

- **Food.** *Sigma Alimentos* is the leading producer of processed meat, and has begun diversification into cheeses and yogurts. Major brand names include Tyson and Oscar Mayer.
- **Diversified products.** *Versax* is a group of subsidiaries engaged in a variety of industries. *Nemak* produces aluminum engine parts mainly for sale to the "Big Three" American automakers (Chrysler, Ford and General Motors). *Simmons* and *Selther* make mattresses. The latter also produces polyurethane foam. *Terza* is a rug and carpet manufacturer. *Payless de México* produces construction materials.

*Alfa* has also entered into an agreement with AT&T and the financial group, *Bancomer*, to enter the long-distance telecommunication market in response to Mexico's new deregulation program for that industry. The new venture is called *Alestra*.

*Hylsamex* will invest US \$137 million to double steel production to 1.5 million tonnes per year. It also plans to increase production of galvanized sheet at a cost of US \$73 million. Another *Alfa* subsidiary, *Alpek*, plans to invest US \$250 million in a petrochemical plant adjacent to the *Pemex* complex in Altamira. Total Home is a chain of retail building materials stores which is under development.

*Alfa* was expected to be a major player in the privatization of Mexico's secondary petrochemical plants. But when the government announced that private ownership would be limited to 49 percent, *Alfa* announced that it would re-orient its expansion activities to the steel and petrochemical industries in Venezuela, Colombia and the Mercosur trading block.

## GRUPO AXA

*Grupo Axa's* most important holding is *Conductores Monterrey*, founded in 1956, which produces wire and cable products as well as transformers and voltage regulators. It has plants in Monterrey and San Luis Potosí. Other subsidiaries produce automotive wiring, insulating materials for wiring, and a variety of other products. The group is controlled by Jorge Garza. *Axa* subsidiary companies include:

- **Electrical division.** *Prolec*, *Lumisistemas* and *Celeco*.
- **Industrial division.** *Conductores Monterrey*, *Axa Yasaki*, *Multilec*, *Kemec* and *Tisa*.
- **Food division.** *KIR Alimentos*.