

Before the devaluation there were a large number of distributors that sold plastics-making equipment, and many of them also handled raw materials. About three-quarters of them have reportedly gone out of business since the crisis and some plastics producers are now importing directly.

TRADE SHOWS

Many Canadian companies have first approached the Mexican market by participating in trade shows to exhibit their products and make contact with potential partners. Annual trade shows of interest to Canadian plastics producers include *Mexiplast*, in the fall and *Plastimagen* in the spring. *Plastimagen* was held March 12 to 15, 1996.

MARKET RESEARCH

This market profile is based on publicly-available information, including reports of industry associations, combined with personal interviews with market participants. Companies pursuing market research for specific products will require more detailed data.

The *Instituto Mexicano de Plásticos Industriales (IMPI)*, Mexican Institute of Industrial Plastics, is a private organization geared toward gathering information related to the market dynamics, including technologies, of Mexican and Latin American industrial plastics. The *IMPI's* activities include the following:

- Conducting market studies, and producing statistical reports. A simple five-page statistical overview of the 1995 market costs about US \$1,000.
- Identifying the properties and uses of different types of plastics.
- Organizing seminars and training courses, e.g. the *Congreso Inyección*, sponsored in part by Husky, in August 1995.

The *IMPI's* statistical reports do not have a good reputation in all parts of the industry. Both the *Asociación Nacional de las Industrias del Plástico (ANIPAC)*, National Association of the Plastics Industry and the *Comisión Nacional para la Calidad del Plástico (CNCP)*, National Commission for Plastics Quality, advise against purchasing them.

An alternative source of data on the plastics industry is *PRODE* (Promotion and Development). This consulting firm, based in Mexico City, sells statistical data obtained mainly from personal interviews.