



## If you can't beat them, work with them

Altinex Industries from Mississauga had tried selling its products for oil and gas offshore projects directly to PEMEX, the Mexican state-owned oil company, but had been unsuccessful. Besides needing to understand the Mexican business culture better, Altinex needed qualified industry contacts.

“The TCS put us in contact with companies that service PEMEX. Local companies are given first priority, so this allowed us to enter the market more effectively.”

Taking this approach to entering the Mexican market, a TCS advisor introduced Altinex to Oceanografia, a PEMEX service provider. Altinex secured a contract and has sold \$22 million worth of product to Oceanografia.

“If we had tried to establish the same contacts introduced to us by the TCS we would have incurred tremendous costs in qualifying the right contacts.”