

MEXICAN MARKET: BASIC DATA

LOCATION	Mexico is the northernmost country in Latin America. It shares a 3,234 kilometre border with the United States, and is bounded on the west by the Pacific Ocean, on the east by the Caribbean Sea, and to the south by Guatemala and Belize.
CLIMATE	Tropical in the south, temperate in the central highlands, and dry to the north.
LANGUAGE	Spanish is spoken by 90% of the population. It is estimated that 40% of Mexico City's business population speaks English.
POPULATION	Mexico has over 85 million people, increasing by 1.9% in 1991.
MEASURES	Metric System.
TIME	Mexico City is 6 hours behind GMT.
ECONOMY	GDP (current \$US billions) = \$280.3 in 1991. GDP per capita (current \$US) = \$3,307 in 1991. Real GDP growth (annual % change) = 3.6 in 1991. Real GDP per capita (annual % change) = 1.5 in 1991. CPI (annual % change) = 18.8 in 1991. Money supply (M1) growth (annual % change) = 122.2 in 1991. Labour force (millions) = 26.6 in 1991. Open unemployment (% workforce) = 3.0 in 1991. Gross fixed investment (% of GDP) = 20.5 in 1991. Government financial deficit (% of GDP) = 1.5 in 1991.
INDUSTRIES	Oil, mining, petrochemicals, fishing, forestry, automobiles, commercial banking, chemicals, maquiladoras, transportation, communications, entertainment, agriculture, stock raising, and foreign trading companies.
POLITICAL	Federal republic comprised of 31 states and one federal district (Mexico City) which is the seat of the federal government.
IMPORTS	The main products imported by Mexico from Canada are motor vehicle parts, iron and steel products, meat & livestock, wheat, aircraft and parts, newsprint, telecom equipment & parts, and milk powder, wood pulp, paper products, sulphur, and office/data processing equipment.
EXPORTS	The main products exported to Canada from Mexico are automotive vehicles and parts, engines and parts, radio, telephone and audio equipment, ignition wiring sets, vegetables, and petroleum oils.