

## RAISIO CHEMICALS

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Diachem/Raisio officials say that as Canadians they are very well received by potential customers, and they perceive no cultural disadvantages to operating in the Mexican market. But they found that the venture needed constant supervision and technical support from Canada. Their experience leads them to strongly recommend a designated contact at the Canadian end of the operation. This person must be in a position to respond promptly to the partner's requests for assistance and to continuously monitor the progress of the Mexican operation.

In addition, Canadian representatives visit Mexico as often as every six weeks if necessary, and make a minimum of three visits a year. The Canadian managers pay close attention to financial reporting and advise on new product and production issues. Product is shipped regularly from Vancouver to Mexico, and experience has shown that constant communications help to solve logistical problems before they become serious.

Mike McLennan, a Raisio official in Vancouver who travels to Mexico regularly, offers several points of advice to prospective Canadian exporters. First, they must be prepared for Mexico's different customs and business practices. He adds that Canadians must respect these differences even when things do not proceed as quickly as they would like. The language barrier can be a problem as well. Someone in the Canadian operation should speak Spanish. This is a major advantage for acquiring new customers as well as for resolving day-to-day disagreements and understanding the Mexican way of doing things. Finally, McLennan advises that "patience, and even more — persistence," are key to operating a successful Mexican joint venture.

Commodity	World		US		Canada	
	1994	1995	1994	1995	1994	1995
Carboxamide-function compounds; amide-function compounds of carbonic acid	40,407	33,944	14,976	14,014	117	60
Carboxyimide-function compounds (including saccharin and its salts) and imine-function compounds	3,950	4,712	395	555	0	1
Organic derivatives of hydrazine or hydroxylamine	3,064	1,705	1,264	935	0	51
Nitrogen function compounds nesoi*	8,873	9,861	6,772	6,110	0	1
Organo-inorganic compounds, nesoi*	23,415	21,868	10,713	10,441	233	39
Heterocyclic compounds with oxygen hetero-atom(s) only	46,877	41,458	17,364	18,502	5	97
Heterocyclic compounds with nitrogen hetero-atom(s) only; nucleic acids and their salts	218,879	198,503	38,396	35,814	314	135
Heterocyclic compounds with nitrogen hetero-atom(s) only, nesoi*	59,186	59,897	10,296	12,080	1526	1,288
Sulphonamides	20,490	17,690	995	198	158	1
Provitamins and vitamins (including natural concentrates), derivatives thereof used primarily as vitamins, and intermixtures of the foregoing, nesoi*	65,712	54,855	14,027	12,623	126	58
Hormones and their derivatives, nesoi*; steroids used primarily as hormones, nesoi*	53,028	33,626	16,544	78,669	209	367
Organic compounds nesoi*	1,576	1,677	1,095	1,544	16	0
Other organic chemicals					0	0
<b>Total</b>	<b>1,628,145</b>	<b>1,556,941</b>	<b>714,778</b>	<b>733,321</b>	<b>8,083</b>	<b>5,651</b>

Notes: Other organic chemicals includes products not exported to Mexico by Canada. See separate table for those products.

HS commodity descriptions were edited for brevity.

\*nesoi means not elsewhere specified or implied.

Source: Instituto Nacional de Estadística, Geografía e Informática (INEGI), National Institute for Statistics, Geography and Informatics.