



news release

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MACLAREN ANNOUNCES OPENING OF CANADA'S BUSINESS CENTRE IN MEXICO CITY

The Honourable Roy MacLaren, Minister for International Trade, today announced the opening of the first Canadian Business Centre abroad, to assist Canadian exporters doing business in Mexico. The Minister made the announcement during a speech to Canadian business representatives attending a day-long conference in Toronto celebrating the centenary of Canada's Trade Commissioner Service.

"The Canadian Business Centre in Mexico City will provide Canadian exporters with the business support and facilities they need to successfully develop trade opportunities in this key growth region," Mr. MacLaren said. "We see this first Canadian Business Centre as a pilot project that could be replicated in other emerging world markets."

The Business Centre is a user-pay, multipurpose trade centre designed to provide Canadian firms, particularly small- and medium-sized enterprises, with exhibition space, temporary executive offices and telecommunications services, as well as fully equipped seminar and conference rooms.

The Centre was developed to address the growing demand for trade development support by Canadian businesses interested in the Mexican marketplace. With over 7000 Canadian commercial inquiries registered so far in 1994, the Canadian Embassy in Mexico City is now one of Canada's busiest.

"I invite Canadian business people to visit the Centre and see for themselves how this trade centre can make a difference to their business success in Mexico," Mr. MacLaren said.

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For further information on the Canadian Business Centre, media representatives may contact:

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Backgrounder

CANADIAN BUSINESS CENTRE IN MEXICO CITY

The Canadian Business Centre in Mexico City is designed to be a "home away from home" for the growing number of Canadian exporters doing business in Mexico. The Centre is a user-pay, multipurpose facility that provides the support that Canadian companies, especially small- and medium-sized enterprises, need to be successful in the emerging Mexican marketplace. As a pilot project, the Centre could serve as a model for future business centres abroad.

As one of the world's fastest growing economies, the Mexican market has attracted a record number of Canadian exporters; visits to the Embassy have tripled since 1992, and exports to Mexico have increased over 36 per cent in the first seven months of 1994. With over 7000 Canadian commercial inquiries registered so far in 1994, the Embassy in Mexico City has become one of the busiest in the world.

Through the Business Centre, Canadians now have access to a wide range of facilities and services that include:

- 600m² of exhibition space for special events and trade shows;
- ready-to-use temporary executive offices and telecommunications services;
- fully equipped seminar and conference rooms for large meetings;
- a permanent business information centre;
- administrative, secretarial and clerical support;
- translation and interpretation services; and
- a direct link to the resources of the Canadian Embassy in Mexico City and the Canadian Trade Commissioner network.

In addition to private-sector shows, the Department of Foreign Affairs and International Trade plans to host 10 industry-specific shows a year at the Centre, each displaying the products of many Canadian companies, as well as other trade promotion seminars and conferences.

The Centre is located in downtown Mexico City. Business people can get further information from the Centre's director, Roger Chan - telephone (011-525) 580-1176 or fax (011-525) 580-4494.