

7. OPPORTUNITIES FOR MEDICAL DEVICES AND EQUIPMENT

To identify market opportunities for medical devices and equipment, Canadian companies should ask themselves two important questions. The first, is whether there is a local manufacturer in Mexico producing a similar product? It will be difficult to compete with local manufacturers on the basis of price, delivery and service, especially if the local product is of comparable quality.

The second, is whether the technology is appropriate for the Mexican market? With restrained budgets and a growing population to serve, medical equipment buyers have to evaluate the return on more expensive purchases. They will favour equipment that benefits the largest number of users, at the lowest cost per user.

Assuming that the product meets these two tests, the first step towards developing a market in Mexico is to focus on the three major clients:

- the *Instituto Mexicano del Seguro Social (IMSS)*, Mexican Institute for Social Security, which is the largest single buyer of medical equipment;
- the *Institutos Especializados*, Specialized Institutes, which use the most sophisticated types of equipment; and
- private hospitals.

The characteristics of the product will determine the specific strategy to be used within this general approach.

IMPORTS OF MEDICAL EQUIPMENT TO MEXICO, 1990 AND 1993 (U.S.\$ THOUSANDS)

	1990	1993	Percentage of Change
precious metal compounds, amalgams	29	247	752
dressings and other articles having an adhesive layer	1,401	5,102	264
dressings and similar articles impregnated, coated or packaged	579	209	-64
suture materials (sterile); laminaria (sterile); haemostatics	1,523	937	-38
blood grouping reagents	538	389	-28
opacifying prep. (x-ray); diagnostic reagents	768	1,903	148
dental cements and other dental fillings, bone reconstruction cements	1,637	3,228	97
first aid boxes and kits	42	309	636
photographic film and plates in flat, sensitized, unexposed for x-ray	1,834	2,791	52
composite diagnostic or lab reagents	14,711	34,293	133
hygienic or pharmaceutical articles of rubber	952	2,090	120
gloves (surgical, of rubber)	818	1,185	45
sanitary ware and parts thereof (aluminum)	130	289	122
medical, surgical or lab sterilizers	1,209	2,194	81

