

countries; the print runs average 2,000 to 5,000, and usually do not surpass 10,000 copies. The distribution of books in Mexico is through some 700 book stores and a wide network of department stores, supermarkets and several restaurants. There are only 3,500 libraries in Mexico.

Among the largest publishers are:

- Bruguera Mexicana,
- Compañía Editorial Continental (CECSA),
- Editorial Diana,
- Editorial Herreo,
- Editorial Jus,
- Editorial Limusa,
- Editorial Porrúa,
- Editorial Trillas,
- Fernández Editores,
- Fondo de Cultura Económica,
- Grijalva,
- Grollier,
- Grupo Editorial Patria,
- Grupo Editorial Planeta,
- Grupo Noriega,
- Grupo Santillana,
- Larousse,
- McGraw Hill,
- Plaza y Valdez,
- Publicaciones Cultural, and
- Salvat Mexicana.

Mexican universities publishers include:

- Universidad Nacional Autónoma de México (UNAM), it is the largest, publishing an average three books daily, with 1,000 to 50,000 copies each),
- Universidad Autónoma Metropolitana (UAM),
- Instituto Tecnológico Autónomo de México (ITAM),
- Universidad Iberoamericana (UIA),
- Universidad de Puebla (UAP),
- Universidad Veracruzana (UV),
- Universidad Autónoma de Sinaloa (UAS), and
- Universidad de Guadalajara (UdeG).

The magazine printing industry includes some 250 establishments, but it is dominated by two firms: Talleres Rotográficos Zaragoza and Offset Multicolor.

4.5 Packaging

The use of packaging paper and paperboard in Mexico is basically for the food and beverages industry and, to a lesser degree, for the consumer products industry. Paper and cardboard packaging includes corrugated and solid fibre containers, folding cartons, set-up boxes, composite cans, tubes, drums, bags, sacks, sterile packaging, edible fluids boxes and cans, and wrapping paper. As is the case in other areas, this sector is highly concentrated in a few companies that have integrated their production processes and produce both the paper and the finished product. Some even include the production of pulp.

In the area of processed foods, total apparent consumption is valued at \$8.5 billion, with a total local production of \$8.4 billion, \$321 million of which is exported. (Table 24 shows the subdivisions of food production in Mexico.) The local food industry employs over 500,000 people in several thousand companies.

It is a relatively concentrated industry; a small number of large firms control most sales. Many of these large firms are multinational giants that have wholly-owned, joint-venture or licensed production plants in Mexico. Rather than importing, these firms use Mexican raw materials and foreign processing, packaging and marketing technology for production and sale in Mexico or abroad. Many of the large firms also make and print their own packaging.

Table 24: TOTAL FOOD PRODUCTION IN MEXICO

	Percentage
Meat & milk	35.2
Corn milling	18.1
Wheat milling	12.0
Fats & oils	6.4
Coffee	5.9
Sugar	5.5
Processed fruits & vegetables	3.5
Animal feed	2.4
Other	10.9