

Potential Partner Choices by Target Market

	Problem Characteristics\ Important Factors	Potential Design Solution	Potential Partner
Mining Industry	Upcoming norm on mining focuses on effective and adequate drainage systems; companies need to reduce levels suspended solids and heavy metals	Redesign of drainage ditches used in the production process	Engineering companies with experience in the mining industry
Pulp & Paper Industry	High levels of water consumption; primary desire to reduce suspended solids	Construction of large sedimentation tanks; advanced treatment to reduce BOD levels; equipment will generally be high volume	Construction companies capable of undertaking large projects; engineering companies with experience in detailed design
Chemical/ Petrochemical Industry	High levels of water consumption; wide variety of potential problems, including highly toxic chemicals	Complex engineering solutions; potential redesign of production process	Wastewater engineering companies
Autoparts Industry	Small water consumption volumes; desire to reduce heavy metals; greater focus on water recycling	Stand alone equipment components; portable treatment systems	Equipment distributors; Mexican wastewater equipment supplies
Food & Beverage Industry	Variety of problems, depending upon product; frequent focus on BOD; upcoming norm to better control BOD discharges to municipal drainage systems	Complex engineering solutions	Wastewater engineering companies with proven experience in field

In addition to looking for a supplier with a local market presence, Mexican buyers prefer wastewater companies that have experience specific to their field. Pulp & paper companies like to buy from suppliers who have successfully implemented wastewater solutions for other pulp & paper companies; the same is true of other industries. One exception is autoparts companies, where the solutions required are generally less complicated.

More on Partners...

Construction companies:

- well respected, with sufficient resources to undertake lengthy contracts;
- excellent project management skills and ability to fulfil time requirements;
- proven experience in construction of wastewater treatment plants; and
- preference for companies with ISO 9000 international quality certificate.

Distributors:

- well known within targeted industry;
- either national coverage or intense local penetration;
- expertise in wastewater equipment; and
- ability to effectively service equipment and technology.

Promotion:

Not one Mexican company interviewed was able to identify a Canadian company active in industrial wastewater management. Promotion will be a critical aspect of any entry strategy.

Buyers tend to identify wastewater solutions from a wide variety of sources. Nevertheless, companies frequently mentioned that they obtain technical assistance from the following organizations: the ecological division of the UNAM (National Autonomous University of Mexico), ITESM, local universities, and chambers of commerce (industry chambers often have environmental committees or representatives). Canadian companies that plan on promoting in the Mexican market may wish to begin in one of these areas. Additionally, local trade shows are important. Many decision-makers find it worth their time to attend seminars or conferences on environmental issues.

Financing:

Nearly 40% of companies identified financing as having some impact buying decision. The primary exceptions to this trend are those firms that belong to a Mexican conglomerate group or a foreign multinational.