate of Origin to the exporter. Each customs administration will accept a Certificate of Origin for a period of four years after the date of signature.

**EXCEPTIONS:** A Certificate of Origin is not required for a good whose value is less than U.S. \$1,000 although an invoice may be required certifying that the good qualifies as an originating good.

**EXPORTER OBLIGATIONS:** If an exporter is given a Certificate of Origin from another exporter or producer then the Certificate must be provided to the customs administration on request. If an exporter has reason to believe that a Certificate does not contain accurate information, then the exporter must notify all persons who have received the Certificate.



A false certification by an exporter will be subject to, with some modification, the same legal consequences that would apply to an importer who contravenes its customs laws and regulations in respect of false statements or representations.

**RECORDS:** Full records in respect of the Certificate must be kept for five years. These records should include:

- the purchase, cost, value and payment for the good exported;
- the purchase, cost, value and payment for all materials used in the production of the good; and,
- the production of the good in the form in which the good was exported.

**VERIFICATION PROCEDURES:** Verification procedures by customs administration officials could include a questionnaire to the exporter and/or on-site visits to review exporter records (upon written notification). Verification of regional value-added requirements will be in accordance with the Generally Accepted Accounting Principles as applied in the exporting country.

**ADVANCE RULINGS:** NAFTA provides for importers, exporters and producers to obtain advance rulings on the origin of goods from the customs authority of the country into which the goods are to be imported.

**REVIEW AND APPEAL:** Rights of review and appeal of determinations of origin and advance rulings will be on a non-discriminatory basis. Equal treatment will be given to all producers and exporters within the NAFTA area. Each country may, however, adapt the right of review and appeal to fit its own circumstances.

**UNIFORMITY:** NAFTA provides for uniform regulations to be established and implemented to ensure consistent interpretation, application and administration of the rules of origin, customs administration and other matters agreed to by Canada, the United States and Mexico.

**WORKING GROUP AND CUSTOMS SUBGROUP:** The Agreement calls for the creation of a trilateral working group to address future modification of the rules of origin, uniform customs procedures, country-of-origin marking obligations and other matters. A customs subgroup will also be created to meet at least four times per year. This group will exchange information and consult on technical and administrative aspects. The group will have a 60-day deadline to deal with issues brought before it.



## A NOTE ON DEALING WITH CUSTOMS OFFICIALS

Customs officials may ask for information on how the imported goods are used or what material they are made from. These information requests are very important and should be dealt with carefully as the response could significantly impact upon the application of a duty. If it is not clear why the Customs official wants this information, you should find out, either directly or through your broker. The exporter will be informed in writing of a change in rate or value of duty. A challenge to any change, particularly in duty rate or value, should be taken care of by your customs broker. Note that failure to respond to an information request could result in the imposition of a higher duty rate or duty value.

## 5. TARIFFS, TAXATION AND OTHER SHIPPING ISSUES

### TARIFFS AND TAXES

Since 1986, Mexico's maximum import tariff has been cut from 100 percent to 20 percent. Tariffs currently range from zero to 20 percent in five percent intervals. Very few tariffs fall into the five percent category and, on a weighted basis, Mexican tariffs average about 10 percent.

If NAFTA is ratified, it will result in the elimination of most tariff barriers within North America over a period of ten years. Four major phase-out categories were agreed to:

- immediate elimination upon the entry into force of NAFTA;
- in five annual steps (1994-1998);
- in ten annual steps (1994-2004); and,
- in fifteen annual steps (1994-2008) for a limited number of U.S. products.

Tariff phase-outs between Canada and the United States will continue as scheduled under the FTA.

Several products of strategic interest to Canadian business are targeted for accelerated tariff phase-out under NAFTA, including: fertilizer, sulfur, aluminum ingots, agricultural, construction and resource machinery, rail and industrial equipment, selected wood pulp and paper items, telecommunications equipment, pre-fabricated housing, printed circuit boards, medical equipment and auto parts.



## PHASE-OUT OF MEXICAN TARIFFS ON CANADIAN GOODS

IMMEDIATE	FIVE YEARS	TEN YEARS
■ fish products	■ metal articles	■ furniture
■ telecom equipment	■ selected machinery	■ pharmaceuticals
■ fertilizers and sulfur	■ parts of electrical equipment	■ toys

Specific duties are charged on certain commodity items that are calculated by weight, volume, length or other unit. A customs processing fee equal to 0.8 percent of the F.O.B. invoice value is also assessed.

Mexico collects a value-added tax of 10 percent, similar to Canada's GST, whenever the ownership of goods changes. The tax is levied on the F.O.B. invoice and ad-valorem duties on most products. Certain products are exempt from the value-added tax, while some luxury items are charged a 20 percent tax.

All customs duties are paid by the Mexican importer or by the customs broker at the time the goods clear Mexican customs. The goods will not be released until the importer or the customs broker presents the import declaration proving payment of duties and taxes.

## DUTY DRAWBACK RATES

Mexican companies or individuals involved in exporting can, in some cases, be eligible for a refund or drawback of duties or taxes paid on imports of raw materials, parts and components incorporated into merchandise for export. Components and raw materials imported in the in-bond *maquiladora* industry are also exempt from duties.

The new rules on duty drawback contained in NAFTA will give Canadian manufacturers greater flexibility in using inputs from non-NAFTA countries. These rules will allow credits for duties paid when inputs are incorporated into exports of manufactured products to other NAFTA countries. These duty drawbacks are to be terminated in two phases:

- by January 1, 2001, for Mexico-United States trade and Canada-Mexico trade; and,
- by 1996, for Canada-United States trade.

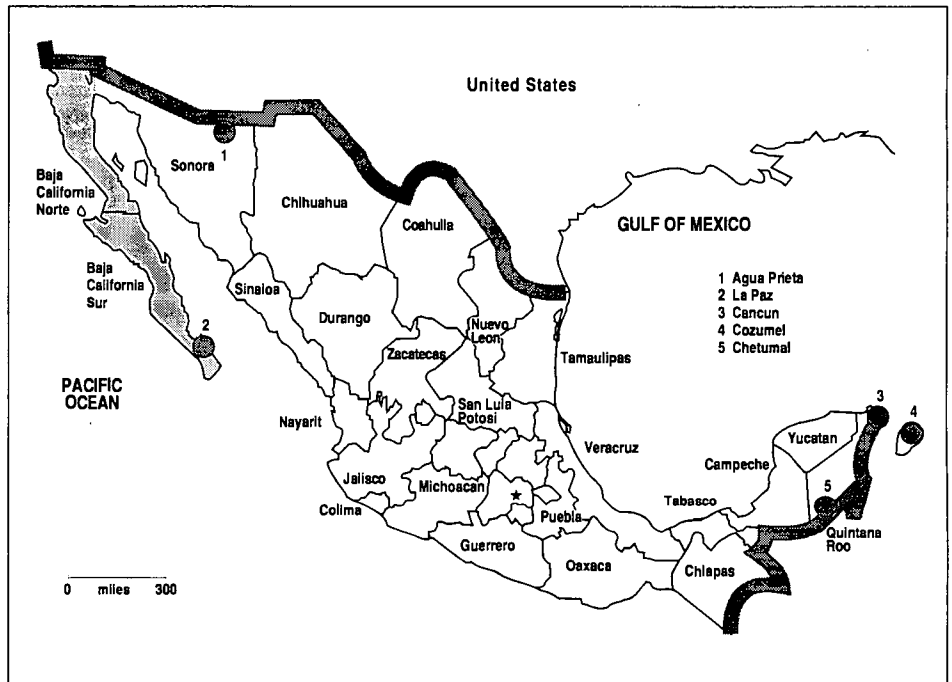
The 1994 deadline established in the FTA for the elimination of drawback programs will be extended for two years.



## BONDED WAREHOUSES

Canadian exporters seeking to avoid paying duties up-front may arrange to store their goods in one of the many bonded warehouses operated by private companies under government regulations. Import duties are payable only when the goods are withdrawn from storage. This procedure often results in a substantial reduction of the funds needed to ship goods to Mexico. Moreover, once the goods are in the bonded warehouse, they are immune to any subsequent limitations on imports or changes in the customs duties charged. The value of the merchandise for the purpose of assessing import duties is frozen when the merchandise enters the warehouse. Any subsequent devaluation of the Mexican currency does not increase the dutiable value in pesos. This provision is especially useful considering that the Mexican inflation rate remains relatively high by Canadian standards.

## FREE TRADE ZONES IN MEXICO



There are several border zones in Mexico that have been established as free trade zones. They include 20 kilometres along the United States-Mexico border, the Mexico-Guatemala border and the ports of Cancun, Cozumel, Chetumal and La Paz. They include the state of Baja California, the city of Agua Prieta and an area in the state of Sonora. When entering these zones, certain products are exempted from some or all taxes and duties and import permit requirements. The products covered may vary from time to time in each of these regions.





## 6. WHERE TO GO FOR ADDITIONAL ASSISTANCE

### CANADIAN GOVERNMENT DEPARTMENTS AND SERVICES IN CANADA

#### EXTERNAL AFFAIRS AND

##### INTERNATIONAL TRADE CANADA (OTTAWA)

External Affairs and International Trade Canada (EAITC) is the Canadian federal government department most directly responsible for trade development. The InfoEx Centre is the first contact point for advice on how to start exporting; it provides information on export-related programs and services; helps find fast answers to export problems; acts as the entry point to EAITC's trade information network; and can provide interested companies with copies of specialized export publications.

##### InfoEx Centre

Tel.: 1-800-267-8376 or (613) 993-6435

Fax: (613) 996-9709

Latin America and Caribbean Trade Division promotes trade with Mexico. There are several trade commissioners at the Embassy of Canada in Mexico City, and there is a satellite office in Monterrey. 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 identify suitable Mexican firms to act as agents, and compiling credit and business information on potential foreign customers.

##### Latin America and Caribbean Trade Division (LGT)

External Affairs and International Trade Canada  
Lester B. Pearson Building  
125 Sussex Drive  
Ottawa, Ontario K1A 0G2  
Fax: (613) 943-8806

#### INTERNATIONAL TRADE CENTRES

International Trade Centres have been established across the country as a first point of contact to support the exporting efforts of Canadian firms. Co-located with the regional offices of Industry and Science Canada (ISC), the centres operate under the guidance of EAITC and all have resident trade commissioners. They help companies determine whether or not they are ready to export; assist firms with marketing research and market planning;

provide access to government programs designed to promote exports; and arrange for assistance from the Trade Development Division in Ottawa and trade officers abroad. Contact the International Trade Centre nearest you:

**British Columbia:** Scotia Tower  
900-650 West Georgia Street  
P.O. Box 11610  
Vancouver, B.C. V6B 5H8  
Tel: (604) 666-0434  
Fax: (604) 666-0617

**Yukon:** Room 210  
300 Main Street  
Whitehorse, Yukon Y1A 2B5  
Tel: (403) 667-3921  
Fax: (403) 668-5003

**Alberta:** Canada Place  
Suite 540  
9700 Jasper Avenue  
Edmonton, Alberta T5J 4C3  
Tel: (403) 495-4782  
Fax: (403) 495-4507

11th Floor  
510-5th Street S.W.  
Calgary, Alberta T5P 3S2  
Tel: (403) 292-6660  
Fax: (403) 292-4578

**Northwest Territories:** Precambrian Building  
10th Floor  
P.O. Box 6100  
Yellowknife, NWT X1A 2R3  
Tel: (403) 920-8578  
Fax: (403) 873-6228

**Saskatchewan:** Suite 401  
119-4th Avenue South  
Saskatoon, Sask. S7K 5X2  
Tel: (306) 975-4400  
Fax: (306) 975-5334

4th Floor  
1955 Smith Street  
Regina, Sask. S4P 2N8  
Tel: (306) 780-7520  
Fax: (306) 780-6679



**Manitoba:** 7th Floor  
330 Portage Avenue  
P.O. Box 981  
Winnipeg, Manitoba R3C 2V2  
Tel: (204) 983-4090  
Fax: (204) 983-2187

**Ontario:** Dominion Public Building  
4th Floor  
1 Front Street West  
Toronto, Ontario M5J 1A4  
Tel: (416) 973-5000  
Fax: (416) 973-8714

**Quebec:** Stock Exchange Tower  
Suite 3800  
800 Victoria Square  
P.O. Box 247  
Montréal, Québec H4Z 1E8  
Tel: (514) 283-7907  
Fax: (514) 283-8794

**New Brunswick:** Assumption Place  
770 Main Street  
P.O. Box 1210  
Moncton, N.B. E1C 8P9  
Tel: (506) 857-4782  
Fax: (506) 851-6429

**Prince Edward Island:** Confederation Court Mall  
Suite 400  
134 Kent Street  
P.O. Box 1115  
Charlottetown, PEI C1A 7M8  
Tel: (902) 566-7400  
Fax: (902) 566-7450

**Nova Scotia:** Central Guarantee Trust Tower  
5th Floor  
1801 Hollis Street  
P.O. Box 940, Str "M"  
Halifax, N.S. B3J 2V9  
Tel: (902) 426-4782  
Fax: (902) 426-2624

**Newfoundland:** Atlantic Place  
Suite 504  
215 Water Street  
P.O. Box 8950  
St. John's, Nfld. A1B 3R9  
Tel: (709) 772-4782  
Fax: (709) 772-5093

## WORLD INFORMATION NETWORK

### FOR EXPORTS

The World Information Network for Exports (WIN Exports) is a computer-based information system designed by EAITC to help Canada's trade development officers abroad match foreign needs to Canadian capabilities. It provides users with information on the capabilities, experience and interests of more than 30,000 Canadian exporters. To be registered on WIN Exports, call: (613) 996-5701.

## PROGRAM FOR EXPORT MARKET DEVELOPMENT (PEMD)

This program seeks to increase export sales by sharing the costs of industry-initiated activities aimed at developing export markets. PEMD is administered by ISC regional offices and funded by EAITC. Activities eligible for PEMD financial support (up to 50 percent of the costs) include:

- participation in recognized foreign trade fairs outside of Canada;
- trips to identify export markets and visits by foreign buyers to Canada;
- project bidding or proposal preparation at the pre-contractual stage for projects outside Canada;
- the establishment of permanent sales offices abroad in order to undertake sustained marketing efforts; and,
- special activities for non-profit, non-sales food, agriculture and fish organizations, marketing boards and agencies, trade fairs, technical trials, and product demonstrations (for example).

Support is also provided for certain types of government-planned activities, such as outgoing trade missions of Canadian business representatives and incoming missions to Canada of foreign business and government officials who can influence export sales.

For information, call: (613) 954-2858.

## INTERNATIONAL FINANCING

EAITC helps Canadian exporters interested in pursuing multilateral business opportunities financed by international financing institutions (IFI). Canadian exporters and trade associations can access market data, obtain a better understanding of the competition, and determine if an IFI-funded market opportunity is practical and worth pursuing. EAITC can provide information and advice on the availability of Canadian government-funded



assistance programs and can assist companies in developing effective export marketing. For further information contact:

International Finance Division  
External Affairs and International Trade Canada  
Tel: (613) 995-7251  
Fax: (613) 943-1100

### **TECHNOLOGY INFLOW PROGRAM**

Managed by EAITC and delivered domestically by the National Research Council, this program is designed to help Canadian companies locate, acquire and adopt foreign technologies by promoting international collaboration. ISC also helps in program promotion. The program officers respond to requests to identify technology sources and opportunities for cooperation between Canadian and foreign firms. The program will also help Canadian firms make exploratory visits abroad to identify and gain first-hand knowledge of relevant foreign technologies as well as to negotiate to acquire them.

### **INVESTMENT DEVELOPMENT PROGRAM**

This program helps Canadian companies find the investment they need. It actively promotes investments that take the form of new plant and equipment, joint ventures or strategic partnerships. It is especially interested in attracting investment that introduces new technology into Canada, a key to creating new jobs and economic opportunities. Investment officers make contact with foreign investors and bring them together with Canadian companies. For information, call: (613) 996-8625.

### **INDUSTRY AND SCIENCE CANADA**

Industry and Science Canada (ISC) was created with a broad mandate to improve the competitiveness of Canadian industry. In the area of small business, it has been given specific responsibility to:

- develop, implement and promote national policies to foster the international competitiveness of industry; the enhancement of industrial, scientific and technological development; and the improvement in the productivity and efficiency of industry;
- promote the mobility of goods, services, and factors of production within Canada;
- develop and implement national policies to foster entrepreneurship and the start-up, growth and expansion of small businesses;

- develop and implement national policies and programs respecting industrial benefits from procurement of goods and services by the government of Canada;
- promote and provide support services for the marketing of Canadian goods, services and technology; and,
- promote investment in Canadian industry, science and technology.

### **ISC REGIONAL OFFICES**

The regional offices work directly with Canadian companies to promote industrial, scientific and technological development. They help clients recognize opportunities in a competitive international marketplace by providing services in the areas of business intelligence and information, technology and industrial development, and trade and market development. They also promote and manage a portfolio of programs and services.

The following are areas in which ISC regional offices have special competence:

- access to trade and technology intelligence and expertise;
- entry points to national and international networks;
- industry sector knowledge base;
- co-location with International Trade Centres connected to EAITC and Canadian posts abroad;
- client focus on emerging and threshold firms; and,
- ISC Business Intelligence.

### **THE BUSINESS OPPORTUNITIES SOURCING SYSTEM (BOSS)**

BOSS is a computerized databank that profiles over 26,000 Canadian companies. It lists basic information on products, services and operations that is useful to potential customers. The system was established in 1980 by ISC in cooperation with participating provincial governments. BOSS was originally established so that Trade Commissioners posted around the world by EAITC could find Canadian companies that might be able to take advantage of foreign market opportunities. Today, more than 11,000 domestic and international subscribers use the system not only to locate Canadian suppliers but also to obtain market intelligence and identify market opportunities. The majority of subscribers are Canadian companies.

Call: ISC-BOSS (613) 954-5031.



## MARKET INTELLIGENCE SERVICE

This service provides Canadian business with detailed market information on a product specific basis. The service assists Canadian companies in the exploitation of domestic, export, technology transfer, and new manufacturing investment opportunities. The intelligence is used by Canadian business in decisions regarding manufacturing, product development, marketing, and market expansion. The information includes values, volume and unit price of imports, characteristics of specific imports (e.g. material, grade, price range, etc.), names of importers, major countries of export, identification of foreign exporters to Canada, Canadian production, Canadian exports, and U.S. imports. Two-thirds of the clientele for this service are small businesses. Call: (613) 954-4970.

## CANADIAN INTERNATIONAL DEVELOPMENT AGENCY

An important possible source of financing for Canadian ventures in Mexico is the special fund available through the Canadian International Development Agency (CIDA) under the Industrial Cooperation Program or CIDA/INC. CIDA's Industrial Cooperation Program provides financial contributions to stimulate Canadian private-sector involvement in developing countries by supporting long-term business relationships such as joint ventures and licensing arrangements. INC supports the development of linkages with the private sector in Mexico encouraging Canadian enterprises to share their skills and experiences with partners in Mexico, and other countries. A series of INC mechanisms help enterprises to establish mutually beneficial collaborative arrangements for the transfer of technology and the creation of employment in Mexico. There are five INC mechanisms which help eligible Canadian firms to conduct studies and provide professional guidance and advice to potential clients. Where a project involves environmental improvement, technology transfer, developmental assistance to women, job training, or job creation, early contact with CIDA's Industrial Cooperation Division is suggested.

An important CIDA criterion is that the project creates jobs in Mexico without threatening jobs in Canada. In fact, most CIDA-assisted projects have produced net increases in Canadian jobs.

Industrial Cooperation Division  
Canadian International Development Agency  
200, Promenade du Portage  
Hull, Québec  
K1A 0G4  
Tel: (819) 997-7905/7906  
Fax: (819) 953-5024

## ATLANTIC CANADA OPPORTUNITIES AGENCY

Atlantic Canadian companies seeking to develop exports to Mexico may be eligible for assistance from the Atlantic Canada Opportunities Agency (ACOA). The Agency works in partnership with entrepreneurs from the Atlantic region to promote self-sustaining economic activity in Atlantic Canada.

The ACOA Action Program provides support to businesses as they look to expand existing markets through the development of Marketing Plans. Efforts include monitoring trade opportunities arising from global economic change, communications efforts to promote the region; trade missions and associated activities, as well as better coordination with federal and provincial bodies that influence trade and investment opportunities.

**ACOA Head Office:** Blue Cross Centre  
644 Main Street  
P.O. Box 6051  
Moncton, N.B. E1C 9J8  
Toll free: 1-800-561-7862  
Fax: (506) 851-7403

**Newfoundland and Labrador:** Suite 801, Atlantic Place  
215 Water Street  
P.O. Box 1060, Station C  
St. John's, Nfld. A1C 5M5  
Tel: (709) 772-2751  
Toll free: 1-800-563-5766  
Fax: (709) 772-2712

**Nova Scotia:** Suite 600  
1801 Hollis Street  
P.O. Box 2284, Station M  
Halifax, N.S. B3J 3M5  
Tel: (902) 426-8361  
Toll free: 1-800-565-1228  
Fax: (902) 426-2054

**Prince Edward Island:** 75 Fitzroy Street  
3rd Floor  
Charlottetown, P.E.I. C1A 1R6  
Tel: (902) 566-7492  
Toll free: 1-800-565-0228  
Fax: (902) 566-7098

**New Brunswick:** 570 Queen Street  
P.O. Box 578  
Fredericton, N.B. E3B 5A6  
Tel: (506) 452-3184  
Toll free: 1-800-561-4030  
Fax: (506) 452-3285



## WESTERN ECONOMIC

### DIVERSIFICATION CANADA

Western Canadian companies interested in Mexico may be able to secure assistance from Western Economic Diversification Canada (WD). This agency provides financial assistance for projects which contribute to the diversification of the western economy. It acts as a pathfinder to ensure that western businesses are aware of and receive assistance from the most appropriate source of funding, federal or other, for their projects. It acts as an advocate for the west in national economic decision-making and it coordinates federal activities that have an impact on economic growth in the west. It also plays a role in promoting trade between western Canada and markets around the world. Inquiries about the Western Diversification Program and other activities of the department can be directed to any of the following regional offices:

**Manitoba:** P.O. Box 777  
Suite 712  
The Cargill Building  
240 Graham Avenue  
Winnipeg, Manitoba R3C 2L4  
Tel: (204) 983-4472  
Fax: (204) 983-4694

**Saskatchewan:** P.O. Box 2025  
Suite 601  
S.J. Cohen Building  
119-4th Avenue South  
Saskatoon, Sask. S7K 5X2  
Tel: (306) 975-4373  
Fax: (306) 975-5484  
For Regina residents: (toll free)  
Tel: (306) 780-6725

**Alberta:** Suite 1500  
Canada Place  
9700 Jasper Avenue  
Edmonton, Alta. T5J 4H7  
Tel: (403) 495-4164  
Fax: (403) 495-7725  
  
For Calgary residents:  
(toll free)  
Tel: (403) 292-5382

**British Columbia:** P.O. Box 49276  
Bentall Tower 4  
1200-1055 Dunsmuir Street  
Vancouver, B.C. V7X 1L3  
Tel: (604) 666-6256  
Fax: (604) 666-2353  
  
For B.C. residents: (toll free)  
Tel: 1-800-663-2008

## EXPORT DEVELOPMENT CORPORATION

Companies exporting to Mexico will need suitable financing and insurance for the transaction. The Export Development Corporation (EDC) may be able to help with both. EDC is a Canadian crown corporation whose purpose is to facilitate and develop Canada's export trade. The corporation provides insurance, guarantees and export financing which, combined with advice and the organization of financial services packages, facilitate the sale of Canadian goods and services abroad. EDC offers the following services:

### Export Insurance and Related Guarantees

- global comprehensive insurance
- global political insurance
- selective political insurance
- specific transaction insurance
- specific transaction guarantees
- loan pre-disbursement insurance
- foreign investment insurance
- performance security insurance
- performance security guarantees
- consortium insurance
- surety bond insurance
- bid security guarantees
- specific sub-supplier insurance
- equipment (political risk) insurance
- bid-bond insurance
- medium-term agricultural guarantees

### Export Financing and Related Guarantees

- loans
- line of credit allocations
- note of purchases
- protocols
- loan guarantees
- specialized credit

EDC's head office is located in Ottawa. Regional offices are maintained in Halifax, Montreal, Toronto, London, Ottawa, Winnipeg, Calgary, and Vancouver. General inquiries regarding EDC services can be channeled through the regional offices maintained by the Corporation in several major Canadian cities. Export services, however, are only handled by the Ottawa Office. Inquiries about export financing for Mexico should be addressed to the Export Financing Group for Mexico and South America in Ottawa.

**Ottawa (Head Office):** 151 O'Connor Street  
Ottawa, Ontario K1A 1K3  
Tel: (613) 598-2500  
Fax: (613) 237-2690

**Public Information:** Tel: (613) 598-2739



**Vancouver:** Suite 1030  
One Bentall Centre  
505 Burrard Street  
Vancouver, B.C. V7X 1M5  
Tel: 604-666-6234  
Fax: 604-666-7550

**Calgary:** Suite 1030  
510-5th Street S.W.  
Calgary, Alberta T2P 3S2  
Tel: (403) 292-6898  
Fax: (403) 292-6902

**Winnipeg:** 8th Floor  
330 Portage Avenue  
Winnipeg, Manitoba R3C 0C4  
Tel: (204) 983-5114  
Fax: (204) 983-2187

**Toronto:** Suite 810  
National Bank Building  
150 York Street  
P.O. Box 810  
Toronto, Ontario M5H 3S5  
Tel: (416) 973-6211  
Fax: (416) 862-1267

**London:** Suite 1512  
Talbot Centre  
148 Fullarton Street  
London, Ontario N6A 5P3  
Tel: (519) 645-5828  
Fax: (519) 645-5580

**Montreal:** Suite 4520  
800 Victoria Square  
P.O. Box 124  
Tour de la Bourse  
Montreal, Quebec H4Z 1C3  
Tel: (514) 283-3013  
Fax: (514) 878-9891

**Halifax:** Purdy's Wharf, Tower 2  
Suite 1410  
1969 Upper Water Street  
Halifax, Nova Scotia B3J 3R7  
Tel: (902) 429-0426  
Fax: (902) 423-0881

## **NATIONAL RESEARCH COUNCIL**

Canadian companies hoping to succeed in the Mexican marketplace may require additional technology to improve their competitiveness. The National Research Council (NRC) works with Canadian firms of all sizes to develop and apply technology for economic benefit. The Council supervises the Industrial Research Assistance Program (IRAP), a national network for the diffusion and transfer of technology.

The IRAP network supports the process of developing, accessing, acquiring, implanting, and using technology throughout Canadian industry. IRAP has been in existence for 40 years and has acquired a reputation as one of the more flexible and effective federal programs. IRAP takes advantage of an extensive network that includes more than 250 regional and local offices, 60 provincial technology centres, the Council's own laboratories and research institutes, federal government departments, and technology transfer officers in Canadian universities. The IRAP network also extends abroad through the technology counselors attached to Canadian posts in some 14 foreign countries. For more information or the name of the IRAP officer nearest you, contact the following:

IRAP Office  
National Research Council  
Montreal Road  
Building M-55  
Ottawa, Ontario K1A 0R6  
Tel: (613) 993-5326  
Fax: (613) 952-1086



## KEY CONTACTS IN CANADA

### BUSINESS ASSOCIATIONS

The Canadian Council for the Americas (CCA) is a non-profit organization formed in 1987 to promote business interests in Latin American and Caribbean countries. The CCA promotes events and programs targeted at expanding business and building networking contacts between Canada and the countries of the region. It also publishes a bimonthly newsletter.

**The Canadian Council for the Americas (CCA)**  
Executive Offices, Third Floor  
145 Richmond Street West  
Toronto, Ontario M5H 2L2  
Tel: (416) 367-4313  
Fax: (416) 367-5460

**Canadian Exporters' Association (CEA)**  
99 Bank Street, Suite 250  
Ottawa, Ontario K1P 6B9  
Tel: (613) 238-8888  
Fax: (613) 563-9218

**Canadian Manufacturers' Association (CMA)**  
75 International Boulevard, Fourth floor  
Etobicoke, Ontario M9W 6L9  
Tel: (416) 798-8000  
Fax: (416) 798-8050

**The Canadian Chamber of Commerce (CCC)**  
Suite 1160  
55 Metcalfe Street  
Ottawa, Ontario K1P 6N4  
Tel: (613) 238-4000  
Fax: (613) 238-7643

### BANK OF MONTREAL

#### INTERNATIONAL OFFICES IN CANADA

The Bank of Montreal is the longest-serving Canadian bank in Mexico. It offers a wide range of international banking services and trade financing through its Trade Finance offices across Canada.

#### Trade Finance Offices:

129 St. James Street West, 12th Floor  
Montreal, Quebec  
Canada H2Y 1L6  
Tel: (514) 877-9465  
Fax: (514) 877-6933

First Canadian Place, 23rd Floor  
Toronto, Ontario  
Canada M5X 1A1  
Tel: (416) 867-5584  
Fax: (416) 867-7635

959 Burrard Street, 6th Floor  
P.O. Box 49350  
Vancouver, B.C.  
Canada V7X 1L5  
Tel: (604) 665-2740  
Fax: (604) 665-7283

#### International Operations Offices:

595 Burrard Street, 7th floor  
P.O. Box 49500  
Vancouver, B.C.  
Canada V7X 1L5  
Tel: (604) 665-3705  
Fax: (604) 665-7120

B1 Level, FCC, 340-7th Avenue South West  
Calgary, Alberta  
Canada T2P 0X4  
Tel: (403) 234-3775  
Fax: (403) 234-3777

335 Main Street, P.O. Box 844  
Winnipeg, Manitoba  
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## **MEXICAN GOVERNMENT OFFICES**

The Embassy of Mexico, Mexican Trade Commissioners in Canada, and Mexican Consulates can provide assistance and guidance to Canadian companies in need of information about doing business in Mexico.

### **Embassy of Mexico**

130 Albert Street, Suite 1800  
Ottawa, Ontario K1P 5G4  
Tel: (613) 233-8988  
Fax: (613) 235-9123

### **Mexican Consulate in Ottawa**

Tel: (613) 235-7782

### **SECOFI**

130 Albert Street, Suite 1700  
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Tel: (613) 235-7782  
Fax: (613) 235-1129

## **Other Mexican Consulates General in Canada**

### **Consulate General of Mexico**

2000, rue Mansfield  
Suite 1015  
Montréal, Qué. H3A 2Z7  
Tel: (514) 288-2502/288-4916  
Fax: (514) 288-8287

### **Consulate General of Mexico**

60 Bloor Street West  
Suite 203  
Toronto, Ontario M4W 3B8  
Tel: (416) 922-2718/3196  
Fax: (416) 922-8867

### **Consulate General of Mexico**

810-1139 West Pender Street  
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Tel: (604) 684-3547/1859  
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### **Mexican Honorary Consulate**

380, Chemin St. Louis  
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Fax: (416) 367-2543

### **Banca Serfin**

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BCE Place  
Canada Trust Tower  
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Tel: (416) 360-8900  
Fax: (416) 360-1760





# CANADIAN GOVERNMENT DEPARTMENTS AND SERVICES IN MEXICO

## COMMERCIAL DIVISION

### THE EMBASSY OF CANADA IN MEXICO

The Commercial Division of the Canadian Embassy in Mexico can provide vital assistance to Canadians venturing into the Mexican market. The trade commissioners are well informed about the market and will respond in whatever measure possible to support a Canadian firm's presence in Mexico.

Note: to telephone México, D.F. dial: 011-52-5 before the number shown below, for contacts in other cities in Mexico, consult the international code listing at the front of your local telephone directory for the appropriate regional codes.

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Schiller No. 529  
Col. Polanco  
Apartado Postal 105-05  
11560 México D.F.  
México  
Cable: Canadian Mexico City  
Tel: 724-7900  
Telex: (22) 117-1191 (DMCNE)  
Fax: 724-7982

Canadian Consulate  
Edificio Kalos, Piso C-1  
Local 108A  
Zaragoza y Constitucion  
64000 Sur Monterrey  
México  
Tel: 443-200  
Fax: 443-048

## KEY CONTACTS IN MEXICO

### MEXICAN GOVERNMENT\*

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*Secretaría de Programacion y Presupuesto*  
Palacio Nacional Patio de Honor, Piso 4  
Col. Centro  
06740 México, D.F.  
México  
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Information Department: 286-1000/1900

Secretariat for Commerce and Industrial Promotion  
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Alfonso Reyes No. 30 Piso 10  
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México  
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Fax: 52-92-70

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Fax: 5-11-79

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Fax: 2-89-97

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Fax: 12-59-58

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Fax: 82-42-34

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1. What is your overall opinion of this publication?

- very useful
- useful
- moderately useful
- not useful

2. Please provide your assessment of each of the following aspects of this publication.

a) Quality of text discussion (mark one only):

- excellent
- good
- fair
- poor

b) Presentation of information (mark one only):

- excellent
- good
- fair
- poor

c) Use of graphics and other visual aids (mark one only):

- excellent
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3. If this publication were updated, revised and re-issued in the future, would you be interested in receiving a copy?

- yes, very interested
- probably interested
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5. For your purposes, did this publication provide a sufficiently complete treatment of the subject(s) reviewed?

- yes, definitely
- to some extent
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6. This publication would have been more useful to me if it had (mark all that apply):

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yes — please specify:

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10. Will this publication assist you in your business development?

yes  no

11. a) Does your company currently export?

- Yes, go to 11 b)
- No, go to 11 c)

b) If yes, to which foreign markets?

- U.S.A.  Europe  Japan
- Mexico  Latin America
- Other (please specify) \_\_\_\_\_

c) If not, are you planning to export within the next 12 months?

- Yes, where?
- U.S.A.  Europe  Japan
- Mexico  Latin America
- Other (please specify) \_\_\_\_\_

12. What is the approximate size of your company?

- under \$1 million
- \$1 to 5 million
- \$5 and \$10 million
- over \$10 million

Please return the completed survey by fax to (613) 943-8806 or to the address below:

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