

According to a report in *Expansión* magazine, August 1993, the largest Mexican manufacturers of home appliances are:

- *Crolls Mexicana*
- *Estufas y Refrigeradores Nacionales*
- *Internacional de Lavadoras*
- *Supermatic*

According to a representative of Philips, 80 percent of its production has traditionally been exported, and the recent crisis will not interfere with its planned purchases of industrial automation technology. On the other hand, all decisions regarding the purchase of such equipment come from the parent firm in Holland. Other Mexican home appliance manufacturers are also major exporters, and their numerically-controlled (NC) tool purchases are likely to be maintained as well.

OTHER END-USER INDUSTRIES

Several other industries are also consumers of machine tools and related equipment. They include the plastic furniture industry, with about 90 firms; toys and recreational products, with 400 companies; and the electric-electronics industry, with some 120 manufacturers.

UNIVERSITIES

University research centres have played a major role in developing advanced technology applications in Mexican manufacturing. They developed the first industrial automation systems and assisted manufacturing firms in installing practical applications. They are both users and developers of advanced technologies. Universities are usually the best systems integrators because they have access to a range of equipment and software, and also to trained personnel. As well, the fact that they are supported by the government means that they can be cost competitive. For these reasons, Mexican companies use the universities and research centres as research and development (R&D) laboratories. The following are some of the most important centres.