

their competitive position, Canadian companies can participate in major trade shows and technical seminars as an inexpensive and effective means to maintain a market presence in Mexico. Having an active distributor and/or representative is also an important marketing factor. Visits to major end users, as well as media advertising can also contribute to sales. Joint venture agreements with local entrepreneurs can become a very successful means to penetrate the market.

Some of the most important foreign companies represented in Mexico include:

Allis Chalmers	Link Belt
Carrier Vibrating Equipment	Long Reach
Clark	L.S.I. Rapistan
Columbus McKinnon	Marubeni
Crosby	Michigan
Daifuco	Mitsubishi
Demag	Munck
Fassi	National Crane
Grove Worldwide	P & H
Harnischfeger	Pettibone
Hiab Foco	Telelect
Kalmar	Terex
Komatsu	Toyota
Kone	Whiting
Kranco	Yale

3.2 DOMESTIC PRODUCTION

Local production of materials handling equipment amounted to an estimated \$130.3 million in 1990. It presently represents 38% of total apparent consumption (see Table 1), down from 52% in 1988. This has been the result of several factors: A major increase in imports, which has displaced some of the locally produced equipment; the reorientation of small and some medium sized companies towards distributing imported products rather than producing them; and a new awareness towards export markets for Mexican-made products, which has channelled an increasing volume of production towards international rather than local markets.

Local production is highest in the segment of conveying equipment, which was reported to be all locally manufactured, except specialized products such as vibrating conveyors, among others. Cranes sold in Mexico are, on average, 50% locally made and 50% imported. Hoists are also imported in their majority. In the case of fork lifts, approximately 70% are of imported origin.

All large producers of materials handling equipment in Mexico are joint ventures with foreign companies. In most cases, much of the production process consists of assembling imported components, which represent approximately 40% of total inputs. Following are some of the Mexican firms with their foreign affiliation: