



# News Release

# Communiqué

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## WILSON TO OPEN CANADA EXPO 92-MONTERREY IN MEXICO

The Honourable Michael Wilson, Minister of Industry, Science and Technology and Minister for International Trade, will open Canada Expo 92 in Monterrey, Mexico on January 27, 1992. The week-long event will focus on trade and commercial opportunities in the northern region of Mexico, which accounts for one-third of Mexico's Gross National Product and close to 40 per cent of total Mexican exports.

Over 200 exporters from across Canada will participate at Canada Expo 92, making it the largest Canadian trade-promotion event ever organized in Latin America.

The Canadian firms will showcase a wide cross section of technological expertise in sectors such as the environment, iron and steel, telecommunications and informatics, automotive parts production, plastics equipment, industrial process control, machine tooling and metalworking, and building and construction materials.

"The Monterrey region represents an important new market for Canada in Mexico," Mr. Wilson said. "I am confident that Canada Expo 92 will help Canadian firms develop successful strategic partnerships with their Mexican counterparts. This will enable them to capitalize fully on the market reforms being implemented in Mexico in advance of a North American Free Trade Agreement (NAFTA)."

Canada's two-way trade with Mexico, our most important trading partner in Latin America, exceeded \$2.2 billion in 1990, and is expected to increase to over \$5 billion by the end of the decade. Canadian exports of manufactured products have risen significantly, with strong growth in such sectors as plastics injection moulding equipment, vehicle and automotive parts, and telecommunications systems.

"Our presence in Monterrey, Mexico's second-largest industrial centre, will expand Canada-Mexico private-sector relationships in trade, technology and investment," Mr. Wilson said.

"Mexican Secretary of Commerce and Industrial Development Dr. Jaime Serra Puche will join me in inaugurating Canada Expo 92-Monterrey, symbolizing the importance our two governments attach to broadening and deepening our economic relations."

Canada Expo 92-Monterrey is the first of over 15 trade-promotion activities to be organized in Mexico this year that will help Canadian exporters pursue the very real prospects there.

"I urge Canadian companies to establish themselves in Mexico now, to take advantage of the substantial market opportunities available to them," Mr. Wilson added.

For further information on Canada Expo 92-Monterrey and other trade-promotion events planned in Mexico and Latin America in 1992, interested exporters may wish to contact the Latin America and Caribbean Trade Division (LGT); Tel: (613) 996-8625/995-8804; Fax: (613) 943-8806.

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For further information, media representatives may contact:

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