

Mc. Graw Hill
Plaza y Valdez
Publicaciones Cultural
Salvat Mexicana

Mexican universities with a printing record include:
Universidad Nacional Autónoma de México (UNAM) (the largest one with an average three books published daily with 1,000 to 50,000 copies each)
Universidad Autónoma Metropolitana (UAM)
Instituto Tecnológico Autónomo de México (ITAM)
Universidad Iberoamericana (UIA)
Universidad de Puebla (UAP)
Universidad Veracruzana (UV)
Universidad Autónoma de Sinaloa (UAS)
Universidad de Guadalajara (UdeG)

The magazine printing industry includes some 250 establishments, but it is dominated by two firms: Talleres Rotográficos Zaragoza and Offset Multicolor.

4.2.2 PACKAGING

The use of packaging paper and paperboard in Mexico is basically for the food and beverages industry and, to a lesser degree, for the consumer products industry as a whole. Paper and cardboard packaging used includes corrugated and solid fibre containers, folding cartons, set-up boxes, composite cans, tubes, drums, bags, sacks, sterile packaging, edible fluids boxes and cans and wrapping paper. As is the case in other areas, this sector is highly concentrated in a few companies, which have integrated their production processes and produce both the paper and the finished product, and some even include the production of pulp in their system.

In the area of processed foods, total apparent consumption is valued at \$8.5 billion, with a total local production of \$8.4 billion, \$321 million of which are exported. The local food industry employs over 500,000 people in several thousand companies, although it is a relatively concentrated industry, with a small number of large firms controlling the vast majority of sales. Many of these large firms are multinational giants, which all have wholly owned, joint ventured or licensed production plants in Mexico. Rather than importing, these firms use Mexican raw materials and foreign processing, packaging and marketing technology for production and sale in Mexico or abroad. Many of these large firms also make and print their own packaging.

The total food production in Mexico can be subdivided into the following groups: