

IV MARKET FOR PLASTICS MACHINERY AND EQUIPMENT IN MEXICO

The Plastics Industry has traditionally relied predominantly on imported machinery and equipment which accounts for approximately 80% of the market. Due to close proximity the United States has been a traditional supplier country with slightly over half of Mexico's imports in this area. West Germany has also substantially increased its market share from 13.2% in 1984 to 16.1% in 1987 as a result of aggressive marketing strategies, establishing local agents in Mexico, making literature available in Spanish and keeping local Associations and Chambers aware of new machines; training personnel in new processes and, in general, having a strong presence in the sales and service markets. Italy is the third most important foreign competitor with a stable market share of 10% to 11%. Japan is penetrating then market with small and low-priced machines and in particular with molds, a sector in which they currently supply 17% of imports.

TOTAL IMPORT MARKET

Mexican Imports of Plastics and Rubber
Production Machinery and Equipment
(US\$000 Dollars)

	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>USA</u> <u>Share</u> <u>1987%</u>
Injection molding machines	12,717	15,827	6,349	70
Extrusion machines	6,319	5,763	6,969	70
Blow molding machines	7,397	11,159	4,512	12
Mixers and Mills	3,936	1,611	915	74
Cutters	2,112	1,341	3,141	37
Granulating/grinding mach.	1,611	833	971	74
Other machines for plastics	17,414	18,247	12,776	53
Tire building machines	2,591	2,277	674	57
Molds for plastics	17,334	46,050	12,912	43
Molds for rubber and tires	3,554	2,743	2,219	65
T o t a l	<u>75,005</u>	<u>105,851</u>	<u>51,438</u>	<u>51.6</u>