

3. PROFILE OF RESPONDENTS

The Quebec firms that took part in this survey were small Quebec companies that had export experience.

3.1 Number of Employees

All of the firms were small businesses. The breakdown of the number of employees for the 101 firms surveyed was as follows:

- 0 to 51 people (45 percent),
- 51 to 200 people (34 percent),
- 201 to 500 people (16 percent), and
- 500 or more people (5 percent).

3.2 Industrial Sectors

The firms were representative of nine industrial sectors that were grouped under traditional industries:

- Agri-food (7 percent),
- Paper products (18 percent),
- Clothing (9 percent), and
- Wood products (18 percent);

and technological industries:

- Aeronautics (13 percent),
- Communications equipment (10 percent),
- Pharmaceutical products (10 percent),
- Vehicle parts and engines (11 percent), and
- Software (5 percent).

3.3 Amount of Exports

Expressed as a percentage of sales, the breakdown of businesses according to their export activity was as follows:

- 1 to 25 percent (57 percent),
- 26 to 50 percent (18 percent),
- 51 to 75 percent (9 percent), and
- 76 percent and over (16 percent).

4. SURVEY RESULTS

4.1 Interest in Mexico

Overall Plans

The interest in Mexico shown by small export firms was high; 66 percent of respondents were already doing business there or planning to do so. The breakdown was as follows:

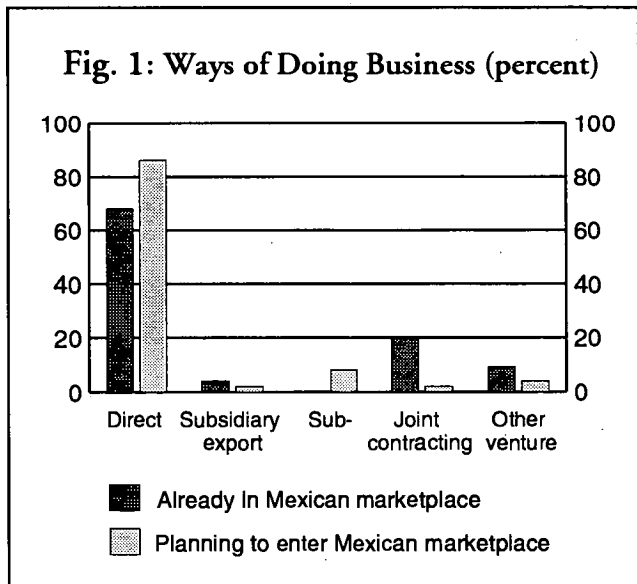
- Already in Mexican marketplace, 21 percent;
- Planning to enter Mexican marketplace, 45 percent,
- Did not plan to enter Mexican marketplace, 34 percent.

The percentage of firms already in the Mexican marketplace, according to size, was as follows:

- Less than 50 employees, nearly 18 percent,
- 50 or more employees, nearly 25 percent.

Ways of Doing Business in Mexico

Whether a company was already doing business in Mexico or planning to, in both cases, direct export was preferred (See Figure 1). In no case was technology transfer being considered.



Firms Doing Business in Mexico

Thirty-eight percent of firms had been doing business with Mexico for less than a year. The breakdown of their experience in Mexico was as follows: