

NEWS RELEASE

Wilfrid Laurier University



Contacts: Julia Ann Easley
WLU Information Officer
(519) 884-1970 ext. 2070

Chris Maziarz, Assistant Director
Laurier Trade Development Centre
(519) 884-1970 ext. 6433

June 19, 1992
38-1992

Research centre publishes guide to business opportunities in Mexico

Waterloo, Ont. (June 19) — Mexico is a treasure chest of opportunity just waiting to be discovered by Canadian businesses skilful enough to navigate the terrain, according to a publication of a research centre at Wilfrid Laurier University.

Mexico: A Primer for Canadian Business — released just weeks before Canada, the United States, and Mexico are expected to complete a three-way, free-trade agreement — is a "how-to" guide designed to prepare Canadians for doing business in Mexico.

Chris Maziarz, assistant director of the Laurier Trade Development Centre and head of the project, says that Mexico is undergoing a fundamental transformation and business people from around the world are capitalizing on it. "But indications are that most Canadians are either not aware of, or are aloof to, the range of opportunities available."

"An economy fuelled by 88 million consumers, abundant natural resources, pent-up consumer and industrial demand, rapidly increasing foreign investment, and low-cost labor — all under the umbrella of progressive and stable policy-making — is opening up to the world after 60 years of economic isolation," he writes in the primer's introduction.

"Nevertheless," he warns, "the myriad of linguistic, cultural, and social challenges in the Mexican business environment can ambush the unprepared business."

(MORE)

The 133-page guide addresses:

- why a company should consider doing business in Mexico from the imminent North American free-trade agreement to the favorable business environment;
- an analysis of business opportunities by sector;
- market-entry strategies, logistics of operating there, and cultural and social caveats;
- and who Canadian businesses can turn to for help, including Mexican and Canadian agencies.

The primer also includes case studies of the experiences of Northern Telecom, Ilco Unican, Northridge International (Canada) Ltd., and Dare Foods Ltd.

Research for the primer was conducted by a seven-member team headed by Maziarz. After doing intensive research in Canada, the team went to Mexico and met with representatives of Canadian financial institutions and firms now doing business in Mexico; government agencies; and lawyers, accountants, and agents working on behalf of Canadians in Mexico.

Concurrently, the team did research for four Canadian businesses and the Economic Development Council of Ontario, which represents municipal economic development officials.

The publication was sponsored by External Affairs and International Trade Canada, Canadian Airlines, the Bank of Montreal, Golders and Associates (an environmental management firm), and the Stouffer-Presidente Hotel in Mexico City.

The guide, which costs \$30, can be ordered from the Laurier Trade Development Centre in Waterloo.

The centre provides market research and consulting, educational, and executive development services to enhance the international competitiveness of Ontario business.