

Japan is the third most important competitor. On the strength of aggressive marketing and financing policies, it has captured a 14 percent market share. Japanese manufacturers are particularly strong in the market for small and low-priced machines and molds.

Canada has an eight percent market share, mostly because of the strong presence of HUSKY in Mexico. Canadian exports to Mexico have been highly variable, but have increased significantly over the past few years. In 1992, Canadian sales to Mexico totaled \$9 million,* up from \$1.5 million in 1989. The most important products are injection-molding machines and injection-compression molds. There are significant opportunities for Canadian companies exporting plastic-producing machinery and equipment to Mexico. However, they would achieve better market penetration if they used more aggressive marketing strategies.

Other significant suppliers include Italy (8.0 percent), France (5.4 percent) and Great Britain (2.1 percent).

CANADIAN EXPORTS OF PLASTICS PRODUCTION MACHINERY AND EQUIPMENT TO MEXICO (\$000s)*

Category	1988	1989	1990	1991	1992
Injection/molding machines	0	4,500	220	3,659	4,807
Extruders	0	0	0	57	1,211
Tube and tire making machines	0	92	0	0	0
Plastic molding and forming	33	164	0	0	0
Other for plastic and rubber	314	107	4	472	414
Parts for machinery	152	1,916	200	563	372
Injection/compression molds	948	1,979	2,670	1,082	2,028
Other molds	41	0	103	76	227
Total	\$ 1,488	\$ 8,758	\$ 3,197	\$ 5,909	\$ 9,059

Source: Statistics Canada.

*Unless otherwise specified, currency used is Canadian dollars.

