

Canadian exports of oil and gas field equipment to Mexico amounted to Cdn\$2.7 million and decreased to Cdn\$2.4 million in 1989 despite the overall increase in imports. Exports to Mexico then increased to Cdn\$6.2 million in 1990 but fell to only Cdn\$1.3 million in 1991. This reflects a generally passive marketing approach of Canadian suppliers, who could greatly benefit from this growing market by being more persistent. This could include participating in trade shows in Mexico and the United States, directly marketing their products to PEMEX, at both the central and regional level, establishing a distributor or representative in Mexico with a local office, or finding a joint venture partner. Actually, it would be quite impossible to sell to this industry, namely to PEMEX, without using all three of these marketing strategies.

TABLE 4
CANADIAN EXPORTS TO MEXICO
(000 Canadian dollars)

	1988	1989	1990	1991
Pipes and tubes	15	0	0	0
Accessories for pipes and tubes	8	8	27	0
Pumps & compressors	146	112	199	93
Winches and Cranes	17	94	442	0
Drilling equipment	1,243	1,063	4,222	300
Valves	458	273	275	90
Parts	677	806	942	460
Geological instruments	130	105	90	402
TOTAL	2,694	2,461	6,197	1,345

Source: Statistics Canada - International Trade Division

Although PEMEX has strong technical support in its own staff and the Instituto Mexicano del Petroleo (IMP or Mexican Institute of Petroleum), it has, in the past, contracted services and licensed processes from international suppliers. Some of these include: Ethylene production process from Lummus; low-density polyethylene from ICI; styrene from Monsanto-Lumus; oxylene from Atlantic Richfield; and propylene from Chevron, all of the above in the Cangrejera complex (see page 30) for a list of plants and their locations). For the Pajaritos complex, the oil monopoly has the license and production process from McKee and Lummus for ethylene; and for vinyl chloride from Shell, Monsanto-Scientific Design and B.F. Goodrich-Badger. At the Cosoleacaque complex PEMEX uses production processes for ammonia from British Petroleum and methanol from Gulf Oil, among other companies. PEMEX also associated with Shell for the construction of additional plants at the Deer Park, Texas refinery to process Mexican heavy crude.