

capacitación para el trabajo and mid-level technical schools called *profesional medio*. Federal schools are controlled by the *Secretaría de Educación Pública (SEP)*, Secretariat of Public Education. Many affluent Mexicans send their children to private schools. Most of them belong to the *Asociación Nacional de Escuelas Particulares (ANEP)*, National Association of Private Schools. Public universities are about equally divided between government-operated and autonomous institutions. The latter receive funding from the government but control their own spending. They are, therefore, usually more promising prospects for purchases of imported goods.

Health care and educational institutions in Mexico are treated in greater detail in separate publications in the Department of Foreign Affairs and International Trade's (DFAIT's) *Export i Mexico* series. That series also includes a bidders handbook for government procurement.

COMPETITORS

Canadian furniture manufacturers compete both with domestic manufacturers and other importers. The accompanying tables show manufacturers listed with the *Cámara Americana de Comercio de México A.C. (Amcham)*, American Chamber of Commerce in Mexico. More extensive and detailed lists are available from the principal industry associations representing furniture manufacturers.

There are several large and modern Mexican manufacturers. *Vexon*, for example, is a Monterrey firm that began as a distributor for American-made furniture. It began in 1969 with three employees. In 1992, the company invested US \$2 million in German and Japanese technology, and began manufacturing. Today

SELECTED OFFICE AND INSTITUTIONAL FURNITURE MANUFACTURERS AND DEALERS

Company	Activities
Comercial López Morton	Dealer in wood furniture for offices
Comercializadora de Industrias Piramid	Dealer in office furniture, interior design
Grupo Comercial Cuwa	Dealer in filing cabinets
Herman Miller México	Office planning and design, furniture systems
Hon Export Limited	Manufacturer of office furniture
Industrias Ideál	Theatre seats, furniture for hotels, restaurants and schools
Industrias Quetzál	Manufacturers of restaurant furniture, desks and table tops
Industrias Riviera	Manufacturers of office furniture and shelving
Office Depot de México	Dealer in office and stationery supplies
Office Environment de México	Dealer in office furniture
Papsa	Distributor of office systems
Swarz Asociados	Dealer in office furniture and accessories

Source: *Cámara Americana de Comercio de México A.C. (Amcham)*, American Chamber of Commerce in Mexico, 1996.

Vexon has about 700 employees. The company exported about 20 percent of its production in 1994 and anticipated that half its output would go to foreign markets by 1996.

Bernardo De Silva, president of *Vexon*, was quoted in *Expansión* as saying

that his company's success rests on the use of advanced technology, combined with an export orientation. He also stresses that the company is "more than a manufacturer," with a strong consulting division, consisting of architects, industrial designers, decorators and engineers. The com-

SELECTED RESIDENTIAL FURNITURE MANUFACTURERS AND DEALERS

Company	Activities
Camas Lamas	Manufacturer and distributor of metal beds
Central Mueblera Potosina	Wholesale and retail furniture
Centro Mueblera Placencia	Distributor of furniture and home appliances
Colchones Coloso	Manufacturer of mattresses and furniture
Gim International	Manufacturer of furniture and handicrafts
Grupo Gomco	Manufacturer and distributor of industrial and domestic furniture
Grupo Tres	Interior designer, manufacturer and dealer in furniture
Grupo Wendy	Manufacturer of mattresses and furniture
Muebles Fundidos Artísticos	Manufacturer of aluminum and iron furniture
Novorenta	Furniture rental
Nueva Mueblería Hemán	Retail home furniture
Ramos Original Design	Manufacturer of rustic style furniture
Rústicos de Antaño Monte Cristo	Manufacturer of rustic style furniture

Source: *Cámara Americana de Comercio de México A.C. (Amcham)*, American Chamber of Commerce in Mexico, 1996.