

On the other hand, American companies have not kept pace with European and Japanese competitors in terms of pricing or attractive financing. In general, American-based companies are not regarded as being as culturally sensitive as some other competitors, and many of them have failed to produce technical literature in Spanish. Some mining companies have had to hire bilingual technicians to learn about American equipment and then train their operators. As in other sectors, Canadian suppliers are considered good business partners by Mexican companies, partly because of cultural factors.

Mining companies from all over the world are presently evaluating investments in the mining sector. Many of them are expected to import mining equipment from their own countries. The very active participation of Canadian mining companies in Mexico may be a competitive advantage for Canadian equipment suppliers.

### BEST-KNOWN FOREIGN BRANDS OF MINING EQUIPMENT

Komatsu	Dresser
Caterpillar	Tamrock
Secoma	Ramsco
P&H (Homice and Segger)	American Smelting
Pheldoge	Kenecott
Wagner	Atlas Copco
Getman	Euclid
Clark	Robbins

Source: Interviews with mining equipment buyers, 1995.