injection molding machines. Leesona, a company operating under license of Negri Bossi Italy, recently closed its plant in Mexico because of its low productivity. Its locally produced equipment was percieved to be expensive and technologically outdated. This, in addition to increased competition from abroad due to Mexico's trade liberalization shifted the demand to other brands and towards imported machinery. This will represent increased opportunities for foreign suppliers in this area. Other Mexican companies include Mecánica de Oriente (injection), Vulcano (manual injectors and blow molders), Maquinaria Plástica Mexicana (extrusion), Beutel Spacher (extrusion), ITI, S.A. (extrusion), PRIPSA (peripheral equipment), Frigotherm McQuay (chillers) and Friomold (moulds), in addition to FAMA, which also produces and exports moulds. Additionally, there are 110 manufacturers of moulds. These are mostly small, artesanal operations which do not produce sophisticated moulds.

3.2 PLASTIC RESINS

3.2.1 Total Market Demand

TABLE 4
APPARENT CONSUMPTION OF PLASTIC RESINS AND MATERIALS
(U.S.$ millions)

	1989	1990	1991	1994e
Production	961.4	1,077.2	1,120.5	1,353.5
+ Imports	417.8	423.9	467.5	605.4
- Exports	186.5	236.8	260.5	346.7
TOTAL	**1,192.7**	**1,264.3**	**1,327.5**	**1,612.2**

Source: Based on import-export data published by SECOFI; data by Instituto Mexicano del Plástico Industrial (IMPI)

Mexico's consumption of plastic resins fell during the 1982-1984 recession period by 12%, but it increased at an average annual rate of 6% between 1985 and 1991, reaching over 1.4 million tons, or $1.3 billion dollars, in 1991. During 1990, total apparent consumption grew by 6% and preliminary figures place 1991 growth at 5%.

Per capita consumption of plastic resins is of 15 kgs (33 pounds) at present, as compared to 12 kgs (26.4 lbs) in 1986, up from six kgs (13.2 lbs) only ten years before. Even though this figure is still considerably lower than the 89 kgs (196 lbs) consumed in the U.S. or even 127 kgs (279 lbs) in Germany, as Mexico continues to grow and develop, an increase in per capita consumption of plastics, in conjunction with the increase in population, will translate into a higher demand for plastic resins and materials. It is estimated that in only five years,