



# The Retail Apparel Market: Trends and Opportunities in Canada and Mexico

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INTERNATIONAL  
**TRADE**  
ADMINISTRATION



# What You Will Learn Today

- **The U.S. & Foreign Commercial Service and ITA's Office of Textiles and Apparel as a resource and solution**
- **Industry at a glance & export trends**
- **NAFTA & Duty-Free Market Access to Canada and Mexico**
- **Apparel Trends and Opportunities in Canada and Mexico**

# How the U.S. & Foreign Commercial Service Helps U.S. Companies

- **Global Network:** trade professionals in over 100 U.S. cities and in nearly 80 countries help U.S. companies get started in exporting or increase sales to new global markets.
- **Market Intelligence** to help U.S. exporters target the right market (s) for their products and services
- **Trade Counseling** to provide them with the information they need to navigate the export process from beginning to end
- **Business Matchmaking** services to connect them with the right partners and prospects
- **Trade Advocacy** for U.S. companies to level the international playing field for international procurement

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