

TABLE 3
TOTAL CANADIAN TRADE OF MEDICAL
EQUIPMENT AND SUPPLIES WITH MEXICO
(Cdn\$000)

CATEGORY	1988	1989	1990	1991	1992
CANADIAN EXPORTS TO MEXICO					
Impregnated medical supplies	0	41	5	0	0
Suture materials	0	0	4	0	0
Dental & bone rec. cement	4	0	0	101	56
Electro-cardiographs	3	0	0	0	0
Electro diagnostic apparatus	59	177	14	6	7
Needles, catheters, cannulae ..	106	103	14	158	405
Dental instruments/appliances	25	37	140	51	64
Ophthalmic instruments/appl.	4	18	0	0	0
Other medical instr/appl.	36	54	79	65	285
Mechano-therapy appliances	26	47	84	233	148
Hearing aids	27	13	33	39	39
Artificial body parts	6	36	0	130	109
X-ray apparatus & parts	0	12	1307	63	438
Sterilizers	21	0	0	0	0
Contact lenses	47	109	86	3	20
Spectacles	28	4	27	121	64
TOTAL	392	651	1793	970	1635
CANADIAN IMPORTS FROM MEXICO					
Impregnated medical supplies	41	27	1	12	31
Suture materials	0	7	1	4	2
Dental & bone rec. cement	48	7	21	37	0
Electro diagnostic apparatus	0	0	14	0	0
Needles, catheters, cannulae	354	136	273	400	603
Other medical instr/appl.	187	829	490	53	144
Breathing appliances	3	0	0	0	0
Orthopedic appliances	34	0	0	0	81
Artificial body parts	0	0	0	91	19
X-ray apparatus & parts	40	0	3	6	2040
TOTAL	707	1006	803	603	2920

Source: Statistics Canada - International Trade Division

Mexican exports to Canada, on the other hand, were valued at Cdn\$707,000 in 1988 and fell to Cdn\$603,000 by 1991. With major exports of x-ray apparatus in 1992, total Canadian imports from Mexico grew to Cdn\$2.9 million in 1992. These are concentrated in needles, catheters and similar medical supplies and similar articles of very simple manufacture and x-ray apparatus and parts.

The most important competitive factors affecting medical equipment sales in Mexico are leading edge technology and quality, as mentioned earlier. Price, financing and promotion, as