

Interview: All Business Magazine
www.allbusiness.com/
Business Mexico Interview

What about Canada? Nafta's Northern member is making major inroads into Mexico. (Cover).

By Fox, Conrad

Publication: [Business Mexico](#)

Date: Sunday, September 1 2002

Subject: [Mexican foreign relations \(Canada\)](#), [Canadian foreign relations \(Mexico\)](#), [International trade \(Mexico\)](#)

Product: [Intl Affairs & Finance](#)

Location: [Mexico](#)

Another reason is the slipping Canadian dollar, which has lost about 20% of its value since 1994 against the U.S. dollar. The result is a competitive advantage for Canadian firms, whose products are now cheaper when compared to their U.S. counterparts.

If those reasons aren't enough,

the Canadian government has been aggressively promoting trade in Mexico. The last two years have seen a flurry of trade missions to Mexico led by Canadian ministers, resulting in deal signing and valuable contacts. Export Development Canada (EDC), a government corporation that provides credit and other financial services to Canadian exporters and their foreign buyers, recently opened shop in Mexico City. One of only four EDC offices outside of Canada, it has been so successful--EDC supported 393 Canadian companies working in Mexico last year--that another is scheduled to open in Monterrey this year. Canada's provinces are getting in on the act, too. Alberta is set to open a trade office in Mexico City in September. Manitoba has had a Mexico trade and investment program for the last four years. Its director, Gustavo Zentner, speaks enthusiastically of the opportunities for trade with Mexico. "Mexican companies are very eager to do business with Canada," he said. "Our experiences have been very positive."

It is perhaps inevitable that Canadian companies would eventually discover the Mexican market. For many industries, markets are now saturated in a country of only 30 million people, and many companies are turning increasingly to exports.

<http://www.allbusiness.com/north-america/mexico/275140-4.html>