

**INSTITUTO NACIONAL DE ESTADISTICA  
GEOGRAFIA E INFORMATICA  
DIRECCION GENERAL DE CARTOGRAFIA  
Y CATASTRO**

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The National Institute of Statistics, Geography and Informatics (INEGI) is having a geographic information system installed by a consortium of Canadian geomatics firms.

In 1993, the institute is beginning a monumental cadastral survey of the country. Mr. Julian Quiroga, the General Director of Cadastral Cartography, is managing the program. The survey will focus on "social property", which is the communal farm system that occupies the majority of agricultural land in Mexico. The "ejidos" (communal farms) occupy about 80 percent to 85 percent of Mexican territory. INEGI's program will survey the entire ejido system.

The program will last four to five years. About 200,000 square kilometres will be surveyed during 1993. This, the largest survey program currently being undertaken in the country, has an estimated budget for about U.S.\$50 million.

#### **4. MARKET STRATEGIES**

##### **SOURCES OF INFORMATION**

The best sources of information are industry contacts and government officials. In-person interviews provide better information than telephone contacts.

Public tenders are advertised in major daily newspapers, including *Excelsior*, *Universal*, *La Jornada*, *El Financiero*, *Novedades* and *El Herald*. Information is also available at the purchasing department of the particular government entity.

Official government announcements, new legislation, regulations, presidential decrees and amendments to existing legislation, regulations and decrees are published in the *Diario Oficial*, the legal gazette which is published daily and available at newsstands in Mexico or by subscription.

##### **PUBLIC TENDERS (Government)**

Procedures for tendering government contracts recently have become more defined and transparent. In most departments, contracts with a value over 100,000 new pesos (Cdn\$40,000) must go through a public tender process which is directed by the Comptroller Secretariat. The process is formally defined in an effort to ensure openness and fairness. Specifications of the proposed project must be published in major newspapers in the country. Performance bonds usually must be posted.

To compete in a public tender, it is normally necessary to register as a supplier with the particular government department. Requirements for each government department vary, but usually proof of incorporation, audited financial statements, tax registration number (Registro Federal de Causantes) and accreditation of a Mexican representative are required.

##### **PUBLIC TENDERS FOR PEMEX**

PEMEX purchases are still handled by a centralized department of the company. Large projects are handled by public tender that are announced in the major daily newspapers in Mexico. They are also posted in the purchasing office on the 9th floor in Building B-2 at PEMEX head offices.