

models from West Germany and England, while in all other areas U.S. technology dominates.

**TABLE 3**  
**CANADIAN TRADE WITH MEXICO OF TRAINING AND**  
**EDUCATIONAL SYSTEMS AND EQUIPMENT**  
 (Cdn\$ 000 dollars)

	1988 IMPORTS FROM MEX	1988 EXPORTS TO MEX	1989 IMPORTS FROM MEX	1989 EXPORTS TO MEX
Computers	84,686	8,864	140,721	2,165
Microphones	155		590	
Video equipment		100		
Software	75	3	224	
Flight simulators		22		
Scale models	21	5	13	9
Furniture	480	35	736	18
<b>TOTAL</b>	<b>85,417</b>	<b>9,029</b>	<b>142,284</b>	<b>2,192</b>

**Source:** Statistics Canada - International Trade Division

Canada is a major importer of computers and peripherals from Mexico, of which it purchased Cdn\$84.7 million in 1988 and Cdn\$140.7 million. At the same time, the largest category of Canadian exports to Mexico are computers, amounting to Cdn\$8.9 million in 1988 and Cdn\$2.2 million in 1989. Other Canadian exports to Mexico are video equipment, flight simulators, scale models, software and furniture, although in very small amounts. No audiovisual equipment is imported from Canada.

### 3.2 BOOKS, MAPS AND CHARTS

The book publishing industry in Mexico includes two major areas. The larger one relates to textbooks, representing approximately 60% of the market, while the other covers all books for general readership.

The Mexican school system, ranging from kindergarten to college, has over 25 million students, the majority of whom (58%) are in primary school. According to Mexican law, the use of the free textbook is compulsory in all primary schools in Mexico. In 1989, a total of 86 million books were printed for free distribution among primary school students and teachers, in addition to five million books for adult educational programs. Over half of these books are printed by the government printing agency Talleres Gráficos de la Nación, while the remainder are produced by private firms on a contract basis. Since this area of the market is totally covered by Mexican Government agencies, it will not be considered for the purposes of this market summary. However, educational, technical and scientific books and university textbooks in general will be included in the analysis.