

MOST IMPORTANT MANUFACTURERS OF HOME PRODUCTS

- Decormoda
- Global Textil
- Tecnoy
- Rymsa
- Gruffer Textiles del País
- Texpel
- Habitat

Source: Interviews with officials from the *Cámara Nacional de la Industria Textil (CANAINTEX)*, National Chamber of the Textile Industry.

MANUFACTURERS OF HOME PRODUCTS

Mexico had 17 million homes in 1992. In that year, 500,000 new homes were built. Even so, there remains a need for some six million more. Seventy percent of the houses built in 1992 were low-cost, 25 percent were middle-class and five percent were luxury. Home construction is projected to grow at 15 percent for the next 10 years.

Consumers prefer imported fabrics for both new homes and remodelling. According to interviews conducted for this study, Canadian products are not known in this market.

INDUSTRIAL CUSTOMERS

Engineered textiles include a wide variety of high-precision yarns and fabrics that are used in industry. They include filter materials, ballistic fabrics, crop coverings and sports products among many others.

Little is known about the engineered textiles industry in Mexico, but it is believed that there is relatively little production of these products. A recent study by the U.S. Department of Commerce contacted more than 20 importers, distributors and jobbers of industrial fabrics. The study reported that none of these companies would share any information on either market size or product standards. The study concluded that "many of these firms feel dwarfed by the multinationals and are unwilling to share their limited market knowledge".

Part of the problem is that the Mexican textile industry does not have the same concept of engineered textiles the Canadian industry does. *Artículos técnicos de materia textil* is equivalent to "engineered" textiles but does not include all industrial textiles. Some Mexican textile experts interviewed for this study say that they focus on the fibre-fabric-apparel "product cycle" and consider industrial textiles a separate and specialized industry.

As a whole, the Mexican manufacturing industry has been growing. As its domestic and foreign sales increase, so does the demand for engineered fabrics. In most sectors, domestic demand is outstripping domestic supply. In some non-woven products, Mexican production is sufficient to allow some exports. The remaining majority of textiles must be imported.

According to data compiled in 1993 by the *Cámara Nacional de la Industria Textil (CANAINTEX)*, National Chamber of the Textile Industry, Mexico imported "technical articles of textile materials" valued at US \$74.4 million. Canada's exports to Mexico of these products totalled US \$1.8 million or about 2.4 percent of the import market in that year. Canadian companies selling these products in Mexico were contacted for information, but they were either unwilling or unable to discuss this market in detail.