

Technological innovation and financing are the keys to success for foreign firms interested in capturing this market. American manufacturers have an advantage due to geographical proximity and their record in terms of quality and service. But future penetration will depend on offering better financing plans. Japanese and German companies have been especially successful in the use of attractive financing as a marketing tool.

Canadian suppliers suffer from the disadvantage that they are not well-known in Mexico, mainly because they have not had a long-term market presence. On the other hand, Canadian technological expertise is well respected in Mexico. Technical cooperation agreements between the *CFE* and Ontario Hydro and Hydro Québec, may also serve to raise awareness of Canadian technology.

MAJOR OFFSHORE COMPANIES DOING BUSINESS IN MEXICO

Manufacturer	Country	Products
AEG AG	Germany	transformers, relays, starters, switches and substations
Asea Brown Boveri, AG	Switzerland	turbines, motors, cables and transformers
Ansaldo, SPA	Italy	steam generators, substations, turbines, Canada CD motors, wind and solar generators and transformers
Cegelec, S.A.	France	electric generation plants
Driescher und Wittjohann	Germany	fuses, knife switches and epoxic insulators
GEC Alsthom	France	substations, relays and control panels
Icar	Italy	capacitors
Klockner Moeller	Germany	relays, magnetic starters and switches
Mitsubishi	Japan	electric equipment for public transportation
Phoenix Elektrizitätsge Sellchaft	Germany	connectors and relays
Siemens, AG	Germany	motors, substations, relays and control panels
Sulzer Escher Wyss	Germany	turbines

Source: United States Department of Commerce.