

As an example, some of the important US companies currently represented in Mexico include:

American Plastics Equipment, Beloid, Cincinnati/Sano, Conair, Filmaster, Goodyear, H.P.M., Hyfel, IMCO, John Brown, Jomar Industries, Micromolder Machinery, New Britanic, Reed-Prentice, Sterling and Vandoor. Other competitors selling to this market include: West Germany: Arbur, Barmaq, Battenfeld, Bekum, Berns, Boy, Demaq, Fisher, Mannesman and Reifenhauser. From Italy: Amut, Fluidmec, Hercole Comercio, Negribossi, and Pantera. From Japan: Glaco, Nissei, ASB, Sandreto and Toshiba.

The Canadian machinery and equipment sector could do well to take notice of this aggressive competitor approach, applying a similar promotional program in selling to the Mexican market if only to consider our proximity to this attractive and growing market.

**PLASTICS PRODUCTION MACHINERY AND EQUIPMENT**

Total apparent consumption of plastics production machinery and equipment reached its highest level in 1986 reaching a value of US\$124.6 million dollars.

(in million dollars)	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1990(e)</u>
Domestic Production	24.6	34.1	33.5	37.2
+ Imports	75.0	105.9	51.4	75.7
- Exports	5.8	15.4	19.0	20.0
<b>T o t a l</b>	<u>93.8</u>	<u>124.6</u>	<u>65.9</u>	<u>92.9</u>
of which imports from the United States were:	43.5	53.3	26.5	40.1
representing % market share of:	57.6	50.4	51.6	53.0

**VII DOMESTIC PRODUCTION - MACHINERY**

Local production of plastics processing machinery and equipment is considered basic with little diversification, using mostly imported technology. This includes injection, extrusion, blow molding machinery, peripheral equipment, accessories and molds.