



Centre for International
Business Studies



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Doing Business in the Caribbean, Latin America, and South America

compiled by
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Third Edition, December 2002

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INTRODUCTION

The 1992 signing of the NAFTA (North American Free Trade Agreement) not only created the world's largest trading bloc, but brought Mexico to the forefront for potential business opportunities. NAFTA also had a symbolic impact by drawing attention to the business potential of the rest of Latin America, South America, and the Caribbean.

Over the last decade trade liberalization in the countries of Latin America and the Caribbean has resulted in the growth of consumer markets and an influx of imported products. Although economic growth in the region actually shrank in 2002, the South American economy is expected to bounce back in 2003. Mexico, Chile, and Peru actually avoided the economic turmoil experienced by their neighbours. At the same time the proposed Free Trade Area of the Americas (FTAA), with a membership of 34 countries, continues to move forward with a tentative timetable of 2005. Canada, as an original NAFTA member and a geographical partner, continues to be in a unique position to take advantage of opportunities in growth and investment in the region.

Although the NAFTA has given Canada special status with Mexico and drawn our attention to the markets of the Caribbean, Latin America, and South America, business success in these regions is not guaranteed. Doing business locally is not the same as doing business with our neighbours to the south. There is a need to appreciate the culture and diversity of each country and region. Developing personal relationships is important as is the need for long-term strategies. Fortunately, there is a substantial literature available to aid businesses in their endeavours in this vast geographical region.

The intent of this annotated bibliography of materials and services is to assist the business person in gaining access to information sources which will make business opportunities in the Caribbean, Latin America, and South America less formidable. Of course, students will use the bibliography to assist them in their international business projects. It has a separate section on Mexico because the amount of information on Mexico warrants it. The "Caribbean, Latin America, and South America Region" section contains publications which cover all countries or various parts of the region. The periodicals listed are excellent sources for current information, while the bibliographic databases described are particularly useful for tracking down earlier published articles. The "Selected Internet Sites" section has been expanded considerably since the earlier edition. Of the hundred of sites reviewed the listed sites have been selected because of their content, ability to stay current, and the links they provide to other relevant sites. Remember that the addresses provided for the sites are as current as possible, but may change or become obsolete due to many factors. If this occurs try using a search engine for the respective organization.

The book portion of the bibliography generally contains more recently published materials. It is a representative rather than a comprehensive listing of everything that is available. Keep in mind that the collections of the A.D. Cohen Management Library are constantly being developed. An asterisk (*) indicates a new or a revised entry since the 1998 edition.

Further information about materials or services in the Library is available by calling (204) 474-8440 or on the Library's Home Page at <http://www.umanitoba.ca/libraries/units/management/>. This publication is also available electronically at that address.

ARGENTINA

* **Argentina Business: the Portable Encyclopedia for Doing Business with Argentina.** Janet Whittle. World Trade Press. 2nd editon. 1998.

This book is one of the titles in the World Trade Press, Country Business Guide Series. The other Latin American country covered is Mexico. Eight Pacific Rim countries are also covered. Each title in the series generally follows the same 25 topic format. The 25 comprehensive chapters reflect extensive research that covers all aspects of conducting business with Argentina. Topics covered span the economy, business culture, opportunities, and marketing. The chapter on the economy was rewritten for the 2nd edition. As Argentina has recently opened up its financial and industrial markets, the updated chapter entitled "Industry Reviews" is of interest. It outlines Argentina's nine most significant sectors and their relative competitive position. These include the traditional agricultural products sector as well as industrial products and telecommunications. Each sector also has a useful list of additional contacts. The business culture section addresses the dramatic contrasting elements of Argentina culture. All of the Country Business Guides have a concluding chapter entitled "Important Addresses." These are useful as further sources of access to information from government agencies, trade associations, and business firms. Each of the Guides also includes full colour, detailed, current maps of the respective country.

LOCATION: ADMIN HC 175 A844 1998 (Reference)

* **Passport Argentina: Your Pocket Guide to Argentinean Business, Customs and Etiquette.**

Andrea Campbell. World Trade Press. 2000.

The World Trade Press publishes a series of pocket guides to the corporate culture of countries worldwide. Countries covered in the Latin and South American region include Argentina, Brazil, and Mexico. The focus of these condensed guides is the culture, customs, and business etiquette of the respective countries. The goal is to improve intercultural communication in business relationships. The format of each is identical with four sections providing an overview, a description of the business environment, a customs and etiquette section, and an additional information conclusion. The Argentinean guide notes that the country is the second largest on the continent with a diverse climate and geography. Argentines generally see themselves as the most educated, cultured, and sophisticated people around. This has earned them the disdain of their South American neighbours. Argentina moved from a position of economic isolation to one of liberal economic policy through the 1990s. This has caused both rapid international investment and domestic instability. The concluding chapters of the guides contain basic phrases used in every-day conversation, how to format correspondence and addresses for that country's postal system, and selected Internet addresses.

LOCATION: ADMIN HF 5389.3 A7 C36 2000 (Main Stacks)

BRAZIL

Brazil: Investment and Growth. Eric Conergan. Euromoney Publications. 1996.

This volume is one of the titles published in Euromoney's Country Guide Series. Intended for practising professionals, it offers a corresponding level of comprehensiveness for those wanting to invest or do business in South America's largest market. Largely within the context of current President Cardoso's Plano Real, Brazil's economy, markets, banks, securities administration, and corporate structures are analyzed. The importance of foreign direct investment to Brazil's rapid growth is demonstrated as is the development of trade and exports since the measures to remove trade barriers were initiated in 1989. Accounting practices and the regulatory environment are also reviewed. The text is supported with numerous tables, charts, and graphs not readily available elsewhere.

LOCATION: ADMIN HC 187 L66 1996 (Reference)

Brazil: The Emerging Economic Boom 1995-2005. Stephen Kanitz. Makron Books. 1995.

This title by a well known Brazilian journalist and academic forecasts an economic boom for South America's largest economy. He bases his analysis not simply on macroeconomic numbers, but rather on the data from thousands of small businesses, the Brazilian top 500 corporations, and some 50,000 franchises across the country. He maintains that to analyze a modern economy the day to day, minor details of business have to be scrutinized. Brazil's growth surge of the seventies is contrasted with her financing problems of the eighties. From there the focus turns to the positive conditions which exist in Brazil in the mid nineties and how this will result in a new growth cycle. These favourable conditions include low interest rates, low debt levels, huge inflows of foreign capital and improved manufacturing quality. At the management level there are increased capabilities and a new entrepreneurial spirit reflected in franchising which is referred to as the wealth of small town Brazil. The new Brazilian industrial model will also focus on low income families where there is significant potential for growth. This book is an easy read which contains excellent graphs and figures which supplement the text.

LOCATION: ADMIN HC 187 K36 1995 (Main Stacks)

* **Passport Brazil: Your Pocket Guide to Brazilian Business, Customs and Etiquette.**

Elizabeth Ann Herrington. World Trade Press. 1998.

The World Trade Press publishes a series of pocket guides to the corporate culture of countries worldwide.

Countries covered in the Latin and South American region include Argentina, Brazil, and Mexico. The focus of these condensed guides is the culture, customs, and business etiquette of the respective countries. The goal is to improve intercultural communication in business relationships. The format of each is identical with four sections providing an overview, a description of the business environment, a customs and etiquette section, and an additional information conclusion. This guide points out that Brazil is a country of contrasts and paradoxes. Brazil's size (it is the fifth largest country in the world) guarantees diversity in climate and geography. Paradoxically racism is seldom discussed, yet the managerial class is a white man's world. And further, despite Brazil's relative wealth, income inequality in Brazil is the most extreme in all of Latin America. In business relationships Brazilians are generally outgoing and friendly preferring to work with people they know and trust. Business negotiations, however, will generally require more time than in Europe or North America. The concluding chapters of the guides contain basic phrases used in every-day conversation, how to format correspondence and addresses for that country's postal system, and selected Internet addresses.

LOCATION: ADMIN HD 58.7 H465 1998 (Main Stacks)

CARIBBEAN, LATIN AMERICA, AND SOUTH AMERICA REGION

Back to Basics: How Competitive is Latin America? Werner Ketelhohn. Incae. 1998.

This study challenges the validity of classical competitiveness indexes such as those published by the World Economic Forum which rank the national competitiveness of countries. They are inappropriate because competition does not take place between countries, but rather between companies within an industry. However, countries do have a role to play and this is in regard to creating favourable conditions or hosting advantages in order to attract new companies. The role of government becomes one of creating an industrial development strategy suited to the strengths of its industrial sector. The six major Latin American economies comprise the sample, that is, Argentina, Brazil, Chile, Colombia, Mexico, and Venezuela. From the perspective of 13 industrial sectors the hosting advantages offered by these countries is analyzed. The oil seed industry is then reviewed to determine Latin America's competitiveness in this sector which will have a geopolitics influence, that is the feeding of China, in the next century. The text is in English and Spanish. The text is supported by extensive statistical graphs.

LOCATION: ADMIN HC 125 K47 1998 (Main Stacks)

Caribbean Basin Financing Opportunities. U.S. Department of Commerce. 1990.

Although published in pre-NAFTA days, this U.S. Dept. of Commerce publication outlines some 75 specific financing mechanisms and institutions which exist to support investment and trade in Central America and the Caribbean. It has several useful appendices including a functional table of contents which breaks down the sources of financing by sector and type of financing in four pages. It also contains an appendix of financial institutions by country.

LOCATION: ADMIN HF 1456.5 C35 C275 1990 (Reference)

The Caribbean: New Dynamics in Trade and Political Economy. Anthony Bryan. North-South Center. 1995.

The editor, a noted Caribbean scholar, states that the Caribbean countries must respond to the reality of a more dynamic global business environment. The Caribbean countries have long benefited from preferential trading relationships with North America and Europe, but these are disappearing with the free trade environment. This volume of some eleven studies addresses that dynamic of the Caribbean region becoming increasingly marginalized. The analysis provided proceeds in three areas: trade and integration, political economy, and competitive strategies. On the first matter the implications of NAFTA, the European Union, and intra-Caribbean relations are addressed. Within the political economy section the evolving business environment, privatization, economic development, and global neoliberalism are discussed. Various competition strategies that the Caribbean region should consider adopting to cope with the new dynamics of the global economic environment are recommended in the concluding section. These include the warning that the strategies adapted must appreciate the uniqueness of the Caribbean setting.

LOCATION: ADMIN HC 151 C33 1995 (Main Stacks)

Cracking Latin America: A Country by Country Guide to Doing Business in the World's Newest Emerging Markets. A. Enderlyn. Probus. 1994.

As its subtitle suggests, this book provides a detailed country by country guide to the major markets of Latin America. Each country is profiled under the following: historic and geographic context, socioeconomic and market demographics, and business contacts and statistics. The data is taken from official government sources, either American or from the host government. Authoritative and yet practical and easy to use.
LOCATION: ADMIN HC 123 E543 1994 (Reference)

Doing Business in Latin America and the Caribbean. Lawrence Tuller. Amacom. 1993.

This title is designed to provide companies with solid information on a region the author feels has distinct advantages over Europe and East Asia. It is broken down into three sections: Mexico, the Caribbean/Central America, and South America, with regional as well as country profiles. The author is a long time resident of the Caribbean. It contains a dozen appendices listing trade and business organizations, assistance programs (U.S.), and other business contacts.
LOCATION: ADMIN HF 3230.5 Z5 T85 1993 (Main Stacks)

* **Doing Business in/Information Guide Series.** PricewaterhouseCoopers.

The accounting and consulting firm of PricewaterhouseCoopers publishes a series of information guides on the business conditions of the countries in which it has offices or carries out work. There are currently some 90 of these guides available, some with updated supplements. Each guide is based on the latest information available from these offices, and is of book length. All guides follow a standard format which makes them very easy to consult individually or comparatively. Each guide opens with a profile of the respective country and follows with chapters on the business environment, foreign investment, labour relations, audit and accounting practices, and taxation. The guides normally have 25 chapters with each chapter focusing on one aspect of doing business in that country. The guides are not intended to be exhaustive in scope, but rather are structured to answer broad important questions. Nonetheless, the guides offer much useful information particularly in the accounting, investment, and tax areas and are often superior to the efforts of many commercial publishers. The guides also contain numerous appendices covering concerns like tax rates, tax treaties, and various checklists for setting up a business in that specific country.
LOCATION: Each guide has its own call number; please consult BISON, UM Libraries' online catalogue.
(Main Stacks)

Doing Business with Latin America. Adam Jolly. Kogan Page. 1996.

As a British publication this volume is written from the perspective of encouraging Great Britain's trade and investment in Latin America. The contributors consist of government officials, consultants, bankers, and industry representatives directly involved in the region. The economic performance of Latin America is reviewed with special emphasis on growth prospects, privatisation, and investment flows. The market potential for food processing, commodities, mining, oil and gas, and manufacturing is reviewed. Succinct country profiles are provided for the so called big six of Argentina, Brazil, Chile, Columbia, Mexico, and Venezuela. The other countries of South America, Central America, and the Hispanic Caribbean are covered unevenly due to the numerous contributors involved in this effort. The useful index aids in pulling the material together by country and by topic. Useful address sections are provided for each of the countries to assist in further contacts for the reader.

LOCATION: ADMIN HD 2810.5 D65 1996 (Reference)

Generating Savings for Latin American Development. Robert Grosse. North-South Center Press. 1997.

The focus of this set of six research papers is how savings can be generated and used to provide stability and support to economic development in Latin American. Savings in this context includes both domestic savings as well as foreign with the latter both in form of direct and portfolio investment. This analysis provides a better understanding of the economic conditions of the region through the 1980s and 1990s. The first paper reveals a decline in the savings rate in most countries of the region during the period under consideration. However, corresponding with this decline has been an increase in government saving, privatization programs, and government budget responsibility. The text then turns to country specific papers. Brazil's experience with foreign long term financing is examined. Columbia's use of American Depository Receipts (ADRs) as a means of attracting foreign savings is discussed in terms of costs and benefits. And Chile's successful use of pension funds to channel domestic savings into capital investment is described. Chile's pension system has moved from a pay as you go principle to one in which each income earner maintains a personal pension account and this has significantly increased its saving rate. Other papers look at the patterns of foreign direct investment into Latin America, in particular by country and industry, and their relationship with savings, and finally the impact of economic openings on savings in the region.

LOCATION: ADMIN HC 130 S3 G46 1997 (Main Stacks)

* **International Marketing Data and Statistics**. Euromonitor. 25th edition. 2001.

This major reference work is a compendium of statistical information on the countries of the Americas, including South America, Central America, and the Caribbean, as well as Asia, Africa, and Oceania. It can be very useful for market planning. Some 25 principal subject areas are broken down into sub-categories covering over 750 pages. Some representative subject areas are demographic trends/forecasts, economic indicators, labour force indicators, and consumer market sizes. Within the subject of labour force indicators for example, there are 10 sub-categories ranging from employment level to average working week in manufacturing. The data compilation dates back to 1977 which allows for trend analysis and forecasting. The data itself is presented in spreadsheet format. Coverage is provided for 13 South American countries, 21 countries of the Caribbean, and 9 countries of Central America. For some of the smaller countries the statistical information may be somewhat limited. There is also a special chapter arranged by country which identifies the major information sources one can turn to for further research. Brief country profiles for each respective country are included in a separate section entitled "Marketing Geography." This title is published annually.

LOCATION: ADMIN HA 42 I56 2001 (Reference)

The International Traveler's Guide to Doing Business in Latin America. Terri Morrison. Macmillan Spectrum. 1997.

The coverage for this guide is limited to continental Latin nations. Excluded are the Caribbean island nations as well as Guyana, Surinam, and French Guiana which do not have a Spanish heritage. Each of the chapters covers a given country and has a common format. This format allows for a quick, easy read, and allows for a briefing for the business executive who is the intended audience. Reader interest is maintained through the use of a question and answer quiz which introduces each chapter. Overall this guide provides a snapshot of Latin American countries and more detailed information will have to be located elsewhere. Useful WEB addresses are provided for this purpose.

LOCATION: ADMIN HC 125 M67 1997 (Reference)

* **Latin America: A Directory and Sourcebook**. Euromonitor. 2nd edition. 1998.

The major economic powers of Latin America are covered in this directory. This includes Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Peru, and Venezuela. Major companies, either state-owned or private, are profiled for each country. The company arrangement is alphabetical within the country. The sources of information section mentioned in the title is essentially a referral service to government departments, trade associations, research organizations, publishers, libraries, and Web sites, which may be able to provide information not found in the directory. Over 1,000 information sources are listed and each comes with full contact details and a description of its coverage. What the publisher calls a Statistical Datafile is also provided for each of the countries. The Datafile is composed of demographics, and economic, trade, and finance information, as well as tourist and consumer expenditure data for each of the countries covered. An overview of the socio-economic environment of South America is provided as an introductory primer.

LOCATION: ADMIN HC 122.2 L375 1998 (Reference)

Latin America in Graphs: Demographic and Economic Trends 1972-1992. Inter-American Development Bank. 1993.

Good sources for statistical information are not often readily available or easy to use. This publication overcomes those concerns by presenting a series of graphs for 26 countries of Latin America that belong to the Inter-American Development Bank. Graphs for 4 economic regions and Latin America as a whole are also provided. The four regions are CACM (Central American Common Market), CARICOM (Caribbean Common Market), Andean Pact (Bolivia, Colombia, Ecuador, Peru, Venezuela) and MERCOSUR (Argentina, Brazil, Paraguay, Uruguay). The coverage is thorough and includes population and vital statistics, the labor force, national accounts, balance of payments, trade, and external debt. The use of graphs facilitates comparison and this is the great strength of this compilation. It will be useful for anyone attempting to identify trends in the economy of Latin America over the last 20 years.

LOCATION: ADMIN HC 125 L3443 1993 (Reference)

* **Latin America Profiled: Essential Facts on Society, Business and Politics in Latin America.** Barry Turner. St. Martin's Press. 2000.

Barry Turner, editor of the Statesman's Yearbook, has edited a series of fact books on major countries or regions around the world. The coverage includes Central Europe, China, France, Germany, Italy, Latin America, Scandinavia, and the United Kingdom. The intent is to provide a readily accessible reference guide to the historical events, the business and social customs, the major cities, and the economies of the various countries and regions profiled. The Latin American profile covers all the countries of South America, Central America, and Mexico. However, the depth of the analysis varies with major international players such as Argentina, Brazil, and Mexico receiving significant attention with countries such as Belize and Paraguay receiving minimal attention. For each country key historical events, basic social and demographic statistics, and facts on the economy, industry, and international trade are presented. For the big three (Argentina, Brazil, and Mexico) the factual presentation is more extensive with additional coverage including city profiles, political and cultural figures, and more detailed information on communication/transportation systems and social and cultural institutions. Colour maps are provided for the big three while the other countries are included in regional maps. Recommendations on further reading for each of the big three are also included.

LOCATION: ADMIN F 1408 L37 2000 (Main Stacks)

The Long March: A Reform Agenda for Latin America and the Caribbean in the Next Decade. Shahid Javed Burki. The World Bank. 1997.

This report attempts to identify the reforms necessary to consolidate economic stability and also to accelerate growth in the medium and long term in Latin America and the Caribbean (LAC). Such reforms are required to move forward on the World Bank's goal of poverty reduction. These reforms include improving regulatory frameworks to attract private investment. Trade liberalization reforms, for example, are shown to result in higher rates of economic growth through higher investment. Overall the analysis in this study provides economic policy profiles for LAC countries which can be used to assist in the making of business and investment decisions. The World Bank's extensive database is used as the source of numerous statistical tables and figures.

LOCATION: ADMIN HC 125 B769 1997 (Main Stacks)

The Multilateral Development Banks, volume 3 The Caribbean Development Bank.

Chandra Hardy. Lynne Rienner Publishers. 1995.

This title focuses specifically on the policies and projects of the Caribbean Development Bank (CDB), 1 of 5 multilateral banks in this 5 volume set. It is broken into 2 parts, the historical setting and record of performance, and secondly, the development agenda. In the former the regional economy is analyzed as well the prospects for growth sector by sector. In addition country studies for Barbados, Guyana, and Jamaica are undertaken. The Organization of Eastern Caribbean States (OECS) is analyzed as whole. The second part dealing with the development agenda asks the question of how effective the CDB has been in its thirty year existence. It also addresses the challenges it has in the near future. This study will be of value to researchers interested in the development of the Caribbean economy as well as those seeking background information for business opportunities in the region. Statistical information is presented in some twenty tables largely drawn from the CDB itself.

LOCATION: ADMIN HG 1975 M848 1995 v.3 (Main Stacks)

New Business Opportunities in Latin America: Trade and Investment After the Mexican Meltdown. Louis E.V. Nevaer. Quorum Books. 1996.

The author is a consultant in political assessment who has also written on business strategies for Mexico. This title looks at the effect the Mexican meltdown has had on the rest of Latin America. The emergence of free trade in Latin America introduces the text. The Mexican situation is then analyzed along with the persistence of poverty and the generally unstable business environment in Latin America as a whole. The World Bank and International Monetary Fund come under severe criticism for not alleviating these conditions. In analyzing the business strategies appropriate for the markets of Latin America, the author categorizes them into the periphery countries, the core countries, and the Caribbean Basin nations. The periphery countries include Argentina, Brazil, Chile, Paraguay, and Uruguay. The core countries are Bolivia, Colombia, Ecuador, Guatemala, Mexico, and Peru. The most interesting aspect of the country analysis is that dealing with culture. Culture is approached from the notion of self, nature of civility, philosophical worldview, and role of modernity. Some 14 appendices provide information on more sources of information including trade organizations, chambers of commerce, journals/newsletters, and government offices.

LOCATION: ADMIN HF 3230.5 Z7 U55 1996 (Main Stacks)

Organized Business, Economic Change, and Democracy in Latin America. Francisco Durand. North-South Center Press. 1998.

This edited volume of case studies looks at the development and role of encompassing business associations in eight Latin American countries. It opens with a survey article on organized business and politics in Latin America. The survey article also compares and contrasts the eight different experiences of the countries. In the five countries of Nicaragua, El Salvador, Mexico, Peru, and Chile encompassing business associations grow and endure while in Brazil, Argentina, and the Dominican Republic they are less successful. In the latter three instances sectoral organizations played a more significant role. The case studies then follow using a common analytical framework. They demonstrate the extent to which business associations influenced the economic policy making process in each of the respective countries. They are also of value for their business history outlines which help set the context for doing business in each of the countries.

LOCATION: ADMIN JL 964 P7 O74 1998 (Main Stacks)

Pan Caribbean Business Directory & Handbook 1997-98. Copp Clark Professional and Caribbean Communications. 1997.

This volume provides an economic profile of the 39 countries bordering on the Caribbean. The Handbook portion contains a snapshot of the respective country focusing on its economy, leading sectors, and trading blocks and treaties. For example, for Guatemala the importance of agriculture, fishing, manufacturing, and tourism is demonstrated. Each of the 39 country reports also contains sections dealing with investment incentives, fiscal aid, and special intelligence all of which is of interest to the potential investor. In this regard for example, Puerto Rico has in existence an extensive program of incentives and assistance to promote its manufacturing and service industries. In addition there are foreign free trade zones and a venture capital initiative program in place in Puerto Rico. The second section of this volume is referred to as the Directory.

It provides access to the leading companies of each of the Caribbean countries. The companies are arranged by industry sector and market. Also provided is an index of the companies by sector which is useful for locating companies which have a regional focus.

LOCATION: ADMIN HF 3311.8 P36 1997-98 (Reference)

Persistent Underdevelopment: Change and Economic Modernization in the West Indies.

Jay R. Mandle. Gordon and Breach. 1996.

Although the author concludes on a negative note that there is little indication that the West Indies will soon set out on a path to modern economic growth, his economic analysis of the region is thorough and provides a potential jumping off point for new initiatives. He questions the adequacy of World Bank recommendations such as decreasing the size of the public sector through privatization, lowering tariffs, and depreciating the local currencies. What is lacking is an educated workforce, particularly at the university level where it is essential to have technical competence to compete at the international level. Migration of the educated work force compounds the problem. The overall analysis of economic development in the West Indies is what will attract the prospective business reader to this study. Statistical tables throughout the text are drawn from various sources and are not readily available elsewhere under one cover.

LOCATION: ADMIN HC 151 M35 1996 (Main Stacks)

Prospects and Challenges for the Caribbean. Stephen Webb. The World Bank. 1997.

The author, a senior economist with the World Bank, in reviewing the recent trends in the region notes that the countries of the Caribbean have widely varying economic situations. These variations permeate the text through the chapters on economic trends, NAFTA and the Caribbean, foreign capital, and an agenda for action. The NAFTA chapter focuses on the apparel industry for which statistical information is readily available. The concluding agenda for action chapters reviews the necessary conditions for growth and development. These include public sector reform, changes in regulation, taxes, and trade policy as well as more flexibility in the labour force. The text is strongly supported by tables and figures of statistical data.

LOCATION: ADMIN HC 151 W377 1997 (Main Stacks)

Rules of the Game: Global Business Protocol. Nan Leaptrott. Thomson Executive Press. 1996.

The author's intent is to provide the businessperson with a simple, practical method for understanding cultural interaction. She classifies the world's cultures into three fundamental cultures-tribal, pluralist, and collective and demonstrates how these are recognizable. With each culture driven by different fundamental motivating factors, each culture has its own rules of behaviour or protocol when doing business. A game analogy is then used to demonstrate the value of understanding protocol. The value of the game exercises is that one is forced to practise interaction with different cultures rather than just reading about them. A summary of information by country is also provided and this includes Mexico and all the major South American countries.

LOCATION: ADMIN HF 5389 L43 1996 (Main Stacks)

The Third Wave of Modernization in Latin America. Lynne Phillips. Scholarly Resources Inc. 1998.

The editor of this collection of ten papers which is sub-titled Cultural Perspectives on Neoliberalism notes that Latin America is moving towards an outward orientated strategy aimed at free trade and integration into the world market. This shift impacts not only on its economic policy, but also on its politics and culture. This volume focuses on this cultural impact from the anthropological perspective. However, in so doing the economic policies and conditions of the region are better understood. Each paper concentrates on a specific country and neoliberalism's influence on topics such as the environment, women's issues, and native communities.

LOCATION: ADMIN HC 125 T515 1998 (Main Stacks)

Trade and Economic Development in Small Open Economies: The Case of the Caribbean Countries. Arnold M. McIntyre. Praeger. 1995.

The author is an active researcher and economist with the Organization of Eastern Caribbean States (OECS). Consequently, this work is a piece of academic research which looks at the importance of exports to the countries of Trinidad and Tobago, Barbados, Guyana, and Jamaica. It analyzes the role exports have played in their economies and also their rather weak export performance over a twenty year period. The decline in the Caribbean's primary exports of bauxite, sugar, oil, and bananas; the lack of success of manufactured exports; and the growth of the tourist industry provide the context for the analysis.

Although the research methodology incorporated is somewhat complicated at times, the level of detail results in a thorough examination of each of the respective countries' economies. The detail of the analysis also generates a significant amount of statistical information which is presented in some sixty compilations of figures and tables. The author concludes that export incentive programs and the development of a regional, integrated export strategy are key elements to improving export growth.

LOCATION: ADMIN HF 3312.3 M39 1995 (Main Stacks)

* **World Bank Atlas**. 31st edition. The World Bank. 1999.

The World Bank has published its Atlas for over 30 years to provide a quick view of the state of the countries of the world. It is excellent for gaining a snapshot of major demographic, economic, market, and global statistics in a cartographic format. For example, using the colour coded maps it is easy to compare the category of change in personal spending for Canada and its international neighbours. In conjunction with the maps statistical charts and tables are provided to ensure a more precise reference when it is required.
LOCATION: ADMIN G 1046 G1 I5 (Reference)

* **The World Competitiveness Yearbook**. IMD International. 2002.

This yearbook analyzes and ranks the ability of a country to provide an environment which sustains the competitiveness of enterprises. The ranking is based on some 300 different criteria which are grouped into four competitiveness input factors. These factors are economic performance, government efficiency, business efficiency, and infrastructure. The coverage features 49 industrialized and emerging economies. Each of the countries is profiled using the criteria and competitiveness input factors. Each country is then in turn graded and ranked for comparison purposes. The rankings are presented for the past five years which allows for trend analysis. Some 200 pages of statistical tables support the ranking analysis. A CD-ROM version is also available. It is published annually.

LOCATION: ADMIN HF 1414 W674 2002 (Reference)

* **World Development Report 2002**. The World Bank. 2002.

The 2002 Report is the 24th in the annual series which chronicles the economic conditions and development of countries throughout the world. This year's publication has the theme of building market institutions that promote growth and reduce poverty. Institutions play a significant role in determining how markets affect people's standards of living and help protect their rights. The report goes on to provide lessons on how to build effective institutions. However, the most significant feature of this series continues to be the statistical information offered through the text and in special sections. The section on selected world development indicators has been reduced from previous years, but still presents comparative socioeconomic data for more than 130 countries in four main categories. These are key indicators of development, poverty and income distribution, economic activity, and trade, aid, and finance. The statistical data is particularly useful for trend analysis within a given country and country comparisons.

LOCATION: ADMIN HC 59.7 W659 2002 (Reference)

CHILE

Chile: Stability and Progress. William Chislett. Euromoney Publications. 1993.

This volume is one of the titles published in Euromoney's Country Guide Series. It is intended for the investor or business partner planning to develop links with Chile, but also acts as an excellent resource for the student embarking upon business research on one of South America's major export driven economies. In addition to the chapter on Chile's industry and commerce which deals with its export activities, other comprehensive chapters include banking and finance, foreign direct and portfolio investment, and Chile's activities within the Pacific Rim. The latter chapter demonstrates Chile's increasing involvement as a major player in trade in the Asia-Pacific region and with Japan, South Korea, and Taiwan in particular. The tax and accounting section is authored by the Price Waterhouse office in Santiago while the legal portion is the responsibility of a Chilean legal firm. The numerous statistical tables and charts provide data not readily found in one source.

LOCATION: ADMIN HC 192 C48 1993 (Reference)

Chile: the Great Transformation. Javier Martinez. Brookings Institution. 1996.

Having experienced a decade of sustained economic growth, Chile is often called the most dynamic country in Latin America. As such it is often used as a model for other developing economies. This study offers caution against interpreting the transformation that has taken place in Chile in simplistic terms. The analysis proceeds from a discussion of the politics of the country, from dictatorship to democracy, to the economic transition Chile experienced in moving from a state controlled to a market economy. The principal actors in the move from dictatorship to democracy are also addressed. These include the business sector or gremios, the civilian technocracy or "Chicago Boys", and the working classes. Tables and figures provided augment the text. Overall the study is a resource to those interested in understanding the economic and political conditions of Chile over the last quarter century.

LOCATION: ADMIN HC 192 M34 1996 (Main Stacks)

Industry, Competitiveness and Technological Capabilities in Chile: A New Tiger from Latin America? Carlo Pietrobelli. Macmillan. 1998.

The author, who has been a consultant to the World Bank and other international organizations, raises the question of whether Chile's economic performance is appropriately measured against the East Asian Tigers.

In demonstrating that Chile's success is very different, the study proceeds through an analysis of Chile's economic conditions for the period 1974-1988. In particular, the comparative advantage and technological capabilities of Chile are analyzed and evaluated against other South American and Asian countries. Chile has adopted in a large measure the 'market friendly' approach advocated by the World Bank. However, unlike its Asian Tiger counterparts Chile has reverted to natural resource advantages rather than more advanced technologies. Responsibility for increased technological development lies with the Chilean government especially through selective interventions for specialized industrial sectors. The text is supported by detailed statistical data on Chile's developing economy and where appropriate comparative data on Columbia, Korea, and Thailand.

LOCATION: ADMIN HF 1515 P54 1998 (Main Stacks)

CUBA

Investing in Cuba: Problems and Prospects. James Suchlicki. Transaction Publishers. 1994. This publication is a series of articles originally presented at a conference held in Toronto in September 1993. The articles demonstrate that Cuba, as both a developing and a socialist country, has a number of negative traits concerning investment opportunities. The risks of foreign direct investment are analyzed and the business perspectives of consultants and the business community are offered. The concluding article draws upon the experience of Eastern Europe for possible lessons for Cuba in making the transformation to a market economy. An appendix provides Cuban foreign investment laws, unfortunately in Spanish only. A second appendix provides a partial listing of foreign joint ventures and other arrangements in Cuba.
LOCATION: ADMIN HG 5252 I58 1994 (Main Stacks)

The Laws and Legal System of a Free-Market Cuba: A Prospectus for Business. Matias F. Travieso-Diaz. Quorum Books. 1997. Not much has been published about doing business with Cuba. This is largely the result of the U.S. trade embargo which has been in existence for the last thirty-five years. This volume does not fill the gap, but rather provides a checklist of the various requirements, mostly legal, that must take place before a U.S. business person would be able to conduct business in Cuba. Due to the interconnectedness of Canada-U.S. business, this volume will be of interest to those in Canada considering a Cuban initiative. Chapters 1 and 2 discuss the various economic, political, and legislative changes necessary in both countries before business can proceed. The middle chapters deal with the legal matters of concern to a foreign investor including the establishment of a legal infrastructure, the resolution of property expropriation claims, and the need for a new foreign investment law. The final chapters survey other transition period laws Cuba would have to consider to make its country a favoured investment location as well as bringing its international sales agreements and the country's incorporation into the international trade regulation regimes.
LOCATION: ADMIN KGN 333 B86 T73 1997 (Main Stacks)

JAMAICA

* **Jamaica's Export Economy: Towards a Strategy of Export-led Growth.** Donald J. Harris. Ian Randle Publishers. 1997.

This monograph attempts to comprehensively analyze Jamaica's export economy through the use of a survey of exporters and interviews with persons in all sectors of export trade. Jamaica has had an impressive record of export trade with the share of exports being 60 to 70 per cent of GDP in recent years. This record has been driven by the tourism industry and the emergence of non-traditional sectors in apparel, agro-processing, fresh produce, and other services such as entertainment and cultural products. The features of these sectors are described and analyzed. Natural resources, though declining, remain the largest of the exporting sectors with the service sector, in particular tourism, showing important and continuing growth. The role of macroeconomic factors on exports is examined with the exchange rate being confirmed as major factor affecting exports, particularly the tourist industry. Exporters should have an interest in a stable exchange rate in order to maintain export growth. Jamaica's export incentive program is addressed and compared to incentives in place in other countries from the Caribbean region and from a select group of Asian countries. Jamaica's tax exemptions and tariff relief for exporters prove relatively strong in this assessment. A microeconomic analysis of the characteristic features of Jamaica's exporting firms follows. The book concludes with the development of a strategy for increased export growth. This strategy would be based upon the building of an export culture in Jamaica and would require the involvement of exporters, business organizations, and the government. The text is supported by three major appendices of statistical tables.

LOCATION: ADMIN HF 3346.5 H37 1997 (Main Stacks)

Shocks and Strategies: Jamaica and the Caribbean Development Bank. George Reid. North-South Institute. 1995.

The central theme of this study is the relationship between Jamaica and the Caribbean Development Bank (CDB) over a 20 year period. The question is asked, why the CDB, as a local or regional body, did not play a more significant role in assisting Jamaica's need for external financial assistance. One of the areas in which the CDB has fallen short is in its loans to private sector entities. A second has been the CDB's reluctance to enter into discussion over policy matters with its borrowing members. However, the chapter which provides an overview of the Jamaican economy may be the most useful for those considering business initiatives in Jamaica as it provides background information covering the period 1972-91. The statistical information that is used in the text in the form of tables is drawn from annual reports of the CDB

LOCATION: ADMIN HG 2794 R45 1995 (Main Stacks)

MEXICO

Arthur Andersen North American Business Sourcebook. Triumph Books. 1994.

This text is a comprehensive reference guide to doing business in North America published after the signing of NAFTA by Canada, Mexico, and the United States. The emphasis is on Mexico because of its rapidly developing economy. The Sourcebook's strength is its list of primary contacts and information sources within each country which the individual can use to gain answers to very specific inquiries. The economies and key industries of each country are analyzed, and NAFTA's impact on each is surveyed. The appendices are extensive and include sections on setting up an export program, foreign investment provisions of each country, and summaries of the NAFTA and FTA texts.

LOCATION: ADMIN HF 1746 A78 1994 (Reference)

Bancomext Trade Directory of Mexico '93. Bancomext. 1993.

This directory is the official government guide to Mexico's trade activities containing information on 7,000 companies involved in exporting, importing, and services exporting. The largest section provides the company profiles with the standard directory elements, plus exporting and importing details. A product listing, a product code listing, and a trading company section facilitate access to the main company listing. A "Mexico Today" section offers current economic and trade data. The 31 Mexican States are also profiled. The closing section on organizations supporting foreign trade runs to over 130 pages and includes associations, chambers, financial and government institutions, and a wide array of service firms.

LOCATION: ADMIN HF 3233 B354 1993 (Reference)

Bases Para La Planaecion 94: Analisis, Datos y Proyecciones = Strategic Planning 94: Analysis, Data and Forecasts. American Chamber of Commerce of Mexico. 1993.

This publication is an important source document for data and analysis of the Mexican market. It includes macroeconomic analysis and projected scenarios for 1994. An essay section written by specialists looks at Mexican environmental enforcement and the difference in income taxation between Mexico, Canada, and the United States. Of particular value is the historical data section which provides 10 year coverage of the major economic and statistical indicators. Also presented are the results and analysis from a survey of major Mexican corporations. It reveals their expectations and strategies for the calendar year of 1994. This publication is bilingual having both Spanish and English sections.

LOCATION: ADMIN HC 135 B34 1994 (Reference)

Business in Mexico: Managerial Behavior, Protocol and Etiquette. Candace Bancroft McKinniss. Haworth Press. 1994.

The underlying theme of this book is that the cultural identity of Mexico is extremely diverse and therefore an understanding of Mexican psychology is required to successfully conduct business in that country. The author proceeds from a discussion of cultural values and Mexican history to chapters on first impressions, communications, Mexican style management, and entertaining. Case histories and analysis accompany each of these topics. This guide will do much to alleviate the distrust and the unknowns in the business relationships between English-speaking and Spanish-speaking Americans.

LOCATION: ADMIN HF 5389 M38 1994 (Main Stacks)

Business International's Guide to Doing Business in Mexico. Gray Newman. Business International. 1993.

This work examines the dramatic changes occurring in Mexico's business environment. The author's purpose is to assist business leaders in addressing these changes and the opportunities that result. It is based on interviews with leading government officials, economists, and executives. Of particular interest are the sector profiles in agriculture, and the automotive, computer, petrochemical, maquiladora and service industries. It is published by the highly regarded Business International Corporation.

LOCATION: ADMIN HG 5162 N48 1993 (Main Stacks)

* **Business Mexico: A Practical Guide to Understanding Mexican Business Culture.** Peggy Kenna. Passport Books. 1994.

Peggy Kenna has authored a series of pocket size books which provide the reader with simple, straight forward advice on conducting business in a foreign setting. Her guides include coverage for Italy, China, Japan, Korea, Mexico, and Taiwan. Although the guides compare American business culture with the respective culture of the country analyzed, the comparison is also relevant for the Canadian business audience. Each guide addresses the major differences between the two cultures in the areas of business etiquette, communications style, problem solving and decision making, and meetings and presentation style. For example in the area of communication style Americans tend to be direct and to the point. They are not enamored of titles in introductions. Mexicans are more indirect, tending to speak in a round about way, and not always coming directly to the point. Mexicans value titles and will maximize the differences between people due to sex, status, or age. To some degree these differences are a function of different histories with the United States having a democratic tradition and Mexico having a history characterized by colonialism and oppression. When it comes to negotiating Americans are very task oriented and want to get down to business through the use of formal agendas and formal time lines. On the other hand Mexicans have a more casual attitude towards time, prefer to establish a relationship before conducting business, and enjoy the emotional aspect of haggling in the bargaining process. The relative brevity of the guides clearly indicate that they are intended for a quick introductory read. Nonetheless, they provide practical nuggets of information particularly for those in need of cross-cultural training in a business setting.

LOCATION: ADMIN HF 5389 k457 1994 (Main Stacks)

Business Mexico: Business and Investment Opportunities in North America's Hottest Economy. Jan Fedorowicz. Probus. 1994.

This work is a comprehensive handbook which provides an overview of the sectoral opportunities available as well as the top 40 key markets. Other sections deal with descriptions on the emerging economy, the Mexican market, importing and exporting, market entry, and resources and contacts. It includes an appendix which describes each of the 31 states with accompanying socio-economic indicators in table form.

The authors see successful partnering or strategic alliances with local contacts as the key to success in the Mexican market.

LOCATION: ADMIN HF 3066 B87 1994 (Main Stacks)

Canada-Mexico Exporting Guide: Documents and Regulations for Exporting to Mexico.

External Affairs and International Trade Canada/Prospectus Inc. 1993.

This guide offers practical advice to the somewhat complicated process of exporting from Canada to Mexico. Areas covered include distribution, transportation, documentation, and customs regulations. The implications of NAFTA are considered as well. A where to go for additional assistance chapter concludes the guide.

LOCATION: Centre for International Business Studies

Canada-Mexico: Partnering for Success. Prospectus Inc./Townsend Trade Strategies. 1993.

As its title suggests, this report sees partnering as the key to doing business in Mexico. This partnering may take many forms such as co-marketing, co-production, joint ventures, or using Mexican based agents, distributors, or retailers. Against this requirement for partnering the Mexican market is analyzed, exporting techniques are discussed, and Mexico's business culture is made understandable. A section on the basic tools one can use to get started in the Mexican marketplace is also presented.

LOCATION: Centre for International Business Studies

The Complete Guide to Doing Business in Mexico. Anita Winsor. American Management Association. 1994.

The author has the experience of being a trade representative for the U.S.-Mexico Chamber of Commerce. From this perspective she lays out the cultural and economic peculiarities that business people can expect in one of the world's most vibrant market places. The book is broken into two main parts, the first dealing with all the unique aspects of the Mexican market and the second dealing with exporting to Mexico. Both sections are detailed, and provide practical information for the aspiring business operation. A third section is comprised of directories of useful organizations and businesses running from accountants to warehousing.

Although written for a United States audience the information is readily transferable to the Canada-Mexico context.

LOCATION: ADMIN HF 3066 W74 1994 (Main Stacks)

Cross-Border Links - A Directory of Organizations in Canada, Mexico, and the United States. Ricardo Hernandez. Inter-Hemispheric Education Resource Center. 1992.

This is a comprehensive directory which focuses on organizations with bi/trinational relations. The organizations are broken down into eight categories: networks for fair trade, labor, environment, advocacy organizations, academic institutions, government agencies, business groups, and electronic networks. Each organization is in turn profiled. This directory goes beyond the traditional business directory as it lists organizations active in labor, education, social justice, and the environment. Future editions are planned.
LOCATION: ADMIN HS 61 A2 C76 1992 (Reference)

Directory and Practical Guide 1994. Canadian Chamber of Commerce in Mexico. 1993.

With over 120 members in Mexico the Canadian Chamber of Commerce in Mexico has produced this publication to introduce the Canadian business presence and thereby encourage future business operations in the country. Each of the chamber members is profiled in the directory section. In the guide section a snapshot of the Mexican economy is provided. This includes demographics, major sectors of opportunity, major industrial groups, and top companies. Banking and finance services, professional assistance services, and major industrial and commercial chambers and associations are also listed. A section in Spanish profiles Canada for the Mexican audience.

LOCATION: Centre for International Business Studies

Doing Business in Mexico. Christopher Engholm. Prentice Hall. 1997.

The author reminds the reader in his introductory remarks that the U.S. Department of Commerce has identified Mexico as one of the countries in its list of "Big Emerging Markets" (BEMs) defined as core exporting opportunities. This has come about as a result of Mexico's large population, its high growth, its untapped markets, and of course the North American Free Trade Agreement (NAFTA). The book is designed specifically for small and medium sized companies. It is written in a question and answer format which makes it very easy to read. The author intends that the reader will become knowledgeable in three broad areas. A country background section provides an economic and political profile including an analysis of the 1994 peso crisis and Mexico's recovery from it. Secondly, business rules concerning buying, selling, manufacturing, and investing are made understandable. And thirdly, it is demonstrated how one can become more culturally sensitive in order to successfully live and work in Mexico. Interview profiles of individuals who are successfully doing business in Mexico are included throughout the text.

LOCATION: ADMIN HF 3238 U5 E54 1997 (Main Stacks)

Doing Business in Mexico. Jay Jessup. Prima Publishing. 1993.

In anticipation of North American continentalism, the authors see the lack of information on exporting as the greatest obstacle to trade. A practical step by step approach is recommended with no-nonsense chapters on a getting started checklist, pitfalls to avoid, and emerging areas of opportunity. Useful appendices and a resource guide for follow up contacts are also provided.

LOCATION: ADMIN HF 3237 J47 1993 (Reference)

* **Doing Business in Mexico: A Practical Guide**. Gus Gordon. Best Business Books/Haworth Press. 2002.

This title opens with an introduction that points out the comparative advantages Mexico has in conducting business internationally. These advantages include economical labour, a quality work product, geographical proximity to other North American markets, and relative economic and political stability. Within the context of these advantages, and some disadvantages, the reader is presented with the basics of operating a company in Mexico. Although the perspective is American, Canadians as NAFTA partners, will find this presentation useful. In fact, NAFTA and the maquila program, whereby raw materials and equipment are allowed into Mexico duty free for the purpose of deriving a final product, receive considerable attention. An overview of Mexican taxes, labour law, and fiscal requirements follows. The author cautions that although the Mexican and American tax systems look similar at first glance, the Mexican system is quite rigid with emphasis placed on the form of filing and compliance. Mexican labour law imposes additional employee benefits which tend to increase overall labour costs for the employer. Other matters deal with alternatives to beginning operations in Mexico, the mechanics of importing and exporting, and the implications of foreign currency transactions. Management and cultural issues are handled in a separate chapter. Emphasis is placed on the importance of social protocol in Mexico. Relationships are of great importance in the collectivist society of Mexico as opposed to the more individualistic style of American society. The practical nature of this guide is demonstrated in five appendices which conclude the text. Daily wage rates, two glossaries of financial terms, examples of Mexican financial statements, and a useful address listing are provided.

LOCATION: ADMIN HG 5162 G72 2002 (Main Stacks)

Doing Business with Mexico. Paul Leppert. Jain Publishing. 1996.

The author introduces this work with the comment that the national border between the United States and Mexico separates two vastly different societies. The relations between the two countries have been strained by military conflict, economic rivalry, and social animosity. An understanding of Mexican culture will do much to alleviate this anxiety. Part one of this book therefore lays the groundwork for doing this through an analysis of Mexican cultural foundations such as its mixed Indian and Spanish blood, the influence of church and family, and the influence of these factors on politics and law. Part two focuses on the economic and business environment in Mexico. The final part provides practical advice on travel tips, living in Mexico and useful addresses for further research.

LOCATION: ADMIN HF 3238 U5 L47 1996 (Main Stacks)

Encyclopedia of the North American Free Trade Agreement, the New American Community, and Latin-American Trade. Jerry M. Rosenberg. Greenwood Press. 1995.

This extensive encyclopedia was drafted with two objectives in mind. The first is to be a major resource reference for the North America Free Trade Agreement (NAFTA) between Canada, Mexico, and the United States. The second is to provide similar coverage for the New American Community (NAC), the projected unified community which will include all the nations of the Caribbean and Central and South America in an as yet not fully defined structure. The NAFTA entries are drawn from the official NAFTA Agreement and the various official and non-government publications published around the time of its signing. All the entries have a reference source specified in full bibliographic citation format which allows for further research. For example, the entry for maquiladoras, essentially foreign owned assembly plants close to the U.S. border, is some 2 pages in length with several see also suggestions and two source references. This volume is useful for anyone working on NAFTA or North/South American business initiatives.

LOCATION: ADMIN HC 94 R668 1995 (Reference)

Exports and Local Development: Mexico's New Maquiladoras. P. A. Wilson. University of Texas Press. 1992.

The author argues that both sides of the debate concerning the worth or value of Mexico's maquiladoras are not correct. Her intention is to refocus the debate to how host countries can use the global assembly industry in their best interests. Numerous case studies are provided. This study is useful as a source of background information for the offshore assembly industry in Mexico.

LOCATION: ADMIN HD 9734 M42 W55 1992 (Main Stacks)

Handbook of North American Industry: NAFTA and the Economies of Its Member Nations. John E. Cremeans. Bernan Press. 1998.

This comprehensive reference book will be of value to anyone working in the geographic context of NAFTA. Statistical information is drawn from each countries' major sources such as Statistics Canada, The United States Department of Commerce, and Mexico's Institute Nacional de Estadística, Geografía e Informática as well as many industry sources. The data is presented in industry-level detail, not just summaries and averages, to facilitate analysis and understanding. Further, the data is presented in similar format to allow for comparison between the countries. This approach works well except that the level of data available for the U.S. dwarfs its partners and can make comparison difficult. The distinctiveness of the presently used Canadian, Mexican, and U.S. industry classification schemes also poses problems which will not be overcome until the implementation of the North American Industry Classification System (NAICS) in the next few years. Part II of the book contains the standardized statistical chapters covering agriculture, mining, manufacturing, trade, and service producing industries. The 31 chapters in this part follow a standard format which make this section of some 400 pages of data manageable. In order to maximize the use of this part of the book the reader is advised to consult the "How to Use This Book" introduction. The first part of this volume contains feature articles about the North American economy and its movement towards NAFTA. The lead article addresses the first four years of NAFTA. Appendices include a synopsis of the agreement, an executive summary of a report by the U.S. President on the effect of NAFTA, and an overview of NAICS.

LOCATION: ADMIN HD 2328 H36 1998 (Reference)

How to Do Business in Mexico: Your Essential and Up-to-Date Guide for Success. Glenn Reed. University of Texas Press. 1997.

The preface to this guide notes that there is a real need for hard information and social/cultural guidelines in order to do business in Mexico. The emphasis is on practical information which can be used on a daily basis to conduct business. The characteristics of the Mexican market are laid out as are the political structures and the significant changes within those structures which have taken place in recent years to encourage business initiatives. The strength of this guide, however, is in those sections where the importance of business etiquette is addressed. The need to adapt to a different cultural and business environment is handled in chapters dealing with social graces, communicating, and making contact. In the discussion concerning the appropriate entry strategies the advantages and disadvantages of direct selling, brokers, distributors, and joint ventures are addressed. Other usable advice covers shipping logistics and advertising options. A number of useful appendices are included with coverage of trade associations and chambers of commerce, name protocols, and currency conversion charts. A very quick survey of the text can be had through a concluding 10 page chapter highlights summary.

LOCATION: ADMIN HF 3237 R44 1997 (Main Stacks)

Industrial Restructuring in Mexico. Maria de los Angeles Pozes. Center for U.S.-Mexican Studies, University of California, San Diego. 1993.

This research study focuses on the process of industrial restructuring which has been taking place in Mexico since the early 1980's. It looks at the situation of six large domestic industrial groups in Monterrey, a major industrial city in northeastern Mexico. The strategies these groups used to enter the international market place are examined. These include affiliations and joint investment with foreign firms, technology alliances, and supplier networks with foreign clients. These initiatives have implications for Mexico's future role in the North American economy.

LOCATION: ADMIN HC 135 D415 1993 (Main Stacks)

Kompass. Mexico. Kompass. Volumes 1 and 2. 1993.

This comprehensive directory is one of the publications of Kompass International which publishes business to business directories for the major countries and regions of the world. Volume 1 is the company section which allows access by corporate name and by city. For each entry basic company and factory details are provided along with a description of the product or service generated. Trade names, subsidiaries, and employee size are also indicated. Volume 2 provides detailed access to products and services. When using this volume one consults a list of products and services available in four languages; Spanish, English, French, and German to obtain a six figure reference. This number allows one to match the product or service to the appropriate companies.

LOCATION: ADMIN HF 5074 K6 1993 (Reference)

Making NAFTA Work: U.S. Firms and the New North American Business Environment.

Stephen Blank. North-South Center Press. 1998.

Although significant controversy still remains as to the benefits of the North America Free Trade Agreement (NAFTA), there is no doubt that the integration of the North American economy continues. The research in this book attempts to determine how business firms are responding to this new environment. It examines U.S. foreign investment in Canada and Mexico and notes the reduced barriers since the early 1980s. Then using a survey methodology it is determined that U.S. companies are adopting a North American focus in their corporate strategy and structure. Corporate perspectives now appreciate the concepts of economic community and continental integration. National concerns are no longer the key factors in determining subsidiary structures and corporate strategies. Yet at the same time national differences, in terms of employee and customer characteristics, remain. This points to the continuing need to consider local sensitivity in the new business environment developed as a result of NAFTA.

LOCATION: ADMIN HF 1746 B58 1998 (Main Stacks)

Management in Two Cultures: Bridging the Gap Between U.S. and Mexican Managers.

Eva S. Kras. Intercultural Press. 1989.

In this book the author attempts to remove the misunderstanding that often results when the different values and behaviours of Mexican and American cultures are brought to the business relationship. The research methodology used is a set of interviews with American and Mexican business executives. The research methodology is outlined in an appendix. From the interviews cultural differences are identified, discussed, and suggestions made to overcome the conflicts. The ten cultural traits compared include family, nationalism, status, and ethics. In addition ten factors of managing style are compared. They include control, staffing, competition, and planning. A summary table of these factors concludes and succinctly summarizes this portion of the text. The balance of the text contains hypothetical letters written by a Mexican and an American executive before and after they have gained insights into the cultural differences between themselves. This study is a practical guide to increased intercultural understanding for the three nations of the North American Free Trade Agreement (NAFTA).

LOCATION: ADMIN HF 5549.5 C6 K73 1989 (Main Stacks)

Mexico: A Primer for Canadian Business. Laurier Trade Development Centre. 1993.

This publication is designed to prepare Canadian business persons for doing business in Mexico by asking some basic questions. It is a very practical how to publication which includes market entry strategies as well as industry sector opportunities. Several cases studies are provided for illustration.

LOCATION: ADMIN HF 1480.15 M6 M49 1992 (Reference)

* **Mexico Business: the Portable Encyclopedia for Doing Business with Mexico.** James L. Nolan. World Trade Press. 2nd edition 1999.

This book is one of the titles in the World Trade Press, Country Business Guide Series. The other Latin American country covered is Argentina. Eight Pacific Rim countries are also covered. Each of the titles in the series generally follows the same 25 topic format except that this volume has a special chapter on the North American Free Trade Agreement. The 25 comprehensive chapters reflect extensive research that covers all aspects of conducting business with Mexico. Topics covered span the economy, foreign trade, business law, and corporate taxation. As Mexico has recently rewritten its foreign investment law (1993) and encouraged the maquila program, the chapter on foreign investment is of interest. The maquila program allows the duty free temporary import of materials for the production process. It has played a major role in the recovery of the debt-ridden Mexican economy over the last 20 years. The business culture section stresses the importance of understanding Mexico's history, tradition, and customs in order to operate successfully in the country. All of the Country Business Guides have a concluding chapter entitled "Important Addresses." These are useful as further sources of access to information from government agencies, trade associations, and business firms. Each guide also includes full colour, detailed, current maps of the respective country.

LOCATION: ADMIN HC 135 M49 1999 (Reference)

Mexico in the Global Economy. Harley Shaiken. Center for U.S.-Mexican Studies. University of California, San Diego. 1990.

This is a study which examines the use of advanced automation in three industrial sectors in Mexico: automobiles, computers and consumer electronics. The study was conducted before NAFTA. The author's intent is to determine whether or not high technology manufacturing will be drawn to newly industrializing countries. The case studies demonstrate that manufacturing processes can be sited in Mexico successfully and that problems encountered are not insurmountable.

LOCATION: ADMIN HC 135 S384 1990 (Main Stacks)

Mexico, NAFTA, and the Hardships of Progress: Historical Patterns and Shifting Methods of Oppression. Richard Krooth. McFarland & Company. 1995.

The subtitle of this book provides the reader with an insight into the historical methodology used by the author. He uses a sociohistorical perspective to document the economic and political events of Mexico's last two centuries. By doing so the stage is set for an analysis of the effect of NAFTA on Mexico and its future. NAFTA is portrayed in a less than favourable light. Mexico becomes a dumping ground for surplus U.S. industrial production and a source of cheap labour for U.S. companies operating under the maquiladoras. NAFTA is seen as a continuation of foreign, imperial interests controlling the Mexican nation state. The NAFTA analysis demonstrates the negative side of smaller countries aligning themselves with an economic heavyweight. As an alternative to the more traditional pro-business support given to NAFTA, this volume offers a stimulating opposing perspective.

LOCATION: ADMIN HC 133 K76 1995 (Main Stacks)

The NAFTA Guide: How NAFTA Will Affect You and Your Business. Alan S. Lederman. Harcourt Brace. 1995.

The author's intent is to provide a description of the more significant provisions of NAFTA. By so doing the key business opportunities the agreement opens up will be addressed. Also presented are the many trade barriers that continue in place. After an introduction to NAFTA and its fundamental concepts the guide moves to a discussion of the main components of the economies of each NAFTA country which are affected. These include exporting, services, and investment. As the removal of tariffs is a major part of NAFTA, exporting receives considerable attention. Questions on government procurement, intellectual property protection and dispute resolution are handled in separate chapters. Perhaps of most interest to potential business projects are the chapters dealing with the implications of NAFTA on the various industrial sectors. The six sectors that are analyzed in some detail are agriculture, energy, transportation, financial services, communications, and the automotive industry. For each sector the reader is presented with the setting in each of the NAFTA countries and the likely scenario resulting in the short term. Other industries less significantly affected by NAFTA receive briefer scrutiny. This guide highlights the major implications of NAFTA on Canada, Mexico, and the United States. It should not be seen as the authoritative word due to NAFTA's complexities and legal intricacies.

LOCATION: ADMIN KDZ 944 A41992 L42 1995 (Main Stacks)

NAFTA: Managing the Cultural Differences. Robert T. Moran. Gulf Publishing. 1994.

This book goes beyond the historical and political context of the North American Free Trade Agreement. The perspective offered is one which focuses on the cross-cultural environment of NAFTA. The culture and cultural values of Canada, Mexico and the United States are analyzed. Case studies are used to illustrate cross-cultural interactions and to reveal successful strategies that can be used to understand one's NAFTA partners. Canadian, Mexican, and American negotiating profiles are also developed. These are useful as they promote a basic understanding of the values that are important at the negotiating table.

LOCATION: ADMIN HF 1746 M67 1994 (Main Stacks)

The Official Mexico Business Communications Directory. 3rd edition. White and Gomez Associates. 1998.

The publisher notes that this directory uses a yellow pages type format to arrange a vast range of products and services from the Mexican marketplace. Section one provides general background information on Mexico as well as business entry, customs, and document requirement information. Classified industrial headings, or yellow pages, comprise the majority of section two covering goods and services from abrasives to zinc dealers. Also included in this section are Mexican associations and chambers of commerce. An extensive list of Mexican exporters arranged by industrial classification follows. New to the third edition are sections three and four dealing with Canadian and American exporters, companies, organizations, and government agencies active in the Mexican marketplace.

LOCATION: ADMIN HF 5074 M49 1998 (Reference)

* **Passport Mexico: Your Pocket Guide to Mexican Business, Culture and Etiquette.** Randy Malat. World Trade Press. 1996.

The World Trade Press publishes a series of pocket guides to the corporate culture of countries worldwide. Countries covered in the Latin and South American region include Argentina, Brazil, and Mexico. The focus of these condensed guides is the culture, customs, and business etiquette of the respective countries. The goal is to improve intercultural communication in business relationships. The format of each is identical with four sections providing an overview, a description of the business environment, a customs and etiquette section, and an additional information conclusion. The Mexican guide notes that Mexico is the largest Spanish-speaking country in the world and that its citizens delight in the use of their language. Mexicans have a conflicting love-hate relationship with their major trade and investment partner, the United States. The Mexican government has opened up the economy to foreign investment since the early 1980s. This has resulted in fast growth, particularly in the border region where foreign owned assembly plants or maquiladoras have thrived. Cultivating friendships and developing contacts are vital in the Mexican business environment. In Mexico business success comes to those who show patience in negotiation and respect for the country and its culture. The concluding chapters of the guides contain basic phrases used in every-day conversation, how to format correspondence and addresses for that country's postal system, and selected Internet addresses.

LOCATION: ADMIN HF 5389 M35 1996 (Main Stacks)

A Report on Government Procurement in Mexico. Townsend Trade Strategies. 1993.

This report was prepared for External Affairs and International Trade Canada to provide a comprehensive information base of the federal government procurement process in Mexico. From this base, business opportunities will emerge. Mexican state and municipal procurement is not covered. NAFTA's effect on the process is also investigated. It contains useful appendices of government organization lists, examples of public tender notifications, and registration requirements for suppliers.

LOCATION: Centre for International Business Studies

Strategies for Business in Mexico: Free Trade and the Emergence of North America, Inc.

Louis E.V. Nevaer. Quorum Books. 1995.

This book was published just as Mexico finished negotiating an international loan package to deal with the peso crisis of December, 1994. The author, who provides a consulting service in political risk assessment, believes the crisis will be a short term phenomenon because of Mexico's sound economic fundamentals. He examines the current situation in Mexico as it is integrated into a free trade economy. This involves assessing the Mexican market and looking at the various management strategies appropriate for Mexican alliances. Due to the complexity of Mexican nationalism and culture, considerable attention is given in the text to understanding the Mexican persona. The final part of the book deals with practical information on conducting business in Mexico. This includes such matters as the various aspects of exporting, foreign ownership, foreign investment, and corruption. Appendices hold address information on Mexican trade offices in the United States and Mexican trade organizations.

LOCATION: ADMIN HC 135 N44 1995 (Main Stacks)

Summary Report of the First Annual North American Business Forum, October 21-22, 1993. Armando Martinez Bravo. Center for U.S.-Mexican Studies, University of California, San Diego. 1993.

This Forum was attended by top business executives, trade policy analysts, and government officials from Canada, Mexico and the United States just prior to the passage of NAFTA to share experiences of doing business in Mexico. Major themes which were identified throughout the Forum included the need to appreciate the Mexican consumer culture and business customs, the need to make a long term business commitment, and the importance of partnering and joint ventures with Mexican companies. Various sectors are the topics of breakout sessions and these include transportation, textiles, food processing, insurance, and retailing. The manufacturing sector is discussed in the context of maquiladoras. The energy and environmental protection technology sectors are analyzed. A list of speakers and registrants is included. The intent of the organizers of the Forum is to have annual sessions under the auspices of the Center.

LOCATION: ADMIN HF 3212 N676 1993 (Main Stacks)

Window on Mexico: NAFTA and You. Canadian Manufacturers' Association. 1992.

The Canadian Manufacturer's Association has published this report to provide its members with an analysis of the condition, trends and prospects in Mexico. Divided into three parts, part 1 deals with aspects of the Mexican economy of interest to Canadian business people, and part 2 deals with NAFTA and its effect on practical concerns such as tariffs, customs administration, and rules of origin. The last part is concerned with key business addresses and contacts.

LOCATION: ADMIN HF 1766 W55 1992 (Reference)

PERIODICALS

* **Business Mexico**. American Chamber of Commerce of Mexico. Published monthly.

This glossy journal presents timely articles on subjects such as NAFTA, various business sectors such as finance, distribution, and real estate, along with interviews with significant business personalities. Articles regularly feature Mexico's top companies or top foreign companies while another regular section entitled "Markets and Merchandise" lists upcoming trade events. It is a useful source of reliable information on the Mexican economic and business environment in this post - NAFTA period.

LOCATION: Periodical Stacks

* **Country Report: Mexico**. Economist Intelligence Unit. Published quarterly.

The Economist Intelligence unit publishes some 200 country reports using the same basic format. Each contains a briefing in table form of the political and economic structure of the country. The economic indicators provided cover a five-year period and are useful for trend analysis. An outlook section follows which gives a political and economic outlook for up to a two year period. The remainder of the report is devoted to a review of the country consisting of the political scene, economic policy, the domestic economy, output and demand, and foreign trade and payments. Numerous tables and figures support the text.

LOCATION: Periodical Stacks

* **The Economist**. The Economist Newspaper Ltd. Published weekly.

Published by the Economist Group, this magazine, founded in 1843, has long been considered one of the most authoritative sources of information on international business and politics. Among others it maintains regular columns on regional areas such as the Americas, Asia, and Europe. There are also regular sections on business and finance/economics. An economic and financial indicators section regularly presents statistics on 15 developed countries in a multi-table format. A corresponding set of indicators is provided for 25 emerging countries. Where appropriate, forecasts for both the developed and the emerging sets of countries are also made available. The Economist also offers a number of free Web sites which are listed in the table of contents of each issue. A particularly useful Web site is "Country Briefings" which provides news, country profiles, forecasts, and statistics for countries worldwide. The address for this service is at <http://www.economist.com/countries>.

LOCATION: Periodical Stacks

* **International Economic Scoreboard**. The Conference Board. Published six times per year.

This publication contains a combination of concise perspectives on the economies of nations around the world along with forecasts for the current and forthcoming year. Two of the six annual issues are subtitled "Long-Term Outlook" and have forecasts for two years plus the current year. The economists are either on the staff of the Conference Board or other internationally respected organizations. The forecasts cover exchange rates, GDP, consumer prices, unemployment, and short-term interest rates. More than one forecast is normally offered for each major country. This approach is useful in that it assists one in determining a more definitive range for the forecasted figures.

LOCATION: Periodical Stacks

* **Latin American Business Review**. International Business Press. Published quarterly.

This new refereed journal is jointly published by universities in Mexico, Brazil, and the United States. The intent is to keep readers current in regard to the business and economic environments of all the countries of Latin America. It is interdisciplinary in nature and covers subjects such as business development, industry studies, trade policy, financial markets, and cross-cultural studies. The formats include short survey articles, case studies, and theoretical and empirical research papers.

LOCATION: Periodical Stacks

* **World Economic Outlook**. International Monetary Fund. Published biannually.

This survey of economic prospects and policy issues from the International Monetary Fund (IMF) is compiled from information provided by member countries. The analysis is both current and detailed with each major region of the world considered in turn. Each issue also deals with a current and topical matter. The most recent release, for example, focuses on recessions and recoveries in the world's industrial countries. The analysis identifies 93 business cycles in 21 countries over the period 1973-2000. The narrative throughout is supported in a comprehensive fashion by an extensive array of tables, boxes, and figures on all aspects of country, regional, and world statistics.

LOCATION: ADMIN HC 10 W7979 (Reference)

DATABASES

* **Canadian Business and Current Affairs (CBCA) Full Text Reference.** Micromedia ProQuest. 1982 to the present.

This product provides indexing to over 250,000 records per year which have appeared in over 650 Canadian business periodicals. The titles cover the mainstream of Canadian periodical publishing including popular, current affairs, trade, business, special interest, and academic publications. Eight Canadian daily newspapers, including the Globe and Mail, the Financial Post, and the full-text of the Canadian Press Newswire are covered. Full-text articles are provided for over 170 of the periodicals from 1993 forward. Company, product, and industry information is readily searchable as is compiling a list of articles by country or geographic region. The database is updated every month and the coverage dates from 1982.

LOCATION: Databases, University of Manitoba Libraries' Home Page

ADDRESS: <http://www.umanitoba.ca/libraries/>

* **ProQuest Direct ABI/INFORM Global.** ProQuest Information and Learning. 1971 to the present.

This database contains thorough indexing and abstracting of articles from more than 1,600 international business and management journals. Full-text or page images of the articles are available for the majority of the titles. Although the majority of the journals are published in the United States, more than 350 are international thus ensuring coverage of the global marketplace. The service is updated on a continual basis with indexing and abstracting coverage dating back to 1971 with full-text and page image coverage from 1986. Searching on the database is user friendly using keywords in either a basic or advanced mode or by searching by publication.

LOCATION: Databases, University of Manitoba Libraries' Home Page

ADDRESS: <http://www.umanitoba.ca/libraries/>

* **Stat-USA Internet. U.S. Department of Commerce.**

This database is one of the U.S. Government's main repositories for business, trade, and economic information. A sub-section of the site, the "National Trade Data Bank (NTDB)," provides access to country commercial guides, market research reports, and statistical data in many forms for the major economies of the world. An international trade library within NTDB categorizes the various documents by broad category for an alternative means to search the site. The documents are both full-text searchable and searchable by country and product.

LOCATION: Databases, University of Manitoba Libraries' Home Page

ADDRESS: <http://www.umanitoba.ca/libraries/>

SELECTED INTERNET SITES

COUNTRY

Argentina

* **Argentina Business**

This site is managed by the Argentina Investment Bureau (Fundacion Invertir Argentina) in Buenos Aires, a private organization of major companies and government agencies. Currently, some of the content of the site is drawn from the reference book, Argentina Business: The Portable Encyclopedia for Doing Business with Argentina. For a description of this title see the section on Argentina on page 4. Major areas covered in the site include the economy, setting up a company, foreign investment, trade agreements, labour in Argentina, and living in Argentina. The services of the Bureau are described for those needing further assistance. The Bureau's electronic newsletter "Argentina Monthly" is available for downloading. Each issue generally reviews a major sector of the economy.

Address: <http://www.invertir.com/index.html>

Bolivia

* **Embassy of Bolivia in Canada**

This site is one of a few which offer a current English language resource for business and investment information on Bolivia. Under the menu item "Bolivia," a country profile is sketched through the use of economic, geographic, and political narratives. An "Investment" section provides a complete guide to the foreign investment process in Bolivia including the tax, financial, and legal regimes in place. Sectors of opportunity are analyzed including the agricultural, forestry, mining, and tourism sectors. Links to a number of other government and non-government sites are provided, but the majority of these sites are in Spanish.

Address: <http://www.iosphere.net/~bolcan/english/frameeng.html>

Brazil

* **BrazilTradeNet**

Supported by the Brazilian Ministry of Foreign Relations, Trade Promotion Department, this site provides access to business opportunities, economic indicators on Brazil and Mercosur, useful addresses, and links to other related sites. Companies or individuals interested in doing business with Brazil would turn to the sections on foreign trade or foreign investments for information on export offers on products and services, Brazilian companies, or legal guidance about investing in Brazil. Free registration on the site allows access to business opportunities and a "Brazilian Company Register."

Address: <http://www.braziltradenet.gov.br/>

Chile

* **ProChile (Chilean Trade Commission)**

This agency of the Ministry of Foreign Affairs maintains a Web site and database to provide international business people with the latest information on opportunities in trade, investment, and travel. Company and products are searchable on an export database. Sector studies of Chile's leading industries are available and each sector in turn is broken down by individual product. The sector studies include agricultural produce, wine and beverages, mining, and chemicals among others. Chile's advantages as a business partner are featured along with sections on importing from and exporting to Chile. Business opportunities are outlined and a trade show calendar is regularly updated.

Address: <http://www.chileinfo.com/inicio/>

Colombia

* **Coinvertir/Invest in Colombia Corporation**

Coinvertir is a Columbian corporation, a mixed private non-profit entity, created by the government and some 90 national and multinational companies to promote and facilitate the development of foreign investment initiatives in Columbia and Columbians' investments abroad. It contains four major sections which focus on legal information, economic information, sectoral profiles, and life and culture. All the sections present information in a thorough, detailed fashion in a format that is easy to use and to navigate through. For example, the "Economics" section presents data in the form of talking points, macroeconomic and market size indicators, and foreign investment specifics. A very useful foreign investment guide is available for viewing or downloading. This site has recently won an award for most improved investment promotion agency.

Address: <http://www.coinvertir.org.co/>

Ecuador

* **CORPEI (The Export and Investment Promotion Corporation of Ecuador)**

This non-profit agency was created to contribute to the economic growth of the country through the promotion of exports and investment. As such it offers a country profile complete with economic, geographic, political, and demographic descriptions. A section on "Investments in Ecuador" offers necessary legal information, investment projects currently in place, and investment opportunities. An "Exportable Products" section reviews the various sectors and sub-sectors involved in exporting. An "Ecuadorian Exporters Directory" is available and searchable by product or company. Currently, parts of the site are not available in an English translation.

Address: <http://www.corpei.org/index1.asp?LN=EN>

Guyana

* Guyana Office for Investment (GO-INVEST)

This agency was established in the mid-1990s, under the umbrella of the Office of the President, to promote and facilitate local and foreign investment. It is intended to be the primary contact for investors seeking assistance. The site provides a country profile and an overview of Guyana's economy as introductory sections. Investment opportunities are outlined in conjunction with sector studies which focus on agribusiness, mining, and tourism among others. In conjunction with investment opportunities, an "Export Promotion" section outlines various trading arrangements and protocols currently in place. Other useful parts of the site cover the institutional framework within the country, banking and finance, taxation, and employment regulations. There is also a guide to starting a business in Guyana.

Address: <http://www.goinvest.info/index.htm>

Jamaica

* Export Jamaica

This site is a service of the Jamaica Exporters Association (JEA). A "Jamaican Exporters Directory" allows keyword searching and company searching of 15 sectors ranging from building products to tourism. An extensive publication and market research section provides either downloadable titles or publications which can be purchased directly from the JEA itself. An upcoming events section and a press release service are used to keep the site timely. Numerous links are available including one to JAMPRO, the government of Jamaica's investment and export promotion agency. This site, available at <http://www.investjamaica.com/>, provides an investor guide, key statistics on Jamaica, and investment sector studies among other services.

Address: <http://www.exportjamaica.org/>

Paraguay

* PROPARAGUAY

This institution, under the jurisdiction of the Ministry of Foreign Affairs, is mandated to promote Paraguayan exports of non-traditional products and the investment of national and foreign capital in support of economic development. The site contains a socioeconomic country profile of Paraguay's departments. Trade statistics are supplied over a seven-year period for both exports and imports by country and product. An "Investment" section outlines opportunities by sector, incentives offered for economic development, trade agreements in place, and infrastructure details. A summary of the laws or the legal regime concerning the foreign investment legal framework is also available. A trade fairs and events sub-site is kept current.

Address: http://www.proparaguay.gov.py/e_index.html

Peru

* ProInversion (Investment Promotion Agency)

This government agency was created in April 2002 with the mandate of promoting private investment in Peru. This site is still under development. In the section about investing in Peru, human resources, capital markets, and economic indicators are used to sketch a favourable image of the country. The indicators section is currently only available in Spanish. The investment opportunities section is under construction. Peru's economy is analyzed in a series of graphs, tables, and charts. Background information on Peru's 25 departments is available through a "Come to Peru" portion of the site. Each department is described in terms of its history and tourist potential.

Address: <http://www.proinversion.gob.pe/ENGLISH/default.htm>

Uruguay

* Embassy of Uruguay in Canada

This is one of the few good Web sites on Uruguay which provides business and economic information in English. There is a brief news section which offers the latest trade news concerning Canada and Uruguay. An extensive report on the mining sector is available by navigating through the section on the economy, moving through investment, and selecting mining in Uruguay. It outlines the regulatory framework, structure, and business opportunities of the industry. Links are provided to other sites although they are often Spanish language sites.

Address: <http://www.iosphere.net/~uruott/index.html>

Venezuela

* CONAPRI (Venezuelan Council for Investment Promotion)

This non-profit organization is a joint venture between the government and private business firms dedicated to promoting foreign investment in the country. Venezuela's business context is outlined in terms of a country profile, available incentives, a section on investing step by step, and a frequent questions section. The section on investing is particularly useful as it contains both a flow diagram on how to navigate one's venture and a guide to the investor. The guide demonstrates how to request registrations, permits, and licences. A statistical section provides the necessary economic, social, and demographic data required. The Venezuelan legal framework section contains not only key laws and bills, but also has the laws arranged by specific sector. Investment opportunities are also arranged sector by sector.

Address: <http://www.conapri.org/default.asp>

CARIBBEAN, LATIN AMERICA, AND SOUTH AMERICA REGION

* **CARICOM (Caribbean Community)**

This is the official site of the 15 member Caribbean Community. The organization promotes economic cooperation among its member states. In addition to information about its mission, objectives, and institutions, this site provides useful news and economic information about the members. Country profiles of the member countries are found under related links and statistical information is found under the statistics section. The regional issues section has a mixed selection of documents including an investment guide on Montserrat, a paper on opportunities for EU investors, and excerpts from a Caribbean trade and investment report. Numerous links are provided to other Caribbean sites.

Address: <http://www.caricom.org/>

* **Infoexport (Latin America and Caribbean)**

This service is a sub-section of Infoexport (Canadian Trade Commissioner Service) which in turn is part of the Canadian Department of Foreign Affairs and International Trade. From the main site address noted below one can select from the site map reports and services by country. The Latin America and the Caribbean portion presently provides detailed information on the 20 countries where Canada has Trade Commissioner Service offices. Reports on other Latin American countries are also available, but in a less structured format. Each country is analyzed in terms of its business climate and its dominant sectors. Links are provided to other important sites, both Canadian and of the country in question.

Address: <http://www.infoexport.gc.ca/>

* **Latin American Network Information Center (LANIC)**

This site is managed by the Lozano Long Institute of Latin American Studies at the University of Texas at Austin. LANIC's mission is to facilitate access to information via the Internet to, from, or on Latin America. The site is extensive, having been established in 1992, and is constantly being updated. The site map is the best point of access as it divides LANIC into two main directories, one by country and one by subject. The entries of most relevance to business research include business economy, finance, government statistics, and trade. Each will lead to a sub-set of sites often arranged by country and types of information. For example, the business entry is arranged with country headings, regional business resource headings, and international business headings. The LANIC site has been chosen as a Forbes Best of the Web winner among other awards.

Address: <http://info.lanic.utexas.edu/>

INTERNATIONAL

* **CIA World Factbook**

The Central Intelligence Agency's (CIA) Factbook has been a reliable source of international information since it was made available to the general public in 1975 and this tradition continues with its more recent availability via the Internet. It provides ready access to basic country profiles for every current country worldwide. Each country entry opens with a flag and map. There are also broader based regional reference maps which are useful for placing the individual country in its geographical context. A standard format is then followed with information for each country entry presented under the following headings: geography, people, government, economy, communications, transportation, military, and transnational issues. The information is presented in a concise fashion and is generally as current as can be expected; updates are made through the year as required for the Web version. The site has a number of very useful appendices; one deals with international abbreviations or acronyms and a second with international organizations and groups where membership and purpose are specified. Overall, the Factbook remains a solid source of basic information; however, in-depth analysis will have to be sought elsewhere.

Address: <http://www.odci.gov/cia/publications/factbook/index.html>

* **Export.gov (U.S. Government Export Portal)**

This site is the U.S. Government's main online resource for U.S. companies engaged in exporting. It pulls together the information resources of 19 U.S. federal agencies. It provides export counseling and export promotion advice in the form of articles and frequently asked questions, as well as country and industry market research. The country and market research portion of the service is immense as it is drawn from all U.S. federal sources including embassies, consulates, and overseas offices in addition to traditional home services and programs. Although the site is clearly geared for the American audience, it can be utilized by the Canadian international business researcher.

Address: <http://www.export.gov/>

* **Exportall**

Described as a one-stop source for export and international business information, this site will eventually provide information on over 200 countries. The product of two Dutch companies, Dutch Export Consultancy and Worldwide Info Search, the site is comprised of two directories. There is a general directory that provides access to broad-based business and industry Web sites and a country directory which provides specific information on that country's business, industry, facts and figures, government, politics, news, etc.

Address: <http://www.exportall.nl/index.html>

* **ExportSource (Team Canada Inc.)**

Team Canada Inc. is a network of 21 federal government departments and agencies set up to help Canadian businesses in the international market place. It describes itself as Canada's most comprehensive source of export information and services. The site provides tools and guides to export preparation and exporting such as a "Step-by-Step Guide to Exporting" and a "RoadMap to Exporting." Regional export information is available by province or territory. Back issues of CanadExport, the trade newsletter of the Department of Foreign Affairs and International Trade are available online.

Address: <http://exportsource.ca/>

* **globalEDGE**

This site was formerly known as International Business Resources on the WWW. It is still maintained by the Center for International Business Education and Research at Michigan State University (MSU-CIBER). It now describes itself as a Web portal that connects international business professionals to resources on global business activities. One of the basic access points is by country with more than 190 countries covered in terms of their business climate, political structure, history, and statistical resources. There is also a directory of global resources which can be searched by keyword or accessed by categories of specific orientation and content. For example, the government category leads to entries for government sites which generate information through their respective agencies, ministries, and departments. One of the features of the site is a section entitled "Market Potential Indicators for Emerging Markets" where some 24 countries are ranked for their potential, using categories such as market size, market intensity, market consumption capacity, and market receptivity. This site receives high praise in the international business literature.

Address: <http://globaledge.msu.edu/ibrd/ibrd.asp>

* **Governments on the WWW**

This site will be tremendously useful to any business researcher seeking government generated information from a particular country. As the site describes itself it is a comprehensive database of governmental institutions on the World Wide Web including parliaments, ministries, offices, law courts, embassies, city councils, public broadcasting corporations, central banks, multi-governmental institutions, etc. The thousands of entries are from more than 220 countries and are updated regularly. The sites are categorized and new entries are placed in a history section for viewing updates separately from the main listing.

Address: <http://www.gksoft.com/govt/>

* **Infoexport (Canadian Trade Commissioner Service)**

A service of the Department of Foreign Affairs and International Trade, this site provides access to hundreds of sectoral market studies and country specific reports prepared by the 140 Canadian trade commissioner offices around the world. Although the site is intended for companies with export intentions, it is also suited for international business research. The site is searchable by keyword, but is easier to search by sector or country. As the site is intended for Canadians only, a free registration process is required. Links to other useful Canadian governmental sites are also provided.

Address: <http://www.infoexport.gc.ca/>

* **Library of Congress**

A section of the Library of Congress site entitled "Portals to the World," accessible through a site map, provides access to hundreds of international business resources arranged by country. Every country in the world will be included by 2003. Each country is broken down by broad subject area and this includes a section usually entitled "Business, Commerce, and Industry." The business section then provides links to other sites relevant to business and that particular country. For example, for South Korea links are provided for the Bank of Korea, the Korea Development Institute, and the Korea Institute for International Economic Policy. A map of the respective country is also provided along with, in many cases, a corresponding country guide.

Address: <http://www.loc.gov/>

* **Manitoba Trade and Investment (MTI)**

The Manitoba Trade and Investment Corporation is an agency of the provincial government with the mission of building the Manitoba economy through industry development, export, and investment marketing opportunities. One of its sub-sites entitled "Manitoba Export Services" offers programs and services for Manitoba businesses wishing to pursue international export opportunities. Various tools and guides on how to export are provided in conjunction with the federal government. Country market profiles are available which in turn utilize various links including federal government sites such as Strategis and Canadian embassies worldwide. Information is also provided on Manitoba's International Projects Initiative, which provides assistance to Manitoba companies seeking international exposure.

Address: <http://www.gov.mb.ca/itm/trade/index.html>

* **Organization for Economic Cooperation and Development (OECD)**

The OECD, an international organization with the mandate of helping governments tackle economic, social, and governance challenges, currently has a membership of some 30 countries. A very useful section of this site is the "Economics Department" and in particular its "Economic Surveys." Approximately 18 surveys are published per year, of both member and non-member countries. For example an "Economic Survey of Japan" was published in late 2002 and the assessment and recommendations portion of the survey can be downloaded free of charge. Perhaps the most convenient way to use this site is via a member country search which makes available links to all OECD documents about that country. External links to additional non-OECD macroeconomic reports and data are provided for a number of countries. The OECD "Economic Outlook" section provides the latest forecast information and trends for member and major non-member countries for a two-year period. The statistics section is immense and very useful for raw data.

Address: <http://www.oecd.org>

* **Strategis**

Strategis is Industry Canada's major initiative on the Internet providing business and consumer information for Canadians on the broad subjects of business, trade, and investment for both the domestic and international markets. The section on trade and investment leads to international business opportunities and in particular trade strategies for specific sectors, market research broken down by region and in turn by country, and various resources and services available from the government for exporting or importing. For example market research reports are available for every major country in the world. As an illustration Brazil's entry reveals some 30 items ranging from Brazil's international business practices to current economic trends and investment climate. Sector studies range from consumer products to biotechnology. The information provided is drawn from sources beyond Industry Canada and includes the United States Department of Commerce and the Central Intelligence Agency.

Address: <http://strategis.ic.gc.ca/engdoc/main.html>

* **VIBES: Virtual International Business & Economic Sources**

This site, maintained at the J. Murrey Atkins Library at the University of North Carolina at Charlotte, provides links to over 1,600 sources of international business and economic information. A comprehensive section covers all parts of the world, a regional section covers a continent or specific region, and the national section covers individual nations. The comprehensive section is arranged in 18 broad subject categories from agricultural products to trade issues. VIBES does not include fee-based services or business directories and states that all the sources listed can be used free of charge.

Address: <http://libweb.uncc.edu/ref-bus/vibehome.htm>

* **World Bank Group**

The World Bank site has a number of sections of potential use for international business researchers. Of particular note are the "Countries & Regions" and the "Data & Statistics" sections. The former provides a country or regional briefing along with tables of current economic indicators. The briefing includes commentary on the country's or region's economic development and current policy issues along with a description of active World Bank initiatives in the area. The "Data & Statistics" section uses official statistics derived from the national governments of its members. The data is available by country or country grouping, by topic, in quick reference tables, and in map format for world development indicators.

Address: <http://www.worldbank.org/>

* **World Trade Organization**

The World Trade Organization (WTO) was established in 1995 succeeding the General Agreement on Tariffs and Trade (GATT). With 144 members it is the international organization dedicated to the rules of trade between nations. Its goal is to help producers of goods and services, exporters, and importers carry on their business. This site explains the WTO's scope of operations and in particular the legal agreements among countries known as the multilateral trading system. These agreements or contracts guarantee member countries rights and also bind countries to limit their trade policies. The dispute settling mechanism of the WTO is explained and flow charted. International trade statistics are available for downloading by region, by sector, or by product. Useful features include site links to the national statistical offices and to other major national sources of its member countries. Links are also available to other major international and regional organizations such as the World Bank, the International Monetary Fund (IMF), and the Organization for Economic Co-operation (OECD).

Address: <http://www.wto.org/>



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December 2002