

COUNTRIES WHERE MOST IMPORTS COME FROM - 1993		
BRAZIL	US\$ 321,712,288	54.17%
FRANCE	138,434,409	23.31
CHILE	35,870,204	6.04
URUGUAY	21,539,406	3.63
USA	19,931,789	3.35
ITALY	6,048,756	1.02
VENEZUELA	2,548,911	0.43
CANADA	82,948	0.01
TOTAL	546,168,711	91.96
MISC.	47,769,531	8.04
GRAND TOTAL	US\$ 593,938,242	100%

Source: INDEC Statistics

In the last three years production has tripled. This implies that there has been a financial effort made by the companies in areas such as training, etc. However, new technologies are needed to reduce costs and increase quality. The aftermarket will need parts for the new models. This particular market offers access to the Brazilian market which is three times larger and which is open to Argentine parts.

The new automobile models require new technologies and manufacturers demand world quality consistency and competitive prices. There are few companies that can achieve this on an individual level unless they get into debt: joint ventures provide companies with a win/win alternative.

Ralux S.A., a leading Argentine automotive manufacturer of electronic components, has entered a joint venture agreement with France's Klaxon, a leading horn manufacturer, which includes technological transfer, exclusive rights to the Mercosur market, technical assistance, and distribution channels for exports to Europe. Ralux has also obtained licensing and representation rights from other companies such as Casco Corp. (USA) and Ideal Corp. (Stant Corp., USA).

After the announcement of new automobile plants opening up in Argentina was made about five months ago, a number of leading automotive part manufacturers arrived here to study the market. Modern Engineering, one of the top three manufacturing and product engineering