

CANADIAN IMPORTS FROM MEXICO

CATEGORY	1988	1989	1990	1991	1992
Microscopes	0	34	19	12	15
Thermometers, , pyrometers, etc.	554	922	607	968	819
Measuring instr. for liquids or gases	1	5	72	383	496
Physical or chemical analysis instr.	2	132	4	15	131
Speed/revolution/prod. counters & meters	2	54	3	253	439
Electrical quantity measuring instr.	0	788	0	28	1
Other measure & check instr. & appliances	38	50	44	117	451
Automatic regulating & controlling instr.	510	1860	3218	4093	3735
TOTAL	1107	3845	3967	5869	6087

Source: Statistics Canada - International Trade Division

Mexican exports to Canada, on the other hand, were valued at Cdn\$1.1 million in 1988 and grew to Cdn\$6.1 million by 1992. These are concentrated in automatic regulating and controlling instruments, but of very simple manufacture, such as thermostats.

The most important competitive factors affecting instrument sales in Mexico are leading edge technology and quality, as mentioned earlier. Price and promotion, as well as availability of spare parts, technical support and service, are also important and will differentiate one company from another. Linking products to strategy and value, as well as to environmental control, are key factors to selling in the present market, since they are easily identifiable as being related to improved competitiveness and efficiency, important goals of the Mexican industry. Promotion of Canadian products can be made through participation in trade shows, technical symposiums, advertising in specialized magazines, direct mail campaigns and personal visits to key buyers and distributors.

3.2 DOMESTIC PRODUCTION

Local manufacture of instruments and equipment is limited to the more manual and less sophisticated type of instruments and equipment, such as thermometers, manometers and other instruments to measure water, temperature and pressure variables. Many of these are also frequently used for domestic appliances or in the automobile industry and are not for industrial or scientific use. High technology instruments, in particular electronic instruments, are practically not produced locally and if they