

Mexico - Canada Trade Missions

2026

COMCE participates as a **strategic ally** in trade missions across the world, reaffirming its commitment to **strengthen business linkages**. Through institutional support and its extensive network of members, it promotes **spaces for dialogue** and coordination aimed at facilitating engagement between key sectors, advancing investment projects, and consolidating bilateral agendas focused on productive integration and regional competitiveness.

The North American region accounts for **more than 80%** of Mexico's foreign trade, making it an indispensable **strategic space** for private sector competitiveness. In this context, deepening relationships with partners such as Canada is not only an economic priority, but a structural condition for the sustained growth of Mexican companies in the global market.

In **2026**, the **North American International Section** has actively collaborated with government initiatives to encourage the participation of Mexican companies in **strengthening trade and investment relations with Canada**. This joint effort has allowed us to build a solid and sustained agenda, true to the motto that guides COMCE's work: **"Taking the best of Mexico to the world and bringing the best of the world to Mexico."**



Team Canada Trade Mission to Mexico

FEBRUARY 16 - 17, 2026

The **Honourable Dominic LeBlanc**, President of the King's Privy Council for Canada and Minister responsible for Canada–United States Trade, Intergovernmental Affairs, Internal Trade and the Canadian One Economy, led a **Team Canada Trade Mission to Mexico** from **February 15 to 20, 2026**.

With more than **370 delegates** and over **240 organizations** from across Canada, this was the largest Canadian trade mission to Mexico in the past two decades, reflecting the strong interest of the Canadian business community in expanding its presence in the Mexican market and further strengthening the bilateral economic relationship.

The agenda included meetings with Mexican companies and authorities in Mexico City, Guadalajara, and Monterrey to identify investment opportunities, deepen cooperation in strategic sectors, and lay the groundwork for long-term partnerships between both countries.

FEBRUARY 16, 2026

Plenary Session and Mission Launch

The plenary session represented an exercise in strategic alignment between **Mexico and Canada** in a particularly relevant context, given the upcoming review of the USMCA trade agreement, scheduled for the second half of 2026. Beyond its formal nature, the dialogue reflected a shared commitment to strengthening bilateral coordination and providing greater certainty to the private sector in the face of potential volatility in North America.

In this context, the **Minister of Economy, Marcelo Ebrard**, emphasized the importance of deepening the economic relationship between the two countries, while government officials and business representatives agreed on the need to consolidate a long-term, coordinated approach.



FEBRUARY 16, 2026

Plenary Session and Mission Launch

Among the participants were, among others, the **Ambassador of Canada to Mexico, Cameron McKay**; **Valeria Moy**, Executive Director of **Mexican Institute for Competitiveness (IMCO)**; and, of course, **Minister LeBlanc**.

Among the main outcomes was the announcement of a **2026–2030 Economic Action Plan** aimed at facilitating trade, promoting reciprocal investment, and strengthening regulatory cooperation, thereby complementing the USMCA framework. Priority strategic sectors were also addressed, including **advanced manufacturing, clean energy, critical minerals, agribusiness, artificial intelligence, and biotechnology**, recognizing that regional competitiveness increasingly depends on technological integration, legal certainty, and resilient supply chains.

In this context, a Memorandum of Understanding (MoU) was signed between the **Business Coordinating Council (CCE)**, represented by its President, **José Medina Mora**, and the President and CEO of the **Business Council of Canada, Goldy Hyder**, establishing a permanent mechanism for business dialogue.



FEBRUARY 16, 2026

Business to Business Meetings

Subsequently, **B2B meetings** were held in Mexico City, with extensions in Guadalajara and Monterrey, focusing on the **agrifood, automotive and advanced manufacturing, green technologies and clean energy, information technologies, and creative industries** sectors.

Throughout the mission, approximately **1,800 business meetings** were conducted, consolidating this visit as the largest bilateral trade mission ever recorded between Mexico and Canada. These engagements helped translate political dialogue into concrete business opportunities, laying the groundwork for new partnerships and investment projects.



FEBRUARY 16, 2026

Meeting with Ministers of Trade

In parallel, a meeting was held between **COMCE** and the **Ministers of Trade** from the provinces of **Manitoba, Ontario, and Alberta**, organized in coordination with the **Canadian Embassy in Mexico**.

During the meeting, COMCE presented its institutional structure, the work of its sections and committees, and the mechanisms through which it promotes foreign trade, investment, and technology transfer. For their part, the Canadian officials outlined their strategic priorities and expressed their interest in **strengthening collaboration with Mexican companies**, particularly in the **mining and critical minerals sectors**, highlighting the potential for cooperation and joint investment.

As a result of the meeting, it was agreed to promote webinars and training programs for Mexican companies interested in the Canadian market, as well as to maintain a permanent communication channel to share strategic information and follow up on **trade and investment opportunities**.



FEBRUARY 16, 2026

Official Reception for the Mission

To conclude the first day, an **official reception** was held at **Hacienda de los Morales**, attended by **The Honourable Dominic LeBlanc**, the Ambassador of Canada to Mexico, **Cameron MacKay**, the Mexican Minister of Foreign Affairs, **Juan Ramón de la Fuente**, and the Mexican Ambassador to Canada, **Carlos Joaquín**.

During the event, Minister LeBlanc and Minister Juan Ramón de la Fuente delivered remarks underscoring Canada's interest in **expanding and diversifying its economic presence in Mexico**, while reaffirming **Mexico's role as a reliable strategic partner and attractive destination for investment**. Their remarks reflected the shared commitment of both governments to further strengthening the bilateral relationship in a context of deepening regional integration.



FEBRUARY 17, 2026

Visit to Senate

Part of the delegation traveled to **Guadalajara** and **Monterrey**, while those who remained in Mexico City carried out visits to the **Senate of the Republic**, led by **Candace Laing**, President and CEO of the Canadian Chamber of Commerce. During the meeting, security was addressed as a priority issue for **Canadian investors and companies**.

The Chair of the Senate Foreign Affairs Committee, **Alejandro Murat Hinojosa**, highlighted the measures implemented by the Mexican State, including recent reforms and the deployment of more than **130,000** members of the National Guard, aimed at strengthening **investment protection and cross-border collaboration**. The **strategic nature** of the **Mexico–Canada relationship** was also reaffirmed, and discussions covered **productive integration, infrastructure, and economic security**, with the objective of consolidating cooperation grounded in **certainty** and **a long-term vision**.



FEBRUARY 17, 2026

Mexico - Canada Forum

Subsequently, the delegation visited **Scotiabank's** corporate offices, where three high-level panels were held focused on the trade relationship between Mexico and Canada.

Armando Ortega, Chair of **COMCE's México-Canadá Bilateral Business Committee**, participated as a speaker in **Panel 3, titled "Deepening the Mexico-Canada Trade Relationship,"** which addressed the strengthening of commercial ties in strategic sectors. Moderated by **Carla Bustillos**, Executive Director of CANCHAM Mexico, the panel brought together senior leaders including **Meigan Terry** of Scotiabank, **Pierre Alarie** of ATCO, **Rafael García** of TC Energy, and **Oscar Del Cueto Cuevas** of Canadian Pacific Kansas City.



FEBRUARY 17, 2026

Mexico - Canada Forum

In his remarks, he emphasized the need to regionally integrate the **critical minerals** value chain, underscoring its importance for national security and economic efficiency. He also highlighted the importance of expanding **labor mobility between Mexico and Canada** beyond the agricultural sector to include areas such as manufacturing and services. Finally, he underscored the strategic role of **COMCE** in advancing these objectives of **integration and bilateral cooperation**.



FEBRUARY 17, 2026


Mexico - Canada Forum Reception

The day concluded with a reception held on the terrace of **Scotiabank's** corporate headquarters.

During the event, welcome remarks were delivered by representatives of the host organizations, including **Pablo Elek**, CEO of **Scotiabank Mexico**; **Luis Noriega**, President of **CANCHAM Mexico**; **Candace Laing**, President and CEO of the **Canadian Chamber of Commerce**; and **H.E. Carlos Manuel Joaquín González**, **Ambassador of Mexico to Canada**. In their remarks, they highlighted the strategic value of the trade mission and the importance of continuing to promote diversification efforts and strengthen bilateral trade.

The reception was also attended by **José Medina Mora**, President of the **Business Coordinating Council (CCE)**; **Sergio Contreras**, Executive President of **COMCE**; as well as members of COMCE's North America International Section.





Mexico's Trade Mission to Canada

MAY 6 - 7TH, 2026

Our special thanks to our sponsor



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The **Mexico Canada Trade Mission 2026**, led by **Secretary Marcelo Ebrard**, was an official initiative of the government of Mexico aimed at **positioning Mexican companies in the Canadian market** as top-tier strategic partners, leveraging the framework of the USMCA and the Canada-Mexico Action Plan.

On behalf of **COMCE**, the Director of the International North America Section, **Lucero Wiley**, participated in the full mission agenda supporting our members, positioning COMCE as a reference organization, and building strategic alliances with Canadian counterparts.

As a result, the mission brought together **244 delegates from Mexican companies**, more than **two thousand B2B meetings**, and the signing of **more than 10 memorandums of understanding** in sectors such as life sciences, agri-food, education, and creative industries. The mission also triggered high-impact investment announcements, such as 200 million Canadian dollars from **Grupo Bimbo** to modernize its facilities in Canada, and the 2 billion dollars from **Solar International Core Canada** for the construction of a pharmaceutical ingredients plant in the state of Hidalgo.

WEDNESDAY MAY 6TH

Welcome Cocktail

The mission began with a welcome cocktail hosted by Netflix at Casa Madera Restaurant in Toronto. During the event, the **Hon. Dominic LeBlanc**, joined by the Ambassador of Canada to Mexico, **Cameron MacKay**, the Ambassador of Mexico to Canada, **Carlos Manuel Joaquín González**, and **Ximena Escobedo**, Undersecretary of Industry and Trade at the Ministry of Economy, delivered remarks on **strengthening bilateral collaboration** and **deepening internationalization ties** between the two countries.

The event served as the first networking space ahead of the formal launch of the mission.



THURSDAY, MAY 7TH

Mission Launch

The launch ceremony was attended by the **Secretary of Economy, Marcelo Ebrard**, and the **Canada's Minister of Trade, Dominic LeBlanc**, who marked the official start of the Mission's agenda.

Also participating in the event were **Scott Thomson, CEO of Scotiabank**, **Pablo Elek Hansberg, CEO of Scotiabank Mexico**, and **Dr. Luis Rosendo Gutiérrez, Undersecretary of Foreign Trade**, who all spoke about the opportunities this mission represents for both nations.

Also in attendance was **Francisco N. González**, President of the National Auto Parts Industry and member of COMCE's National Board of Directors.



THURSDAY, MAY 7TH

B2B Meetings

During the afternoon of the second day of the agenda, Mexican and Canadian companies had the opportunity to **establish connections and to forge new alliances** with long-term benefits for their industries, exporters and investors, resulting in **more than 2,000 B2B meetings**.

In this space, COMCE actively participated in the business meetings, which allowed it to position itself as a reference organization and explore areas of opportunity across the various participating sectors.

These meetings helped strengthen ties with Canadian companies and strategic allies, aligned with the mission of promoting bilateral investment and foreign trade.



THURSDAY, MAY 7TH

Closing Cocktail

The mission concluded with a closing cocktail, where remarks were delivered by the **Secretary of Economy Marcelo Ebrard, the Canadian Minister of Trade Dominic LeBlanc, Pablo Elek Hansberg, CEO of Scotiabank Mexico, and the Ambassador of Canada to Mexico, Cameron MacKay.**

All speakers highlighted the results achieved and the commitment of both countries to a long-term bilateral agenda.

As a central part of the event, **memorandums of understanding were signed** to strengthen the pharmaceutical and medical devices sector, with the participation of strategic stakeholders from both countries.





***“Taking the best of Mexico to the world,
bringing the best of the world to Mexico” ®***



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