

Canadian exports to Mexico have until now been minimal and concentrated on the distribution rather than on the generation side of power equipment. The following table shows Canadian categories related to power generation and distribution. Some of these also include electrical equipment and materials used on the consumer side, when they could not be separated out.

TABLE 2
CANADIAN TRADE OF ELECTRICAL GENERATION
AND DISTRIBUTION EQUIPMENT WITH MEXICO
(Cdn \$000 dollars)

| | CANADIAN EXPORTS TO MEXICO | | | CANADIAN IMPORTS FROM MEXICO | | |
|--------------------------------------|-------------------------------|-------------|-------------|---------------------------------|--------------|--------------|
| | 1988 | 1989 | 1990 | 1988 | 1989 | 1990 |
| Steam boilers | 54 | 44 | 173 | 512 | 164 | 1253 |
| Steam turbines | 33 | 23 | 6 | 0 | 0 | 0 |
| Hydraulic turbines | 0 | 5 | 0 | 435 | 0 | 287 |
| Gas turbines | 0 | 17 | 167 | 0 | 0 | 0 |
| Generators | 331 | 4 | 65 | 448 | 208 | 475 |
| Converters | 152 | 0 | 0 | 110 | 0 | 0 |
| Transformers | 738 | 545 | 873 | 6573 | 7181 | 10995 |
| Capacitors | 0 | 0 | 74 | 3 | 11 | 5 |
| Switchig & protec- ting apparatus | 119 | 120 | 10 | 1910 | 208 | 210 |
| Wire & conductors | 836 | 435 | 338 | 4046 | 3596 | 3355 |
| Insulators | 0 | 33 | 29 | 0 | 8 | 5 |
| TOTAL | 2263 | 1226 | 1735 | 14037 | 11376 | 16585 |

Source: Statistics Canada - International Trade Division

As can be seen in Table 2, Canadian exports of power generation and distribution equipment have been minimal, amounting to Cdn\$ 1.7 million in 1990. They have also not been constant, but have fluctuated year to year in each category, reflecting an erratic market penetration. Canadian businessmen in this industry could improve their presence in the Mexican market by making periodical visits to CFE and distributors, participating in trade shows and through advertisement in specialized magazines.

3.2. DOMESTIC PRODUCTION

Local production of electrical generation and distribution equipment satisfies on average 70% of total demand. The Mexican electric products manufacturing sector is composed of slightly over 2,000 firms, employing 170,000 people. Its annual sales average approximately \$3 billion, although much of these are not