

# Companies learn how to tap into Mexico's market

The Halton Region Business Development Centre is launching a new program to help local businesses expand their exports beyond the United States.

The pilot program, called the Export Alliance, will commence in September with a group of Halton companies interested in diversifying into Mexico. Only 12 companies will be selected for the pilot on a first-come, first-served basis.

"Halton Region's export program is a leader in promoting export market diversification in Canada," said John Davidson, director of Halton's Business Development Centre.

"Halton's leadership has been recognized at all levels. Our Export Alliance initiative has been selected by the federal government as a key component of Canada's five-year commercial strategy for Mexico."

The Export Alliance offers a mentoring approach to helping companies take their products or services to other markets. Participating businesses will receive free tailored support over a six-month period to develop market entry strategies and identify and follow up with potential clients in Mexico. Assistance will be given on market assessment, identification of potential partners and establishing contacts.

"While the U.S. market remains a critical export market for Halton companies, export diversification into new markets is important for sustained and predictable company growth," said Davidson. "The Export Alliance will help local businesses address the many challenges associated with diversifying exports."

The Export Alliance is an initiative of the Halton Region Business Development Centre, in partnership with Foreign Affairs and International Trade Canada, Sheridan Institute of Technology and Advanced Learning and Export Development Canada (EDC), Ontario region.

To apply for the Export Alliance program visit [www.halton.ca/business](http://www.halton.ca/business). For more information contact Javier Lopez, Halton's export consultant and leader of the export program, at (905) 825-6000, ext. 7732, or e-mail [javier.lopez@halton.ca](mailto:javier.lopez@halton.ca).

# Canadian Cancer Society seeks monthly donations

A cure for cancer is hopefully on the horizon. But until it's discovered, the Canadian Cancer Society is urging people to join its monthly giving program.

"Monthly giving is an easy and affordable way for you to help fund life-saving cancer research and support services," a spokesperson said.

No gift is too small, and participants may cancel their monthly donations at any time.

For more information, call 1-888-939-3333 or visit [www.cancer.ca](http://www.cancer.ca).

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