

## ENGINEERED TEXTILES

Engineered textiles are a major exception to the general finding that Canadian textile products are virtually unknown in the Mexican market. Canadian products have significant exposure in this market, although not as much as the German or U.S. competitors. Canadian companies and products known in the Mexican industry include the following:

- non-woven interlining;
- metal/synthetic filters; and
- PVC coated material.

A Canadian/Swiss company, Albany-Nordiska, was identified by the *Cámara Nacional de la Industria Textil (CANAINTEX)*, National Chamber of the Textile Industry, as being one of the leaders in the engineered textiles.

Canadians are regarded as having a keen sense of technology, and the persons interviewed felt sure that this knowledge could translate into exports of engineered textiles to Mexico. It was agreed that this "handiness" with technology could help Canadian companies penetrate the Mexican market on the basis of a trust in the product.

The recent devaluation of the peso is not expected to severely affect the consumption of these fabrics. It is likely that only the first quarter will reflect a reduction in imports as companies work to secure new financing. Industry experts who were interviewed felt that within six to nine months import levels should be at their predevaluation levels.

Demand is growing in part due to an awareness of new products. Products with particular demand are:

- medical clothing;
- agricultural tarps/coverings;
- *entretelas* (collar and cuff fillings, suitcase linings, pockets, diaper absorbents etc.);
- mattress fillings and coverings;
- metal, synthetic, industrial filters; and
- PVC coated materials.

Many end users buy from agents or distributors rather than directly from foreign producers. These agents had large debts in dollars and close to half of them are going bankrupt as a consequence of the devaluation. It is expected that the vacuum will be filled by either the stronger Mexican producers such as *Celanese*, *Alfa*, *CYDSA-Bonlam* and *Hércules* or by foreign suppliers.