
Manitoba Government
NEWS RELEASE



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MANITOBA BUSINESSES TO EXPLORE NEW MARKETS IN MEXICO

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Trade Delegation to Strengthen Existing Ties, Explore New Opportunities: Mihychuk

Industry, Trade and Mines Minister MaryAnn Mihychuk arrived in Mexico today to lead a delegation of eight Manitoba companies which will focus on identifying opportunities in emerging sectors of the Mexican market.

The seven-day mission will allow the Manitoba companies to strengthen existing trade ties with the Mexican state of Jalisco. The mission will also expand Manitoba's trade presence in northern Mexico with visits to the states of Coahuila and Nuevo Leon.

"The Mexican government has indicated its intention to build the country through the greater use of technology and this means new opportunities for Manitoba companies," said Mihychuk. "This mission will also allow us to diversify Manitoba's trade relationship with Mexico and investigate opportunities in regions close to the mid-continent trade corridor."

Highlights of the minister's itinerary include discussions with her counterparts in Nuevo Leon on the establishment of a formal bilateral business agreement and the introduction of Manitoba technology to two of the largest Mexican industrial conglomerates. Last June, Manitoba and Jalisco renewed a co-operation agreement that enabled both jurisdictions to partner on natural resource and rural development projects.

As part of the delegation, Monarch Industries, which operates manufacturing facilities in Winnipeg and Winkler, will be marketing pumps, hydraulic cylinders and retail cement mixers to customers in Mexico.

"For our company, the ability to pursue new markets is paramount to our competitiveness," said Paul Fontaine, project manager – exports, Monarch Industries. "We have been actively marketing our core products all over the world for some time now, and we welcome the opportunity to explore new markets in Mexico."

Mexico is Manitoba's fourth largest trading partner. In 2001, Manitoba exports to Mexico grew by 30.3 per cent. Two-way trade with Mexico accounts for over \$330 million in bilateral economic activity.

Companies and organizations participating on the mission include:

Beth-El Dental Studio

CancerCare Manitoba

Max Systems Inc.

Monarch Industries

Peak of the Market

Sperling Industries Ltd.

The ForceField Manufacturing Company

Westland Fasteners

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