

Minister of Industry,  
Science and Technology and  
Minister for International Trade



Ministre de l'Industrie, des  
Sciences et de la Technologie et  
ministre du Commerce extérieur

## News Release

## Communiqué

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### WILSON WELCOMES VISIT TO CANADA BY CANADA-MEXICO CHAMBER OF COMMERCE BUSINESS DELEGATION

The Honourable Michael Wilson, Minister of Industry, Science and Technology and Minister for International Trade, has welcomed the May 12-14 visit to Canada by a Mexican private sector delegation sponsored by the Canada-Mexico Chamber of Commerce in Mexico City.

A series of seminars and round table presentations will explore ways to expand trade and investment between Canada and Mexico. Mission members will also be looking for Canadian products and expertise needed in Mexico's drive toward modernization.

Comprising over 35 senior executives of leading Mexican enterprises, the trade mission is being led by Mexico's Undersecretary of Commerce and Industrial Development, Dr. Pedro Noyola.

"The size and calibre of this trade mission emphasize the high degree of interest in Mexico in expanding trade with Canada," Mr. Wilson said. "Mexico is undergoing an unprecedented period of economic reform and restructuring, which offers significant opportunities for Canadian entrepreneurs."

Canadian goods and services are already highly competitive in Mexico. This was clearly demonstrated at last January's Canada Expo '92 in Monterrey, Mexico, where over 200 Canadian companies participated in Canada's largest trade show ever held in Latin America. The results speak for themselves: over \$3 million in on-site sales and more than \$80 million in projected sales.

Canada-Mexico trade exceeded \$3 billion in 1991. Mexico is already Canada's largest trading partner in Latin America. A North American Free Trade Agreement (NAFTA) would further increase bilateral trade, which should double during this decade.

"I am especially pleased that the Canada-Mexico Chamber of Commerce is sponsoring this trade mission," Mr. Wilson said. "The Chamber represents Canada's most active exporters and investors in Mexico, and provides a solid foundation upon which we can strengthen our economic and commercial relationships with Mexico's business sector."

The presentations by Mission members to business audiences in Montreal and Toronto will give Canadian entrepreneurs an opportunity to hear, firsthand, how Mexican industry is meeting the global competitive challenge of the 90s. And Canadian exporters can learn directly about new sales opportunities in Mexico.

"Canadian businesses should position themselves now in Mexico, in order to maximize local trade opportunities," Mr. Wilson noted. "Expanding our exports and establishing strategic partnerships with Mexican firms will improve our competitiveness in North American and global markets. The efforts of the Canada-Mexico Chamber of Commerce to promote such linkages during this visit to Canada are an important contribution to achieving this goal," he added.

The visit is being hosted by the Canadian Council for the Americas in Toronto and Ottawa, and in Montreal by the Montreal Board of Trade and Chambre de Commerce.

For more details on the Canada-Mexico Chamber of Commerce Trade Mission to Canada, contact the External Affairs and International Trade Canada (EAITC) Latin America and Caribbean Trade Division (tel.: (613) 996-5547, fax: (613) 943-8806) or contact the Canadian Council for the Americas in Toronto (tel.: (416) 367-4313, fax: (416) 367-5460).

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