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DIRECTORY OF EXPORT TRAINING  
FACILITIES IN CANADA



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Department of Foreign Affairs and International Trade  
Ministère des Affaires étrangères et du Commerce international  
Latin America & Caribbean Branch

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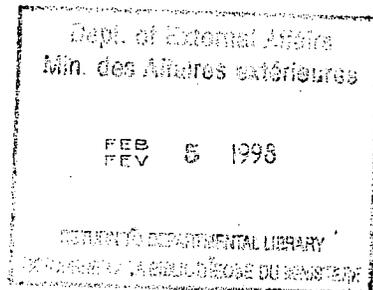


REFERENCE MATERIALS - MEXICO

# Directory of Export Training Facilities in Canada

52630769

March, 1996



## Reference Materials — Mexico

The *Directory of Export Training Facilities in Canada* was developed jointly by the Department of Foreign Affairs and International Trade (DFAIT) and Prospectus Inc. These reference materials were made possible through the support of the Toronto office of Baker & McKenzie.

It is designed to provide an overview of export training facilities in Canada. Although efforts have been made to avoid errors and inaccuracies in this document, it is not intended to be used as the only source of information in this area. We encourage the reader to use this publication as one of several resources for export market exploration.

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## Introduction

Canadian industries are looking increasingly to outside markets in which to sell their products and services. With the signing of the Canada-US (FTA) and North American Free Trade Agreements (NAFTA), international business opportunities are growing rapidly. To meet the need for training in these new export markets, governments, educational facilities and professional associations have developed not only various courses but a network of export support programs. Whether it is classes, computer software or counselling that is needed, there is something for everyone.

This handbook is designed to highlight sources of export training that are available to Canadians and Canadian companies.

The first section offers an overview of two programs that provide both a comprehensive overview of the international marketplace and the specific skills needed to prepare for successful exporting. Targetting small- to medium-sized enterprises (SMEs), these programs offer intensive, step-by-step instruction from assessing a company's export potential to drawing up a business plan and establishing specific country or industry links. Both programs tailor their content to the businesses involved and include extensive industry contacts.

The second section highlights Canadian universities and colleges that also offer international business training. Their courses generally stress fundamental business management and administration skills with a focus on the global marketplace. With a huge variety of approaches, formats and prerequisites, these programs can provide either an introduction to exporting or a full degree, encompassing exports plus a range of other international business courses.

The third section outlines two association courses offering extended export training. Both freight forwarding and customs brokerage firms provide front-line services for the export market and have developed specific courses to meet these growing needs. Although only two programs are detailed here, many other associations run training workshops on an as-required basis, so contact your local association for more information.

Finally, recognizing the wealth of additional non-training sources, the key contacts section lists a variety of private- and public-sector organizations that provide export support. From tax information to regional initiatives and financial assistance, these groups can help answer questions on a wide range of topics.

Doing business abroad can be a rewarding experience for Canadian companies. Whether you are looking for basic information or a complete preparation program, this handbook can help you find the export training you need.

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## Comprehensive Programs

Export training courses are a relatively new phenomenon. As the international investment opportunities for Canadian businesses have grown, so too has the need for training in all aspects of the export market. The first wave of comprehensive programs, developed in conjunction with federal government departments, addresses a wide range of issues from research to logistics, in order to help prepare companies for successful exporting ventures.

### **The Forum for International Trade Training (FITT)**

FITT offers the most comprehensive programs available to Canadian business people wanting skills to compete and succeed in an export market. Developed in 1992 in conjunction with the Department of Foreign Affairs and International Trade (DFAIT), Human Resources Development Canada (HDRC) and Industry Canada (IC), FITT provides instruction through three distinct programs: FITTskills, GeoFITT, and CustomFITT.

#### **FITTskills**

Designed specifically for business and operations professionals, entrepreneurs and individuals committed to exploring opportunities in the world marketplace, FITTskills is a series of eight individual modules focussing on the day-to-day mechanics of international business. Each module is 45 hours long and ends with a comprehensive exam. The areas of study include:

- **Global Entrepreneurship.** An introduction to international business from the ground up.
- **International Marketing.** Well-established techniques and tools for reaching target markets effectively, regardless of the location, culture or language.
- **International Trade Finance.** The basic tools for establishing good cashflow practices and collection techniques.
- **International Trade Logistics.** How to deliver or import products and services better, cheaper and faster than the competition.
- **International Market Entry and Distribution.** Finding the best market entry strategies as well as the right partners to take advantage of opportunities in the new economy.
- **International Trade Research.** A system for developing an in-depth understanding of target markets and their specific needs.

- Legal Aspects of International Law. The legal implications of expanding into the global marketplace.
- International Trade Management. The operational skills to manage trade activities effectively and efficiently, while keeping focussed on the competitive advantage.

Once the first four FITTskills courses have been successfully completed, participants earn the Certificate of International Trade. Completion of all eight courses qualifies participants for the Diploma of International Trade.

### **GeoFITT**

Where FITTskills courses offer a general overview of issues in exporting, GeoFITT is a series of intensive workshops which focus on a client's specific regional or national interests. With access to FITT's up-to-the-minute database of international trade information, GeoFITT prepares participants to move into target areas with confidence.

GeoFITT instructors are active business people with language skills and a detailed cultural knowledge of each GeoFITT target country or region.

### **CustomFITT**

CustomFITT programs are individually tailored to the specialized sectoral concerns of businesses operating in the international economy, emphasizing how to get products and services to and from foreign markets. CustomFITT programs can be delivered on-site, and can be designed to span a single day or a whole year, depending upon a business' needs.

For more information about any of these programs, contact:

Forum for International Trade Training (FITT)  
155 Queen Street  
Suite 608  
Ottawa, ON K1P 6L1  
Canada  
Tel.: (613) 230-3553  
Toll-free: 1-800-561-FITT  
Fax: (613) 230-6808  
E-mail: corp@fitt.ca

**Business Development  
Bank of Canada (BDC)**

BDC is a commercial Crown corporation mandated with nurturing and developing small- and medium-sized enterprises (SMEs). The corporation exists primarily as a training ground, providing loan products and financial counselling as well as teaching industry-specific research skills.

**New Exporters Training and Counselling Program (NEXPRO)**

NEXPRO is BDC's answer to entrepreneurs who want to get an edge in exporting. Combining 105 hours of professional training with personalized counselling, NEXPRO aims to provide small- and medium-sized enterprises (SMEs) with the tools to proceed confidently through the export process. NEXPRO's step-by-step approach allows participants to broaden their knowledge of exporting and their company's export potential, develop a realistic export plan and implement their own export strategy. They also have the opportunity to network with other business owners and develop valuable contacts.

The president and one other company representative attend 40 hours of training sessions led by industry experts on such topics as:

- integrating the essential aspects of an export plan;
- developing and implementing an international marketing plan;
- seeking and establishing export partners;
- assessing the role of the customs broker;
- financing exports;
- preparing for a business trip;
- selecting a manufacturer's agent or distributor;
- arranging exhibitions for trade shows; and
- planning fiscal and legal aspects.

Workshops are complemented by 25 hours of roundtable discussions involving 20-25 company representatives and facilitated by an experienced export adviser. To help maximize the benefit of these training sessions, the export adviser also visits firms on-site on a monthly basis to counsel principals on a company-specific export strategy.

Following the program, company representatives may choose to participate in a two- or three-day trade mission to the US which includes:

- a visit to the US Customs and Immigration office at the border;
- meetings with distributors and potential customers;
- meetings with Canadian and American trade commissioners; and

- meetings with American bankers, lawyers and chartered accountants.

Twenty hours of individual follow-up counselling are also available after completion of the NEXPRO program.

For more information, contact:

New Exporters Training and Counselling Program (*NEXPRO*)  
Business Development Bank of Canada  
Toll-free: 1-888-INFO-BDC (463-6232)  
Internet: [www.bdc.ca](http://www.bdc.ca)

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## Community College and University Courses

Educational facilities across the country offer courses in commerce and various other aspects of business. A growing number of institutions now offer programs specifically related to doing business internationally, which provide a useful background for understanding the global marketplace. Although none of these schools presents a one-stop, export-specific program, many give classes on exporting and export markets. Due to the variety of approaches, formats and prerequisites for each program, the following serves to highlight areas of interest in each organization. Check the individual college or university calendar for more detailed information.

### Atlantic Canada

#### **Nova Scotia Community College — International Business**

This two-year diploma program develops international business people with a strong sense of global citizenship. The curriculum focusses not only on practical skills in exporting, international finance, marketing and global economics, but also on the importance of understanding cultural issues as they relate to achieving business goals. Students acquire a working knowledge of a second language.

For more information regarding this course and admission requirements, contact:

International Business Course — Truro Campus  
Nova Scotia Community College  
36 Arthur Street  
Truro, NS B2N 1X5  
Canada  
Tel.: (902) 893-5385  
Fax: (902) 893-5390

#### **St. Mary's — Diploma in Marketing and International Business**

St. Mary's program is aimed at middle- and senior-level business managers. Admission is based on holding a university degree, plus two years of experience in a related field or at least five years of relevant work experience. Classes are held on Saturdays to allow students the chance to upgrade their management knowledge and skills while holding a full-time job.

The program is split into two components: marketing and international business, each of which takes 80 hours to complete. Students may

concentrate on either four-module component to earn their certificate or complete all eight modules to earn their diploma.

Certain companies, public agencies, and self-employed individuals may be eligible for reimbursement of their training costs through the Canada Job Strategy "Skill Investment Program." Contact your local Canada Employment Centre for details.

For more information regarding the Diploma in Marketing and International Business, contact:

St. Mary's University  
World Trade Centre  
Eighth Floor  
Suite 801  
Halifax, NS B3J 3N8  
Canada  
Tel.: (902) 420-5636  
Fax: (902) 420-5264

## Quebec

### **LaSalle College — Business Administration: International Markets**

This course responds to the growing demand for international management personnel by providing a solid foundation in business administration. Covering the requisite principles of mathematics, accounting and economics, the course curriculum also addresses the areas of international marketing, international transit, brokerage/customs, and international payment.

For more information about this course, contact:

LaSalle College  
2000 St. Catherine Street West  
Montreal, PQ H3H 2T2  
Canada  
Tel.: (514) 939-2006  
Toll-free: 1-800-363-3541  
Fax: (514) 939-2015

### **Concordia University — International Business Major**

As part of its undergraduate program, Concordia University's Faculty of Commerce and Administration offers students the opportunity to major in International Business. The program targets students interested in managing enterprises that operate internationally. The courses focussing on international business are offered primarily in the upper years of the undergraduate program.

For more information about the program, contact:

International Business Course  
Faculty of Commerce and Administration  
Concordia University  
1455 de Maisonneuve Boulevard West  
Montreal, PQ H3G 1M8  
Canada  
Tel.: (514) 848-2911  
Fax: (514) 848-4152

### **Université de Québec — Le Programme Court en Management International**

Designed specifically for business managers and professionals interested in the global marketplace, this five-course program aims to develop skills for analyzing and operating in the international business environment. With courses in market research, economics and public administration, the program emphasizes a sound business background as a key to entry in the world market.

As a short course, the program can be completed on a part-time basis. And, while admission to the program is based on holding a university degree, related work experience is considered a suitable equivalent. The program is available in French only at any of the university's three campuses, in Quebec City, Montreal and Hull.

For more information about this course, contact:

Le Programme Court en Management International  
Université de Québec  
165 Wellington Street  
Hull, PQ J8X 2G3  
Canada  
Tel.: (819) 771-6095  
Fax: (819) 771-6162

## Ontario

### **Sir Sandford Fleming — International Trade**

Sir Sandford Fleming's School of Business offers the only college program in Ontario dedicated solely to international trade. The college delivers a solid foundation of mandatory international trade courses, including two classes on export marketing and a variety on financial issues, with the possibility of specialization in the upper years.

For more information regarding the International Trade course, contact:

School of Business  
Sir Sandford Fleming College  
599 Brealey Drive  
Peterborough, ON K9J 7B1  
Canada  
Tel.: (705) 749-5530  
Fax: (705) 749-5540

### **Sheridan College — International Business**

Sheridan College's International Business course is a one-year, post-diploma program aimed at developing a sense of global citizenship in business people. Students eligible for this program must have either a university degree or three-year college diploma, or at least five years of relevant business experience.

The program helps students blend their knowledge with practical skills. By applying basic concepts, course participants develop a comprehensive business plan appropriate to the international marketplace. The program also ensures a sound working knowledge of international agreements and institutions such as the Canada-US Free Trade Agreement (FTA) and the North American Free Trade Agreement (NAFTA). To complement their hard skills, students acquire some Spanish language abilities as well as the capability to communicate effectively through an interpreter.

As part of this program, students have the opportunity to participate in a four-month, paid work placement. Co-op education provides students with valuable experience and contacts, as well as helping to subsidize school costs. The college will assist students in finding jobs with organizations involved in international business. Students may also choose to receive the diploma without the co-op designation.

For more information on Sheridan College's International Business course, contact:

Sheridan College  
Trafalgar Campus  
1430 Trafalgar Road  
Oakville, ON L6H 2L1  
Canada  
Tel.: (905) 842-INFO (4636)  
Fax: (905) 815-4051

### **York University — International MBA (IMBA)**

Established in 1989 in response to developing global trends, York University's International MBA (IMBA) was the first degree program of its kind in Canada. The IMBA is a full-time program consisting of six successive academic terms. Up to 60 candidates are selected annually to enter Term 1 of the 24-month cycle, which begins in September of each year. The IMBA curriculum consists of core business management courses, core international management courses, regular and international elective courses, compulsory international business seminars and non-credit business language classes.

The IMBA requires students to develop a specific regional, country and language specialization. Applicants must specify in which of the IMBA's official languages they will major: their region and country of focus are based on the fact that their major language is used in both. Specialization is achieved through a combination of course work, a mandatory working internship in the country of focus and a possible term of study abroad at a leading international management school.

For more information about the International MBA program, contact:

Division of Student Affairs  
Faculty of Administrative Studies  
York University  
4700 Keele Street  
North York, ON M3J 1P3  
Canada  
Tel.: (416) 736-5060  
Fax: (416) 736-5687

### **University of Waterloo — International Trade Specialization**

Spurred on by industry and trade leaders, the University of Waterloo's International Trade Specialization program prepares generalists, from a variety of academic backgrounds, with the specific skills necessary to succeed in the international trade field. Students complete a package of courses aimed at ensuring proficiency in at least one foreign language, familiarity with the culture of a designated country and knowledge of economic and global trade issues.

Each student in the specialization completes four work terms in Canada, of which two are intended to be directly related to international trade. Following this experience, a four- to eight-month placement abroad puts into practice the language and business skills acquired by students.

For more information on the International Trade Specialization course, contact:

Office of the Registrar  
University of Waterloo  
Waterloo, ON N2L 3G1  
Canada  
Tel.: (519) 888-4567, ext. 2119

### **University of Ottawa — International MBA (IMBA)**

The University of Ottawa's IMBA program answers the need for culturally sensitive international business managers by trying to reflect the global workplace right in the classroom. One-third of IMBA students come from outside Canada, many of the professors have academic and professional experience acquired throughout the world, and applicants must be able to read technical material, attend courses and participate in group discussions in both English and French. Students must have completed the first year of an MBA (or the equivalent) before admission to the program.

Based on interactive teaching methods like group assignments and case studies, which simulate the actual working environment, this year-long, full-time program integrates theory and practice. A mix of political economy and business management courses sets the foundation for a compulsory summer internship, either in Canada or abroad. At the end of the internship, students produce a substantial report that ties together their knowledge and hands-on experience.

For more information on the University of Ottawa's International MBA, contact:

IMBA Program, Faculty of Administration  
University of Ottawa  
136 Jean-Jacques Lussier  
P.O. Box 450, Station A  
Ottawa, ON K1N 6N5  
Canada  
Tel.: (613) 562-5821  
Fax: (613) 562-5167

**Western Canada****University of Alberta — International Business Major**

The University of Alberta allows commerce students entering their third and fourth years the option of selecting a major in a specialized field, one of which is International Business. This major allows students to customize their program using the university's Centre for International Business Studies (CIBS) by focussing on a particular country and language and then adding courses in international business, history, culture, and economics.

***BCom degree in Spanish/American Studies***

The Faculty of Business, through CIBS and in cooperation with the Faculty of Arts, has developed this program, which produces business graduates with an expertise in the language, culture, history and economics of Central and Latin America. Formal international study exchanges in Mexico are available as part of this program.

For more information about these courses, contact:

Faculty of Business  
Centre for International Business Studies  
University of Alberta  
2-22 Faculty of Business Building  
Edmonton, AB T6G 2R6  
Canada  
Tel.: (403) 492-2235  
Fax: (403) 492-5037

**University of Lethbridge — International Management Major**

This major encourages students to acquire a familiarity with the language, culture, political environment and business practices of one or more of those countries in which Canadian firms are active through trade and investment.

The program has two streams. The first stream allows students to complete a full-time degree with a single major in international management, while the second allows for a double major by combining an international management degree with any other program offered by the Faculty of Management.

For more information about the International Management Major, contact:

Faculty of Management  
The University of Lethbridge  
4401 University Drive  
Lethbridge, AB T1K 3M4  
Canada  
Tel.: (403) 329-2768  
Fax: (403) 329-2253

### **Langara College — International Business Program**

Langara's International Business Diploma Program is a two-year course focussing on the history, culture, economy and business practices of the world's major trading countries. A number of university-transfer credit courses are offered. In addition to coursework, students attend seminars and conferences given by international business professionals.

For more information about this course, contact:

Langara College  
100 West 49<sup>th</sup> Avenue  
Vancouver, BC V5Y 2Z6  
Canada  
Tel.: (604) 323-5505  
Fax: (604) 323-5555

### **University of British Columbia — International Business Program**

International business courses are offered as part of the University of British Columbia's (UBC's) four-year Bachelor of Commerce program. The International Business Program allows students to focus on a geographical region and combine language study with courses on the cultural, political and business issues of the area. Complementing the program are foreign study and exchange programs offered through 20 top business schools around the world.

For more information on UBC's International Business Program, contact:

Faculty of Commerce & Business Administration  
University of British Columbia  
2053 Main Mall  
Room 103  
Vancouver, BC V6T 1Z2  
Canada  
Tel.: (604) 822-8447  
Fax: (604) 822-0655

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## Association Courses

Many Canadian associations offer export training courses tailored specifically to the geographical or industrial interests of their members, on an as-required basis. Largely one-day, introductory seminars, they provide a taste of the export market and may provide businesses with issues and contacts for further study. The two associations listed below present longer, more in-depth courses than those offered in other industries, but contact your local association for more information on their export-related courses.

### **Canadian International Freight Forwarders' Association (CIFFA)**

#### **Professional Education Course**

CIFFA's Professional Education Course is available to all association members interested in the theory and mechanics of handling international freight cargo. Throughout the two-term, two-year program, students complement their home study with seminars on issues such as international payments, Incoterms and international transportation law in order to earn the CIFFA Education Certificate.

For more information about CIFFA and its courses, contact:

Canadian International Freight Forwarders' Association (CIFFA)  
P.O. Box 929  
Streetsville, ON L5M 2C5  
Canada  
Tel.: (905) 567-4633  
Fax: (905) 542-2716

### **Canadian Society of Customs Brokers (CSCB)**

The CSCB offers two courses dealing specifically with exports and the customs broker industry. Most courses are offered by correspondence and are open to both CSCB members and non-members.

#### **CSCB Introductory Course**

Designed as a refresher or as a basic program for industry newcomers, this self-paced course contains basic information on importing, exporting and the role of the customs broker.

#### **CSCB Qualification Course**

This comprehensive two-year program is open to individuals employed by customs brokers or who are in the customs department of importing companies. Supplementary study groups provided by divisional representatives help to prepare individuals for the CSCB and government-recognized Customs Brokers Qualifying Examination.

For more information about these courses, contact:

Canadian Society of Customs Brokers  
111 York Street  
Ottawa, ON K1N 5T4  
Canada  
Tel.: (613) 562-3543  
Fax: (613) 562-3548

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## Summary

In addition to export training programs, a huge variety of resources exist to provide market research, counselling and financial assistance for small- and medium-sized enterprises (SMEs) looking to enter the international marketplace. At local, regional and federal levels, many institutions can assist in doing research, making contacts and helping you on your way. Whether it is courses, computer software or counselling, there is something for everyone.

Notes:

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## Key Contacts

**Canadian Government  
Departments and Services  
in Canada**

### **Department of Foreign Affairs and International Trade (DFAIT)**

DFAIT is the Canadian federal government department most directly responsible for trade development. The **InfoCentre** should be the first contact point for advice on how to start exporting. It provides information on export-related programs and services, acts as an entry point to DFAIT's trade information network, and can provide copies of specialized export publications and market information to interested companies.

#### **InfoCentre**

Tel.: 1-800-267-8376 or (613) 944-4000

Fax: (613) 996-9709

FaxLink\*: (613) 944-4500

InfoCentre Bulletin Board (IBB):

1-800-628-1581 or (613) 944-1581

Internet: <http://www.dfait-maeci.gc.ca>

\*FaxLink is a faxback system which provides summaries on a range of Mexican markets. It must be contacted through your fax machine. Dial from your fax phone and follow the voice prompt instructions.

### ***Mexico Division, Latin America and Caribbean Branch***

DFAIT's 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 satellite offices 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.

#### **Latin America and Caribbean Branch — Mexico Division (LMR)**

Department of Foreign Affairs and International Trade

Lester B. Pearson Building

125 Sussex Drive

Ottawa, ON K1A 0G2

Tel: (613) 996-5547

Fax: (613) 996-6142

***International Trade Centres (ITC)***

International Trade Centres have been established across the country as a convenient point of contact to support the exporting efforts of Canadian firms. The centres operate under the guidance of DFAIT and all have resident trade commissioners. They help companies determine whether or not they are ready to export, assist firms with market research and planning, provide access to government programs designed to promote exports, and arrange for assistance from the trade commissioners in Ottawa and trade officers abroad. Contact the International Trade Centre nearest you:

**Newfoundland**

International Trade Centre  
P.O. Box 8950  
Atlantic Place  
215 Water Street  
Suite 504  
St. John's, NF A1B 3R9  
Canada  
Tel.: (709) 772-5511  
Fax: (709) 772-2373

**Prince Edward Island**

International Trade Centre  
P.O. Box 1115  
Confederation Court Mall  
134 Kent Street  
Suite 400  
Charlottetown, PE C1A 7M8  
Canada  
Tel.: (902) 566-7443  
Fax: (902) 566-7450

**Nova Scotia**

International Trade Centre  
P.O. Box 940, Station M  
1801 Hollis Street  
Fifth Floor  
Halifax, NS B3J 2V9  
Canada  
Tel.: (902) 426-7540  
Fax: (902) 426-2624

**New Brunswick**

International Trade Centre  
P.O. Box 1210  
1045 Main Street  
Unit 103  
Moncton, NB E1C 1H1  
Canada  
Tel.: (506) 851-6452  
Fax: (506) 851-6429

**Quebec**

International Trade Centre  
5 Place Ville-Marie  
Suite 800  
Montreal, PQ H3B 2G2  
Canada  
Tel.: (514) 283-6328  
Fax: (514) 283-8794

**Ontario**  
International Trade Centre  
Dominion Public Building  
1 Front Street West  
Fourth Floor  
Toronto, ON M5J 1A4  
Canada  
Tel.: (416) 973-5053  
Fax: (416) 973-8161

**Manitoba**  
International Trade Centre  
P.O. Box 981  
400 St. Mary Avenue  
Fourth Floor  
Winnipeg, MB R3C 4K5  
Canada  
Tel.: (204) 983-5851  
Fax: (204) 983-3182

**Saskatchewan**  
International Trade Centre  
The S.J. Cohen Building  
119-4th Avenue South  
Suite 401  
Saskatoon, SK S7K 5X2  
Canada  
Tel.: (306) 975-5315  
Fax: (306) 975-5334

International Trade Centre  
1919 Saskatchewan Drive  
Sixth Floor  
Regina, SK S4P 3V7  
Canada  
Tel.: (306) 780-6124  
Fax: (306) 780-6679

**Alberta**  
*\*Edmonton office is  
also responsible for  
Northwest Territories*  
International Trade Centre  
Canada Place  
9700 Jasper Avenue  
Room 540  
Edmonton, AB T5J 4C3  
Canada  
Tel.: (403) 495-2944  
Fax: (403) 495-4507

International Trade Centre  
510-5th Street S.W.  
Suite 1100  
Calgary, AB T2P 3S2  
Canada  
Tel.: (403) 292-6660  
Fax: (403) 292-4578

**British Columbia**  
*\*Vancouver office is  
also responsible for  
the Yukon*

International Trade Centre  
P.O. Box 11610  
300 West Georgia Street  
Suite 2000  
Vancouver, BC V6B 6E1  
Canada  
Tel.: (604) 666-0434  
Fax: (604) 666-0954

***World Information Network for Exports (WIN Exports)***

WIN Exports is a computer-based information system designed by DFAIT 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 24,000 Canadian exporters. For general information, call (613) 944-4WIN(4946); to register on WIN Exports, call (613) 996-2057, or fax 1-800-667-3802 or (613) 944-1078.

***Program for Export Market Development (PEMD)***

PEMD is DFAIT's primary export promotion program. It supports a variety of activities to help Canadian companies expand into export markets.

PEMD shares up to 50 percent of eligible expenses. Program financial assistance is a repayable contribution, not a grant, and must be approved in advance. Funded activities include:

- Market Development Strategies, which consists of a package of support for visits, trade fairs, and market support initiatives, under one umbrella of the company's marketing plan.
- New to Exporting Companies, which provides a vehicle for these companies to seek out individual export opportunities, either through a market identification visit or participation in an international trade fair.
- Capital Projects Bidding for specific projects outside Canada, which involves international competition and/or formal bidding procedures.
- Trade Association Activities, which are undertaken by non-sales national trade or industry associations on behalf of their member companies:

For general information, call the InfoCentre at 1-800-267-8376. For applications for assistance through this program, call the International Trade Centre nearest you. In Quebec, PEMD is administered by the 13 regional offices of the Federal Office of Regional Development (FORD Q), listed separately below.

### ***Technology Inflow Program (TIP)***

Managed by DFAIT and delivered domestically by the Industrial Research Assistance Program (IRAP), of the National Research Council (NRC), TIP is designed to help Canadian companies locate, acquire and adopt foreign technologies by promoting international collaboration. Industry Canada (IC) also helps in program promotion. TIP officers respond to requests to identify technology sources and opportunities for cooperation between Canadian and foreign firms. The Program also helps Canadian firms make exploratory visits abroad to identify and gain first-hand knowledge of relevant foreign technologies, as well as how to negotiate to acquire them. For information, call (613) 993-5326.

### ***Take a World View (Export Support Software)***

Developed in conjunction with Industry Canada and the private sector, this six-diskette software program provides an overview of the exporting process. The program serves as an interactive self-help tool for small service exporters and a source of information for others. The series consists of:

- **Diskette 1 — Take a World View Starter:** an introduction to the exporting process, including preparation and research in Canada; marketing considerations for service exporters; and critical considerations in the export planning process.
- **Diskette 2 — Export Readiness Analysis Tool:** export diagnostic software aimed at helping assess export-readiness, by market, with scores, recommendations, and the ability to run "if/then" scenarios.
- **Diskettes 3&4 — Country Studies:** an introduction to doing business in nine selected countries, offering issues to consider before visiting as well as contact information.
- **Diskette 5 — Services Exporting Experiences:** a range of interviews with successful service exporters, focussing on issues to consider, lessons learned, best practices, tips and more.
- **Diskette 6 — Contacts and References:** a compilation of resource information, including government contacts, programs and publications.

For more information about *Take a World View*, contact:

**InfoCentre**

Department of Foreign Affairs and International Trade  
Lester B. Pearson Building  
125 Sussex Drive  
Ottawa, ON K1A 0G2  
Canada  
Tel.: 1-800-267-8376 or (613) 944-4000  
Fax: (613) 996-9709

**Industry Canada (IC)**

IC was created with a broad mandate to make Canada more competitive by fostering the growth of Canadian businesses, by promoting a fair and efficient marketplace for business and consumers, and by encouraging commercial ventures in scientific research and technology. 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 both 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; and
- promote and provide support services for the marketing of Canadian goods, services and technology.

The regional offices of IC 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 as well as trade and market development. IC also promotes and manages a portfolio of programs and services.

The following are areas in which IC 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 DFAIT and Canadian posts abroad;
- client focus on emerging and threshold firms; and

- business intelligence.

**Business Service Centre**

Industry Canada  
235 Queen Street  
First Floor, East Tower  
Ottawa, ON K1A 0H5  
Canada  
Tel.: (613) 941-0222  
Fax: (613) 957-7942

**NAFTA Information Desk**

Industry Canada  
235 Queen Street  
Fifth Floor, East Tower  
Ottawa, ON K1A 0H5  
Fax: (613) 952-0540

**Strategis**

Canada's largest business website, Strategis, gives business direct access via the Internet to the latest information on specific industries, export opportunities, company capabilities, international intelligence and business contacts. It also includes information new technologies and processes, management experts, market services, government programs, micro-economic research and much more. In addition to these information resources, Strategis provides businesses with easy access to Industry Canada experts. Canadian companies will be able to browse the site to find out about market opportunities in Canada and abroad, new state-of-the-art technologies, key alliances, training resources and government programs. One section of the site, the International Business Information Network, contains first-hand information on products in demand, market conditions, competitors and business opportunities abroad.

**Strategis**

Industry Canada  
235 Queen Street  
Ottawa, ON K1A 0H5  
Canada  
Tel.: (613) 954-5031  
Fax: (613) 954-1894  
Internet: <http://strategis.ic.gc.ca>

**Revenue Canada**

Revenue Canada, Trade Administration Branch provides service and information on the NAFTA regulations in English, French and Spanish. Revenue Canada publications and customs notices are also available by calling or faxing the NAFTA Information Desk.

**NAFTA Information Desk**

Revenue Canada, Trade Administration Branch  
555 Mackenzie Avenue  
First Floor  
Ottawa, ON K1A 0L5  
Canada  
Tel.: 1-800-661-6121, or (613) 941-0965  
Fax: (613) 952-0022

**Canadian International Development Agency (CIDA)**

An important possible source of financing for Canadian ventures in Mexico is the special fund available through CIDA under the Industrial Cooperation Program (INC). This 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 by 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 that help eligible Canadian firms to conduct studies and that 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. For more information, contact:

**Industrial Cooperation Division**

Canadian International Development Agency  
200 Promenade du Portage  
Hull, PQ K1A 0G4  
Canada  
Tel.: (819) 997-7905  
Fax: (819) 953-5024

### **Atlantic Canada Opportunities Agency (ACOA)**

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

ACOA 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. For more information, contact:

#### **Atlantic Canada Opportunities Agency**

Blue Cross Centre  
644 Main Street  
P.O. Box 6051  
Moncton, NB E1C 9J8  
Canada  
Tel.: 1-800-561-7862  
Fax: (506) 851-7403

### **The Federal Office of Regional Development, Quebec (FORD Q)**

FORD Q is a federal regional economic development organization. Through its commitment to provide services tailored to its clients, FORD Q supports the development of the economic potential of all regions of Quebec and the creation of viable jobs by promoting a business climate in which small- and medium-sized enterprises (SMEs) can grow and prosper. FORD Q uses the relevant and sought-after expertise of the federal government to work with the entrepreneurial spirit of Quebecers in every region and improve their competitive position. It also seeks, through strategic activities and partnerships in the community, to improve the business climate, an essential factor in the growth of SMEs.

FORD Q provides one-stop access to federal services and programs aimed at SMEs, particularly with regard to innovation, R&D, design, market development and entrepreneurship. Through its 13 Small Business Access Centres, FORD Q provides access to Team Canada export services and programs in the areas of awareness, export preparation, information, networking, advice and counselling, funding and access to funding.

In terms of access to funding, PEMD, with the exception of the component on preparing projects for submission, is delivered through

the Small Business Access Centres. IDEA-SME, a FORD Q program, can also support firms during the export process. In addition, through alliances with banks, Small Business Access Centre advisors can facilitate access to funding for foreign marketing strategy projects.

Small Business Access Centre  
Abitibi/Témiscamingue  
906 Fifth Avenue  
Val d'Or, PQ J9P 1B9  
Canada  
Tel.: (819) 825-5260  
Fax: (819) 825-3245

Small Business Access Centre  
Bas Saint-Laurent/Gaspésie/Îles-de-la-Madeleine  
212 Belzile Street  
Suite 200  
Rimouski, PQ G5L 3C3  
Canada  
Tel.: (418) 722-3282  
Fax: (418) 722-3285

Small Business Access Centre  
Bois-Francs  
Place du Centre  
150 Marchand Street  
Suite 502  
Drummondville, PQ J2C 4N1  
Canada  
Tel.: (819) 478-4664  
Fax: (819) 478-4666

Small Business Access Centre  
Côte-Nord  
701 Laure Boulevard  
Suite 202B  
P.O. Box 698  
Sept-Îles, PQ G4R 4K9  
Canada  
Tel.: (418) 968-3426  
Fax: (418) 968-0806

Small Business Access Centre  
Estrie  
1335 King Street West  
Suite 303  
Sherbrooke, PQ J1J 2B8  
Canada  
Tel.: (819) 564-5904  
Fax: (819) 564-5912

Small Business Access Centre  
Île de Montréal  
800 Place Victoria Tower  
Suite 3800  
P.O. Box 247  
Montreal, PQ H4Z 1E8  
Canada  
Tel.: (514) 283-2500  
Fax: (514) 496-8310

Small Business Access Centre  
Laval/Laurentides/Lanaudière  
Tour du Triomphe II  
2540 Daniel-Johnson Boulevard  
Suite 204  
Laval, PQ H7T 2S3  
Canada  
Tel.: (514) 973-6844  
Fax: (514) 973-6851

Small Business Access Centre  
Mauricie  
Immeuble Bourg du Fleuve  
25 des Forges Street  
Suite 413  
Trois Rivières, PQ G9A 2G4  
Canada  
Tel.: (819) 371-5182  
Fax: (819) 371-5186

Small Business Access Centre  
Montérégie  
Complexe Saint-Charles  
1111 Saint-Charles Street West  
Suite 411  
Longueuil, PQ J4K 5G4  
Canada  
Tel.: (514) 928-4088  
Fax: (514) 928-4097

Small Business Access Centre  
Nord-du-Québec  
800 Place Victoria Tower  
Suite 3800  
P.O. Box 247  
Montreal, PQ H4Z 1E8  
Canada  
Tel.: (514) 283-5174  
Fax: (514) 283-3637

Small Business Access Centre  
Outaouais  
259 Saint-Joseph Boulevard  
Suite 202  
Hull, PQ J8Y 6T1  
Canada  
Tel.: (819) 994-7442  
Fax: (819) 994-7846

Small Business Access Centre  
Quebec City/Chaudière/Appalaches  
905 Dufferin Avenue  
Second Floor  
Quebec City, PQ G1R 5M6  
Canada  
Tel.: (418) 648-4826  
Fax: (418) 648-7291

Small Business Access Centre  
Saguenay/Lac-Saint-Jean  
170 Saint-Joseph Street South  
Suite 203  
Alma, PQ G8B 3E8  
Canada  
Tel.: (418) 668-3084  
Fax: (418) 668-7584

### **Western Economic Diversification Canada (WD)**

WD is responsible for federal economic development activities in Western Canada. The department works in partnership with the western provinces, business, industry associations and communities to stimulate the western Canadian economy.

WD's "New Directions" program enhances the export position of western companies by boosting their competitiveness in domestic and global markets.

The department no longer provides repayable loans to individual companies, but seeks new innovative partnerships within both the public and private sectors. These partnerships will address the needs of small- and medium-sized enterprises for information, business services and capital, particularly for high growth industries critical to Western Canada's economic diversification.

One of WD's new products focussed on export development is the International Trade Personnel Program. This federal-provincial initiative links export-focussed western firms with recent post-secondary graduates. The program accomplishes two important socio-economic goals: it gives companies the extra person-power they need to penetrate new markets, and it gives recent graduates valuable work experience. Under the new program, the length of export-development projects may

vary from one to three years. Approved projects will be eligible for assistance ranging from C \$7,500 for one year, to a maximum of C \$37,500 per graduate over the three-year period. For more information, contact:

**Western Economic Diversification Canada**

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

**Export Development Corporation (EDC)**

EDC helps Canadian exporters compete in world markets by providing a wide range of financial and risk management services, including export credit insurance, financing to foreign buyers of Canadian goods and services, and guarantees.

EDC's products fall into four main categories:

- export credit insurance, covering short- and medium-term credits;
- performance-related guarantees and insurance, providing cover for exporters and financial institutions against calls on various performance bonds and obligations normally issued either by banks or surety companies;
- foreign investment insurance, providing political risk protection for Canadian investments abroad; and
- export financing, providing medium- and long-term export financing to foreign buyers of Canadian goods and services.

EDC has established relationships with leading commercial and public sector institutions in Mexico and Latin America. For more information on the range of services available, please refer to the customer teams below.

Base and Semi-Manufactured Goods Team:      Tel.: (613) 598-2823  
Fax: (613) 598-2525

Consumer Goods Team:                                      Tel.: (613) 597-8501  
Fax: (613) 598-2525

Emerging Exporters Team:                                      Tel.: 1-800-850-9626  
Fax: (613) 598-6871

Financial Institutions Team:                                      Tel.: (613) 598-6639  
Fax: (613) 598-3065

Forestry Team: Tel.: (613) 598-2936  
Fax: (613) 598-2525

Engineering and Professional Team: Tel.: (613) 598-3162  
Fax: (613) 598-3167

Industrial Equipment Team: Tel.: (613) 598-3163  
Fax: (613) 597-8503

Information Technologies Team: Tel.: (613) 598-6891  
Fax: (613) 598-6858

Transportation Team: Tel.: (613) 598-3164  
Fax: (613) 598-2504

For information on the full range of EDC services, contact any of the following EDC offices:

**Ottawa** Export Development Corporation  
151 O'Connor Street  
Ottawa, ON K1A 1K3  
Canada  
Tel.: (613) 598-2500  
Fax: (613) 598-6858

**Vancouver** Export Development Corporation  
One Bentall Centre  
505 Burrard Street  
Suite 1030  
Vancouver, BC V7X 1M5  
Canada  
Tel.: (604) 666-6234  
Fax: (604) 666-7550

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

**Winnipeg** Export Development Corporation  
330 Portage Avenue  
Eighth Floor  
Winnipeg, MB R3C 0C4  
Canada  
Tel.: (204) 983-5114  
Fax: (204) 983-2187

- Toronto** Export Development Corporation  
National Bank Building  
150 York Street  
Suite 810  
P.O. Box 810  
Toronto, ON M5H 3S5  
Canada  
Tel.: (416) 973-6211  
Fax: (416) 862-1267
- London** Export Development Corporation  
Talbot Centre  
148 Fullarton Street  
Suite 1512  
London, ON N6A 5P3  
Canada  
Tel.: (519) 645-5828  
Fax: (519) 645-5580
- Montreal** Export Development Corporation  
Tour de la Bourse  
800 Victoria Square  
Suite 4520  
P.O. Box 124  
Montreal, PQ H4Z 1C3  
Canada  
Tel.: (514) 283-3013  
Fax: (514) 878-9891
- Halifax** Export Development Corporation  
Purdy's Wharf, Tower 2  
1969 Upper Water Street  
Suite 1410  
Halifax, NS B3J 3R7  
Canada  
Tel.: (902) 429-0426  
Fax: (902) 423-0881

### **National Research Council (NRC)**

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

The IRAP network, working primarily with small- and medium-sized enterprises (SMEs) in Canada, supports the process of developing, accessing, acquiring, implanting and using technology throughout Canadian industry. IRAP has a 50-year history of providing technical advice and assistance to Canadian firms and has acquired a reputation as

one of the most flexible and effective federal programs. IRAP takes advantage of the advice of industrial technology advisors who are located in more than 165 different locations within approximately 90 communities across Canada, including numerous provincial technology centres, the NRC's own laboratories and research institutes, federal government departments, and technology transfer offices in Canadian universities. For further information, contact:

**Industrial Research Assistance Program**

National Research Council  
Montreal Road  
Building M-55  
Ottawa, ON K1A 0R6  
Canada  
Tel.: (613) 993-1790  
Fax: (613) 952-1079

**Canadian Commercial Corporation (CCC)**

CCC, a Crown corporation, provides Canadian exporters with valuable assistance when they are selling to any foreign government, or to an international organization. In such sales, CCC acts as a prime contractor and guarantor for the sale of Canadian goods and services to the foreign customer.

CCC certifies the Canadian exporter's financial and technical capabilities, and guarantees to the foreign buyer that the terms and conditions of the contract will be met. CCC's participation in a sale provides Canadian suppliers with the tangible backing of their own government, enhancing their credibility and competitiveness in the eyes of foreign customers. This can often lead to the negotiation of more advantageous contract and payment terms.

The Progress Payment Program, developed by CCC in cooperation with Canada's financial institutions, makes pre-shipment export financing more accessible to small- and medium-sized exporters. The program allows an exporter to draw on a special line of credit, established by his or her principal banker for a particular export sale. In most instances, the borrowing costs will approximate those associated with a typical demand line of credit. The program is available for transactions with foreign government and private sector buyers.

For more information about CCC and its programs, contact:

**Canadian Commercial Corporation**

50 O'Connor Street  
Eleventh Floor  
Ottawa, ON K1A 0S6  
Canada  
Tel.: (613) 996-0034  
Fax: (613) 995-2121

**Business and Professional  
Associations****Canadian Council for the Americas (CCA)**

The Council is a non-profit organization formed in 1987 to promote business interests in Latin American as well as Caribbean countries. The CCA promotes events and programs targetted at expanding business and building networking contacts between Canada and the countries of the region.

**Canadian Council for the Americas**

Executive Offices  
360 Bay Street  
Suite 300  
Toronto, ON M5H 2V6  
Canada  
Tel.: (416) 367-4313  
Fax: (416) 367-5460

**Alliance of Manufacturers and Exporters Canada**

99 Bank Street  
Suite 250  
Ottawa, ON K1P 6B9  
Canada  
Tel.: (613) 238-8888  
Fax: (613) 563-9218

**Alliance of Manufacturers and Exporters Canada**

75 International Boulevard  
Fourth Floor  
Etobicoke, ON M9W 6L9  
Canada  
Tel.: (416) 798-8000  
Fax: (416) 798-8050

**The Canadian Chamber of Commerce**

55 Metcalfe Street  
Suite 1160  
Ottawa, ON K1P 6N4  
Canada  
Tel.: (613) 238-4000  
Fax: (613) 238-7643

**Language Information Centre**

240 Sparks Street RPO  
Box 55011  
Ottawa, ON K1P 1A1  
Canada  
Tel.: (613) 523-3510

**Open Bidding Service**

P.O. Box 22011  
Ottawa, ON K1V 0W2  
Canada  
Tel.: 1-800-361-4637 or (613) 737-3374  
Fax: (613) 737-3643

**Canadian Government  
Departments and Services  
in Mexico**

***Trade and Economic Division  
The Embassy of Canada in Mexico***

The Trade and Economic 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 measures possible to support a Canadian firm's presence in Mexico.

**Trade and Economic Division**  
The Embassy of Canada in Mexico  
Schiller No. 529  
Col. Polanco  
11560 México, D.F.  
México  
Tel.: (52-5) 724-7900  
Fax: (52-5) 724-7982

**Canadian Consulate**  
Edificio Kalos, Piso C-1  
Local 108-A  
Zaragoza y Constitución  
64000 Monterrey, Nuevo León  
México  
Tel.: (52-8) 344-3200  
Fax: (52-8) 344-3048

**Canadian Consulate**  
Hotel Fiesta Americana  
Local 30-A  
Aurelio Aceves No. 225  
Col. Vallarta Poniente  
44110 Guadalajara, Jalisco  
México  
Tel.: (52-3) 616-6215  
Fax: (52-3) 615-8665

**Mexican Government  
Offices in Canada**

The Embassy of Mexico and Mexican consulates can provide assistance and guidance to Canadian companies in need of information about doing business in Mexico. For more information, contact:

**Embassy of Mexico**

45 O'Connor Street  
Suite 1500  
Ottawa, ON K1P 1A4  
Canada  
Tel.: (613) 233-8988  
Fax: (613) 235-9123

**Mexican Consulate in Ottawa**

45 O'Connor Street  
Suite 1500  
Ottawa, ON K1P 1A4  
Canada  
Tel.: (613) 233-6665  
Fax: (613) 235-9123

***Other Mexican Consulates General in Canada*****Consulate General of Mexico**

2000 Mansfield Street  
Suite 1015  
Montreal, PQ H3A 2Z7  
Canada  
Tel.: (514) 288-2502/4916  
Fax: (514) 288-8287

**Consulate General of Mexico**

199 Bay Street  
Suite 4440  
P.O. Box 266, Station Commerce Court West  
Toronto, ON M5L 1E9  
Canada  
Tel.: (416) 368-2875/8141/1847  
Fax: (416) 368-8342

**Consulate General of Mexico**

1130 West Pender Street  
Suite 810  
Vancouver, BC V6E 4A4  
Canada  
Tel.: (604) 684-3547/1859  
Fax: (604) 684-2485

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Latin America & Caribbean Branch

## InfoCentre

**Fax:** (613) 996-9709  
**FaxLink:** (613) 944-4500

**Toll free:** 1-800-267-8376  
**Telephone:** (613) 944-4000

**Bulletin Board** 1-800-628-1581  
**(IBB):** (613) 944-1581