

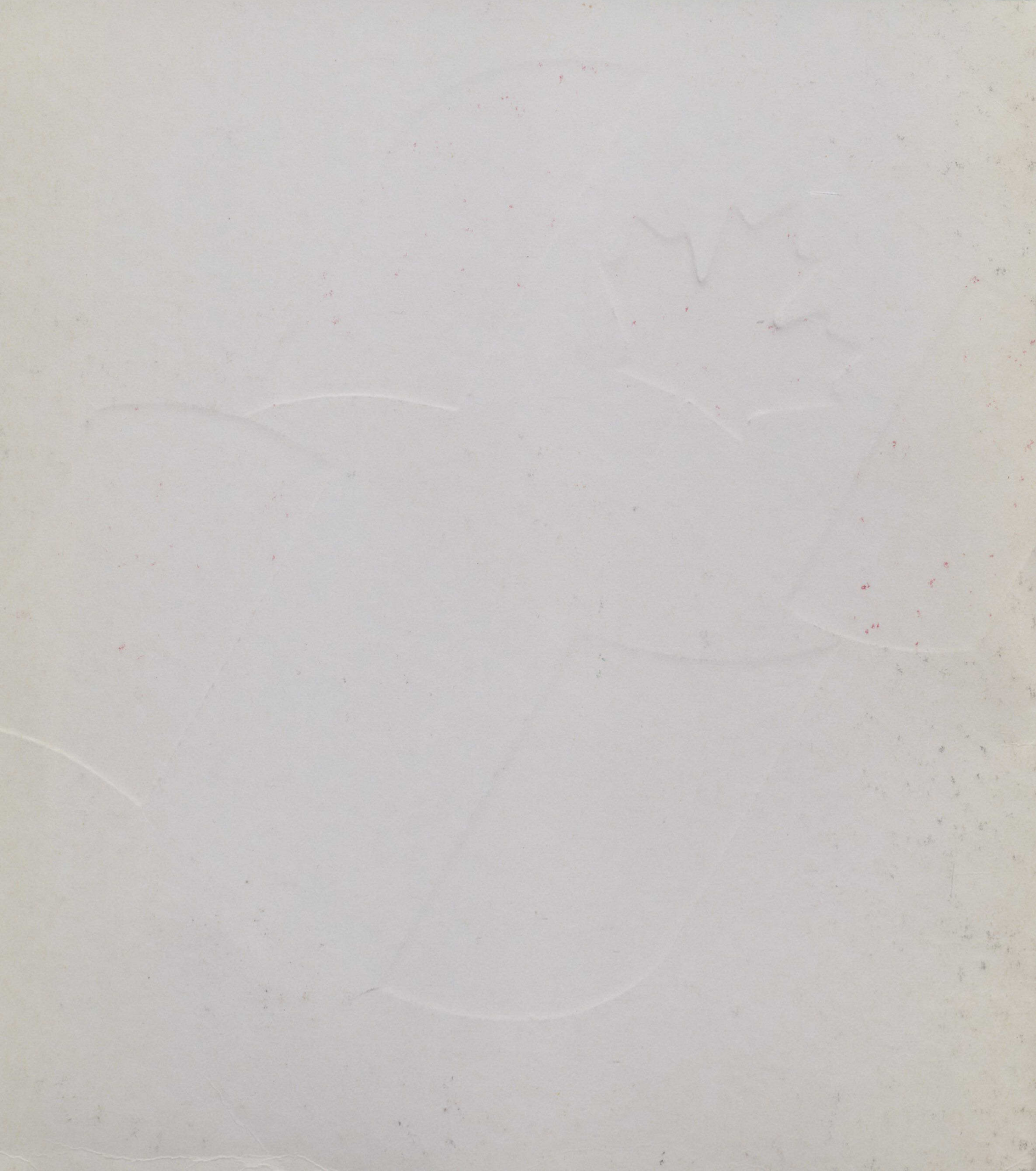
**MARKET STUDY ON MACHINE TOOLS AND METALWORKING
EQUIPMENT IN MEXICO**

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**INFORMATION FOR CANADIAN BUSINESSMEN
PREPARED BY THE COMMERCIAL DIVISION,
CANADIAN EMBASSY, MEXICO.**



MARKET STUDY ON MACHINE TOOLS AND METALWORKING EQUIPMENT IN MEXICO

INDEX

Dept. of External Affairs
Min. des Affaires extérieures

OCT 18 1990

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This market guide booklet has been prepared with the problems inherent to the initiating exporter in mind. However it is not exhaustive; individual circumstances, interests and needs will dictate how companies should tailor their approach and strategy to the Mexican market. While every attempt has been made to ensure accuracy in this study, no responsibility can be accepted for errors or omissions.

Further assistance can be obtained by addressing requests directly to the Commercial Division of the Canadian Embassy in Mexico City located at Calle Schiller No. 529, Col. Polanco, 11560 México, D.F., Telephone 254-32-88, telex 177 1191 and fax (sending from Canada) 011 (525) 545-17-69; or the Latin American Division Department of External Affairs, Industry Science and Technology Canada, 125 Sussex Drive, Ottawa, Ontario, K1A 0G2. Phone 9950460 fax (613) 996-0677.

43-257-565

MARKET STUDY ON MACHINE TOOLS AND METALWORKING EQUIPMENT IN MEXICO

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1. BACKGROUND

Mexico has a high propensity to import capital goods, to the point that their importation tends to accelerate at 10 times the rate of increases in GDP. The origin of this behavior can be found in the import substitution policies adopted during the 1950's. These consisted in closing the borders to all imports of industrial raw materials and consumer goods in order to encourage their domestic production. On the other hand, the importation of machinery, equipment, their parts and components was permitted. This has resulted in a very high dependency on imported machinery and equipment, in particular of machine tools.

During 1982, the total market for machine tools and metalworking equipment in Mexico grew by almost 71% reflecting the accelerated rate of industrial development of the Mexican economy. Imports of machine tools reached their all time high of close to \$700 million. The following year, however, the market contracted significantly and imports decreased by 60% dropping to \$284 million. This decline was due to the general reduction in economic activity and to the virtual impossibility of obtaining dollars for private sector imports. Starting in 1984, as the economy began growing again and foreign exchange was made more readily available, imports resumed a halting but upward trend. Purchases of foreign made equipment increased 35% between 1983 and 1988.

Mexico is the 13th largest consumer of machine tools in the world but only the 33rd world producer. Imports have therefore played a very important role in this market, supplying an average 90% of total apparent consumption, estimated at \$450 million in 1989. This market is expected to grow eight percent per annum during the next five years as a result of government priorities in the petroleum, automotive and steel sectors and because modern machine tools and equipment will be needed, if Mexican manufacturers are to compete successfully with foreign goods both in the domestic and international markets. This market, as many others, will be much more open to foreign competition under the Mexican government's increasingly liberalized economic and trade policy.

2. ECONOMIC ENVIRONMENT

Over the past two years, Mexican economic policy has featured a tough anti-inflationary program called the Economic Solidarity Pact, combining traditional austerity measures (tight fiscal and monetary policies) and heterodox measures (price, wage and exchange rate controls). The program has been successful in reducing inflation, from an annual 159.2% in 1987 to 51.7% in 1988 and an 20.3% by 1989. The general criteria for Mexico's macroeconomic policy in 1990, are to consolidate and fortify the progress made in price stabilization, to reaffirm gradual and sustained economic recuperation, to increase investment, both national and foreign, and to improve living standards.

Mexico's gross domestic product (GDP), after increasing 3.7% and 2.7% during 1984 and 1985 respectively, diminished by 3.6% in 1986. In 1987, it increased a moderate 1.6% and an additional 1.4% in 1988. Domestic economic activity recovered for the third consecutive year in 1989 with an estimated growth rate of 2.9% in 1989 to reach \$200 billion (1). With an 84.5

1. NOTE: All values in this report, unless otherwise stated (\$Mexican pesos, Canadian dollars Cdn\$, etc.) are quoted in United States dollar equivalents.

million population, per capita GDP is estimated at \$2,375. During the 1990-1994 period GDP is expected to maintain an average annual growth rate of 2%-3%.

In an effort to revitalize and open the Mexican economy, the Mexican Government undertook a series of structural changes, including the accession to the General Agreement on Tariffs and Trade (GATT) on August 24, 1986 leading to an extensive trade liberalization process. The automotive and computer industries have also been liberated and items in these categories are now importable without prior import permit requirements.

Major changes were made in the Foreign Investment Law, which now allows direct foreign investment of up to 100% in several sectors of the economy, previously restricted to a minimum 51% Mexican ownership.

According to official data from the Mexican Secretariat of Commerce and Industrial Development (SECOFI), Mexico's previous trade surplus changed to a deficit of \$1.7 billion in 1989. Total exports increased 10.7% totalling \$22.7 billion, while imports increased 24% from \$19.7 billion to \$24.5 billion. Imports of consumer products increased 82%, while those of intermediate goods grew by 17% and capital goods by 18% in 1989. Total Mexican imports from Canada increased 24% in 1989 to Cdn\$603 million. In 1989, total trade between Mexico and Canada was valued at Cdn\$2,301 million: Cdn\$603 million in the sale of Canadian goods and services to Mexico and Cdn\$1,698 million in Canadian purchases from Mexico. Mexico and Canada have traditionally been strong trading partners. According to Mexican figures, in 1989, 1.9% of Mexico's imports came from Canada, while 1.3% of its exports were to Canada. This makes Canada Mexico's fifth largest exporter and sixth largest importer.

3. MARKET ASSESSMENT

The total Mexican market for machine tools and metalworking equipment amounted to \$421 million in 1988, up 50% over the \$280 million of 1987. Preliminary data for 1989 place the market size at \$451 million, reflecting a further 7% growth. As a result of Mexico's open investment and trade policy, total demand is expected to increase at an 11% annual rate and reach \$759.6 million in 1994. In conjunction with Mexico's general economic growth, a variety of new projects are underway in the steel and automotive sectors, which have boosted demand for this type of equipment and will continue to do so in the future.

TABLE 1
THE MEXICAN MARKET FOR MACHINE TOOLS
AND METALWORKING EQUIPMENT
(million US dollars)

	1987	1988	1989 ^e	1994 ^p	88-91 ANNUAL GROWTH
Production	48.3	59.5	63.6	89.2	7.0%
+ Imports	245.8	384.8	411.7	708.1	11.5%
- Exports	14.2	22.9	24.5	37.7	9.0%
TOTAL	279.9	421.4	450.8	759.6	11.0%

Source: Import and export statistics - Secretaría de Comercio y Fomento Industrial.

3.1 IMPORTS

The weakness of the domestic industry has meant that imports have played a paramount role in the Mexican market for machine tools and metalworking equipment. Total imports were \$245.8 million in 1987 and grew 56.5% in 1988 as a result of general economic growth, trade liberalization policies and several new projects undertaken in the various end user sectors. Total 1988 imports of \$384.8 million can be divided into \$226 million of machine tools, \$81 million of metalworking equipment and \$77 million of ovens and furnaces. Preliminary figures indicate a further 7% growth in 1989 placing total imports at \$411.7 million. Imports of machine tools are expected to grow at an average annual rate of 11.5% in the next five years within the same framework set by the administration of President Salinas. Even though this figure may seem high, it is not unrealistic if it is remembered that in 1981 imports of machine tools reached a peak of approximately \$680 million, a figure slightly below estimated imports for 1994 of \$708 million.

Metal cutting machine tools represent approximately 40% of total imports. These are followed closely by metal forming equipment with approximately 32%. This is expected to be the fastest growing segment of the market, as it has been in the last few years, even though metal cutting machine tools are the most important segment in dollar terms. The remainder is composed of lathes, metal drawing machines, grinding and finishing machines, boring, milling, drilling machines and machining centers.

Imports of parts and attachments for machine tools represented 12% of total imports in 1988, up from 22% in 1987, and increased to 18% in 1989. At a time when credit is scarce and a large portion of the Mexican industry is working below capacity, parts will continue to represent a flourishing market. Nevertheless, purchases of new machinery have already been resumed on a major scale, given the demand backlog existing since the market contraction began in 1981. In light of Mexico's accession to GATT, the Mexican industry will have to be more productive and more competitive, both internationally and at home. This means increased demand for new, improved technologies, of capital goods in particular.

As is the case with the majority of Mexican imports of capital goods, most machine tools originate in the U.S., which has accounted for an average 50% of total imports. In 1988, this market share was 51%, representing total sales of \$197 million. Other countries' share in 1988 were as follows: the United Kingdom (14.8%), West Germany (10.9%), Hong Kong (6.3%), Japan (4.4%), Italy (2.4%) and Canada (1.0%).

The source of supply of Mexican machine tool imports varies mostly in terms of their relative degree of sophistication. With regard to simpler types of equipment, Latin American, Asian and Eastern European countries have made major inroads in the Mexican market. Countries such as Spain, Italy, Hong Kong, China and Brazil have achieved increasing levels of penetration in the medium technology bracket. Finally, countries such as the U.S., Japan, West Germany and the U.K. dominate the high technology, high quality market segment. Japan and West Germany have been making strong efforts to capture a larger proportion of this segment through extended credit terms and/or low prices. Tight domestic financing is forcing Mexican buyers to give greater weight to financing than quality when purchasing equipment, and this has favored countries willing to finance large sales.

TABLE 2
CANADIAN IMPORTS AND EXPORTS WITH MEXICO
OF MACHINE TOOLS AND METALWORKING EQUIPMENT
(000 Canadian dollars)

	CDN EXPORTS TO MEX 1988	CDN IMPORTS FROM MEX 1988	CDN EXPORTS TO MEX 1989	CDN IMPORTS FROM MEX 1989
Saw blades	30	10	237	134
Pliers	35	32	0	25
Wrenches	7	0	0	0
Tools & dies	363	1,467	606	1,126
Machine tools	3,224	0	944	33
Parts & accessories	1,476	50	668	193
Furnaces and ovens	110	0	132	60
TOTAL	5,245	1,559	2,587	1,571

Source: Statistics Canada - International Trade Division

Canadian exports to Mexico increased 83% in 1988 to Cdn\$5.2 million, but decreased again 51% in 1989 prompted by a drop in exports of machine tools and their accessories. Canadian products are well accepted in Mexico, but Canadian exporters should be more aggressive in marketing their products in Mexico, by offering financing alternatives, participating in trade shows, establishing a representative or distributor or investing in Mexico.

Foreign products with best sales prospects in Mexico include: numerically controlled machine tools, machining centers, lathes, milling machines, grinding machines, centering, honing, punching, shearing, bending & forming machines, jig and vertical boring machines, horizontal drilling machines, gear cutting and finishing machines, polishing and molding machines, copying machines, shaping machines, sawing machines, cutoff machines, arc welding machines, wire drawing machines, presses, cutting pliers, saws, wedges, knives, blades, special dies & tools, parts and attachments.

3.2 DOMESTIC PRODUCTION

Domestic production of machine tools has at most represented 12% of total apparent consumption in the last several years. In 1987 it was valued at \$59.5 million and is estimated to have increased to \$63.6 million in 1989, of which \$24.5 were exported. It is restricted to the more basic, less sophisticated and traditional specifications of equipment. Among machine tools manufactured in Mexico are drills, blades, tips, spare parts, cutting and welding equipment, tool holders, shears, rolling trains, smooth-roll mills, grooved-roll mills, handsaw jigs, electric furnaces, horizontal mechanically controlled small lathes, station and transfer machines, pneumatic and hydraulic presses, horizontal and vertical mechanical presses, mechanical and hydraulic guillotines, circular sawing machines, mechanical shears and curtain presses. Many of these products are exported to the United States, Central and South America.

The Mexican Government has stated its desire to develop the domestic industry's capacity to produce machine tools, metalworking machinery and the intermediate goods necessary for

their production, in particular in the areas of metal rolling and wire production (drawing process). Scarce government resources and financing, increased competition from abroad and poor economic conditions have so far limited the success of this development plan. However, the Mexican parastatal policy of buying national whenever possible has helped local producers make some progress in recent years.

Local producers face a variety of obstacles when competing with imported products, including high prices and lower quality of raw materials in comparison to international standards, high interest costs, and scarcity of trained personnel and technicians. But the most cited causes of slack demand for domestically manufactured machine tools is the perception that quality is low, that deliveries are likely to be delayed and that their technological level is inadequate. Due to the above reasons, Mexican machine tools are almost only used in technical schools, small scale industries and job shops, not in heavy industry. The Mexican capital goods industry operated at 30%-40% capacity in 1984. In 1985 and 1986 it rose again to 50%-55% and is estimated at 55%-60% in 1989. This was partly due to an improvement in the quality of Mexican made equipment due to licensing agreements and joint ventures with firms from the U.S., West Germany, Brazil, The U.K., Spain, Italy and Japan. The ability of Mexican companies to continue improving their quality and technological state-of-the-art will determine their growth and market participation in the future. During the next few years, however, domestic production is expected to grow at a 5% annual rate, still below that of imports.

Approximately 16 major companies in Mexico manufacture machine tools. Of the three government owned companies, which previously supplied approximately 40% of the market, Fábrica Nacional de Máquinas-Herramienta (FANAMHER) was closed and Oerlikon Italiana de México was put up for sale. Major private companies are Cormetal, Dizher Industrial, Dreis & Krump de México, Empresas Tosa, Fábrica de Máquinas y Accesorios (FAMA), Fundación y Talleres Anáhuac, Gimbel, Hidromex, Industrial de Partes, Industrias Jego, Lukas, Máquinas Monterrey, Potencia Hidráulica, Strojimport de México and W.A. Whitney.

4. END USERS

The most important end-user sectors of machine tools in Mexico are the automotive industry, the steel industry, electric and non-electric machinery and equipment, as well as the following industry groups: metal furniture & fixtures, construction, metal products, cutlery and tableware, fasteners, textiles, chemicals and petrochemicals, plastics, packaging, electrical appliances and electronic products.

4.1 GOVERNMENT AGENCIES

The Mexican Government is the principal force of the economy. It is presently involved in approximately 450 state-owned firms and government agencies, down from 1,155 in 1982 as a result of a major effort of the past administration to reduce government involvement in the economy. In 1989 the total budget assigned to physical investment is \$6.5 billion, of which \$3.9 billion were assigned to Pemex and other parastatal companies. Government agencies account for approximately 40% of total machine tool imports. Among government institutions with the greatest market potential for imported machine tools are:

- Petroleos Mexicanos (PEMEX), the national petroleum and gas monopoly, was assigned a \$1.6 billion investment budget for 1989, mostly for exploration drilling, production, oil and gas pipes, storage, projects under construction (development of marine platforms in the Campeche marine area and in the Southeast), increased exports of refined products and increased efficiency in its nine refineries and 20 petrochemical complexes;
- Comisión Federal de Electricidad (Federal Electricity Commission-CFE), the sole generator and distributor of electricity in Mexico, is undergoing a significant structural change with the aim of increasing its efficiency and profitability. The 1989 investment budget will be used to increase installed capacity by 318 MW (for a total 25,305 MW) and to continue construction in existing coal fired, nuclear and oil fired generating plants;
- Caminos y Puentes Federales de Ingreso (Federal Income Generating Roads and Bridges), the parastatal company responsible for the construction and maintenance of toll highways and bridges, has been authorized to increase its tariffs, which will enable it to modernize and expand the existing infrastructure of 939 kms;
- CONCARRIL, the sole manufacturer of rail cars in Mexico, satisfying 90% of total demand, has undergone a major restructuring, mostly by adding new production lines, such as passenger cars, light trains, subway trains and locomotive reconstruction, to the previous subway and freight cars. The use of installed capacity increased from 23% in 1986 to an estimated 70% in 1988 and has translated into exports and the coverage of local demand;
- Diesel Nacional (DINA), the government owned manufacturer of trucks and buses, and SIDERMEX, the largest steel producing enterprise in Mexico will be discussed below.

4.2 AUTOMOTIVE INDUSTRY

The most important end user of machine tools in the private industry is the automotive sector. The largest automotive manufacturers in Mexico are:

Chrysler	Ford
General Motors	Nissan
Dina	Volkswagen

These firms operate a total of 16 plants in Mexico, of which ten are American, two German, three Japanese and one Mexican. These 100% foreign owned plants manufacture automobiles, trucks and motors, providing 90% of Mexico's total automotive production. The other plants are majority Mexican owned and produce truck trailers, tractors for agriculture and buses. All passenger car manufacturers are 100% foreign owned and, since they were established prior to 1973, they were exempted from the majority Mexican ownership regulation imposed later by the Foreign Investment Law.

According to the Mexican Association for the Automotive Industry, total production reached 641,275 units in 1989, reflecting a 25% increase over the 512,626 units produced in 1988. Of total production, 68% corresponded to automobiles, 31% to trucks and the balance to trailer-tractors and buses. Market participation by company, was as follows: Nissan 21.5%, Chrysler 20.9%, Ford 19.6%, Volkswagen 19.3% and General Motors 16.3. Total internal demand for cars and trucks has also increased significantly (30%), from 341,919 units in 1988 to 445,863 in 1989, as have exports.

A new decree was published in December 1989 for the automotive industry allowing locally established car and truck manufacturers to import new cars from their foreign facilities,

provided they show an overall trade surplus and imported units do not exceed 15% of locally produced units during 1991-1992 and 20% in 1993. The minimum local contents requirement (60% on cars and 70% on trucks) has been eliminated, as well as previous restrictions regarding the number of lines and models produced.

Virtually all of the major auto companies have expanded their manufacturing facilities in recent years:

- Nissan has built two new plants, one for body stamping and the other for motor assembly, in Aguascalientes, with the capacity to produce 8,000 units per month. These plants are expected to be operational in 1992.
- Ford built a motor plant in Chihuahua and completed its auto assembly plant in Hermosillo in 1987.
- Chrysler's Mexico City plant is the sole worldwide producer of its Ramcharger, a light luxury truck line.
- General Motors enlarged its two plants located in Coahuila. In 1990, Packard Electric, a division of G.M., under the name of Alambrados Automotrices S.A., will invest \$50 million in two new plants to produce condensers.
- Volkswagen is in the process of increasing the export capacity through its plant in Puebla. It will invest \$300 million in 1990 to expand its production capacity and \$90 million in autopart manufacturing.
- Renault has suspended its production of finished cars in Mexico since 1987, but still manufactures six cylinder motors for export at its Durango plant. Renault will invest \$453 million during the next three years to increase its capacity.
- The Japanese firm Honda opened two motor assembly plants in Jalisco and Sonora to supply the U.S. market.

The parastate company Diesel Nacional (DINA) was restructured in 1989. It consisted of Dina Camiones, Dina Autobuses and Mexicana de Autobuses in passenger buses; Motores Perkins, Dina Motores, Dina Cummins and Moto Diesel Mexicana in the production of motors; Plásticos Automotrices Dina, Maquiladora Automotriz Nacional and Servicios Alimentarios in the autoparts industry; and it also held shares in Dina Rockwell and Dina Komatsu. The Grupo G company from Jalisco bought DINA for \$100 billion pesos (\$40 million), including Dina Camiones, Dina Autobuses, Dina Motores and Dina Plásticos.

The demand for machine tools and metalworking equipment has grown with the automotive industry's increase in production, both for the domestic market and for export. General Motors and Ford have the most innovative equipment at their plants. G.M. has 30 numerically controlled transfer machines at its Coahuila plant and Ford is automatizing its plants, where robots will be used in the grinding and polishing processes, while materials handling and storing will be done in a numerically controlled facilities. Every automobile manufacturer purchases eight to ten hydraulic presses annually, as car models are changed. Robots are used by Ford, Chrysler, Volkswagen and General Motors.

4.3 STEEL INDUSTRY

The government owned SIDERMEX is the most important steel and alloy producing group in Mexico, with total output of 5.1 billion tons in 1988. It comprises two major companies: Altos Hornos de México and Siderúrgica Lázaro Cárdenas "Las Truchas" (SICARTSA), in addition to the NKS complex, a joint venture between Nacional Financiera, SIDERMEX and Kobe Steel (Japan) which began full scale production in 1986 at their steel mill and castings plant in Lázaro Cárdenas. By 1990, it is expected to operate at full capacity.

The Mexican steel industry is undergoing a period of reorganization, mostly through the privatization of several steel companies and the optimization of existing production. In 1987 the Mexican government assumed SIDERMEX's \$700 million foreign and internal debt in order to keep it afloat, and increased its budget to \$25 million in 1988. Simultaneously it began reorganizing the industry by privatizing 55 steel companies between 1982 and 1988: selling 35, closing 15, merging four and resectorizing four. A major action consisted in closing the troubled Fundidora Monterrey, a major company associated to SIDERMEX. This restructuring was partially encouraged by Japanese capitals in the amount of \$260 million flowing into the second phase of the SICARTSA steel project on the coast of Michoacán. New and ongoing projects in addition to the modernization of existing facilities should increase demand for machine tools and metalworking equipment.

Additionally, in March 1990, the Mexican government put the SIDERMEX complex up for sale. It is expected that the sale of AHMSA and SICARTSA will be included within the debt to equity swap program, which was created to foster private investment in infrastructure projects and those involving the sale of public sector assets. Offers to buy are expected from Mexican, British, West German and particularly Japanese investors.

4.4 OTHER

The construction industry is another important user of machine tools. After several years of negative growth, in 1989 it showed a 1.4% increase and is expected to grow 2.5% in 1990. In 1989, the Mexican government launched the Private Investment in Toll Highways Program for 1989-1994 enabling private Mexican and foreign investors to participate in the construction of 3,200 kms. of toll highways with a total projected investment of \$1.6 billion. Participation will be made through international bidding and swap programs.

Approximately 4,100 companies manufacture non-electric machinery and equipment, while another 600 produce electric machinery. The metal working machinery and capital goods sector plays a strategic role in Mexico's industrialization process and growth. It is therefore a sector that will continue to be promoted by the government in the future.

5. MARKET ACCESS

Sales in Mexico are usually made through local agents and distributors, normally operating on a commission basis. Decisions should be taken on whether to use an agent, joint venturing or licensing with a Mexican company. Mexico's market is highly competitive and companies which maintain an active presence in the market and establish a good track record by virtue of product performance, competitive price and service will do well.

All suppliers of equipment or services, whether local or foreign, to a Mexican Government entity must be registered with the Secretariat of Programming and Budget (SPP) and with the Purchasing Department of the agency itself. All purchases over a specified minimum are subject to bidding.

Over the past four years, Mexico has hosted an international machine tool show held in Mexico City, and which to date has received favorable acceptance with local industry. The last event was MAQUINAMEX EXPO '90 held in late June over a four day period. This show featured over 150 manufacturers of machine tools from Mexico, Japan, Germany, Italy, the U.S.A. and China amongst others. A wide range of equipment, from the more simple tools

and dies to sophisticated and robot units are displayed. This type of trade show can be a favorable means of displaying Canadian machinery to establish a foothold in the Mexican market, or to visit with a view of establishing contacts with further representation in the marketplace. The organization responsible for this exhibition is Fapezal Comunicación S.A. de C.V., Paseo de la Reforma 300 - 11th floor, Colonia Juárez, México D.F. 06600. Telephone: 525-3902, 533-1486, Fax: 525-4103. Interested parties should write directly for further information.

As a result of Mexico's accession to GATT, the Mexican Government has gradually opened the economy to international suppliers. Import duties have been lowered from a maximum 100% in 1983, to 20% since December, 1988. The official import price system has been totally eliminated and import permits are required on only 325 of the total 11,950 items in the Mexican Tariff Act, none of which correspond to this industry. Mexico adopted the Harmonized System of Tariff Nomenclature on July 1, 1988.

The import conditions for machine tools have improved significantly as a result of Mexico's commercial liberalization policies. Maximum duty rates have been reduced to 20% and prior import permits are no longer required on items in this category. Metalworking equipment is classified under headings 8202 to 8204 and 8207 to 8209; machine tools under numbers 8456 to 8463 and 8466; and ovens and furnaces under 8514 and 8515.

Imports of machine tools and metalworking equipment are subject to a 0% to 20% ad valorem duty assessed on the F.O.B. invoice value. In addition, a 0.8% customs processing fee is assessed on the invoice value. A 15% value added tax is then assessed on the cumulative value of invoice plus the above taxes.

There are no official metric requirements applicable to imports into Mexico. However, since the metric system of units is by law the official standard of weights and measures in Mexico, importers will usually require metric labeling for packaged goods, although the English system is also used. Dual labeling is acceptable. Imported products should be labeled in Spanish containing the following information: name of the product, trade name and address of the manufacturer, net contents, serial number of equipment, date of manufacture, electrical specifications, precautionary information on dangerous products, instructions for use, handling and/or product conservation and mandatory standards. Mexico adheres to the International System of Units (SI). Electrical standards are the same as in the U.S. Electric power is 60 cycles with normal voltage being 110, 220 and 400. Three phase and single phase 230 volt current is also available.

Prepared by:
Caroline Verut
for the Canadian Embassy
Mexico City
June 1990

WHEN SELLING TO THE MEXICAN GOVERNMENT AND ITS AGENCIES, IT IS
REQUIRED TO HAVE REGISTRY NUMBER AS FOREIGN SUPPLIER.
FOLLOWING IS RELATED INFORMATION.

REGISTRATION WITH SECRETARIA DE PROGRAMACION Y PRESUPUESTO

(SPP)

Following is a summary of Registration Procedures for Canadian Companies wishing to sell to the Mexican Government and its decentralized agencies.

Note: Registration procedures now cannot be done by the foreign (Canadian) supplier, and must be done by the company's official local agent/representative in Mexico.

To obtain registry, the following documents should be submitted to the Registro de Proveedores Office of the Secretaría de Programación y Presupuesto (SPP) (Ministry of Planning and Budgeting) located at the following address:

Registro de Contratistas y
Proveedores de la Administración
Pública Federal S.P.P.
Av. San Antonio Abad No. 124 - Piso 1
Col. Tránsito
06380 México, D.F.

- a) Applications for registration of foreign supplier forms SPP in original and 3 copies, all signed separately.
- b) A copy of the company's balance sheet and profit and loss statement with data not older than two months with respect to the date of application entry into the Foreign suppliers registry, also translated into Spanish and legalized by the Mexican Consulate.
- c) Copy of power of company's legal representatives in Canada notarized, and certified by Mexican Consul (documents mentioning full name of person or persons, legally authorized to sign documents on behalf of company showing his (their) signature.
- d) Copy of agency/representative contract in Mexico notarized and then certified by Mexican Consul.
- e) Copy of a document that proves and guarantees legal existence of company in Canada.
A certificate of incorporation from a Canadian -

Chamber of Commerce or Industry Chamber. This letter must be presented in its original form and must state that interested company has been legally incorporated in accordance to the laws of the country and must include the date of incorporation. The letter cannot be more than six months old from the date it was issued. In addition it must be translated into Spanish and legalized by the Mexican Consulate.

- f) Limited power to local agent to act on behalf of foreign firm on disputes and collection matters.
 - g) A photocopy of sample past invoices for each product to be supplied duly translated and legalized by the Mexican Consulate with the date and the names of the buyer and the seller underlined and highlighted.
2. Once application forms and supporting documents are approved, registration number is issued in two to four weeks time. To claim registration number, foreign firm's representative will have to present original and copy of HD-1 form "Declaración General de Pago de Derechos" duly paid.
3. To obtain HD-1 forms.
As first step, payment of \$366,000 Mexican Pesos (as of April 1990 and rate subject to changes) should be made at any office of the Secretaría de Hacienda y Crédito Público (SHCP) in cash, or with Mex. Peso bank draft in favor of the "TESORERIA DE LA FEDRACION" payable through a Mexican bank located in Mexico City and should be accompanied by four (4) payment forms DH1. Each form should be signed separately. Forms can be obtained at any SHCP's offices.

IMPORTANT

TO AVOID REFUSAL OF APPLICATIONS

- I Copies of documents b, c, d, e, f, g, must be translated into Spanish by certified local translator if done in Mexico. However if documents b, c, d, e, f, g and respective translations are done into Spanish in Canada, these do not have to be done by certified translator, as above, but documents and translations must be duly notarized, and then certified by nearest Mexican Consul in your area.
- II Original and copies of application forms must be signed separately by company's legal representative.

III Corporate name should appear exactly the same in all documents: (i.e.: spelling, company names which have changed over the years).

Legal representative's signature should be signed separately on following documents:

- . DH-1 Payment forms
- . Registry application forms (both pages)
- . Power of legal representative of company in Canada.
- . Copy of agency/representative contract in Mexico.
- . Limited power to local agent.

While every effort has been made to provide the above information accurately, the Canadian Embassy cannot assume responsibility for errors, omissions or subsequent changes in procedure which may occur.

**Information
updated April/90
Canadian Embassy
Mexico City**

USEFUL COMMERCIAL,
INDUSTRIAL AND TRADE ASSOCIATIONS.

CAMARA NACIONAL DE LA INDUSTRIA
METALICA DE GUADALAJARA
16 de Septiembre 730-1708/1709
Col. Centro
44100 Guadalajara, Jal.
(91-36) 12-2127

CAMARA REGIONAL DE LA INDUSTRIA
DE TRANSFORMACION DEL EDO. JALISCO
Ave. Washington 1920
44100 Guadalajara, Jal.
(91-36)11-7309

CAMARA NACIONAL DE LA INDUSTRIA
DE TRANSFORMACION
Ave. San Antonio 256
Col. Ampliación Nápoles
Del. Benito Juárez
03849 México, D.F.
Tel. 563-34-00
Tlx 1777466

CAMARA DE LA INDUSTRIA DE
TRANSFORMACION DE NUEVO LEON
Ocampo Pte. 250-4 piso
Col. Centro
64000 Monterrey, N.L.
(91-83)43-6453

ASOCIACION DE INDUSTRIALES
DEL ESTADO DE MORELOS, A.C. (AIDEDM)
Río Balsas 102
Col. Vista Hermosa
62290 Cuernava, Mor.
(91-731)2-04-33

CAMARA NACIONAL DE LA INDUSTRIA
DEL HIERRO Y DEL ACERO
Amores 338
Col. del Valle
Del. Benito Juárez
03199 México, D.F.
543-44-43

NATIONAL CHAMBER OF THE
MEXICAN METALIC INDUSTRY
OF GUADALAJARA.

REGIONAL CHAMBER OF THE
TRANSFORMATION INDUSTRY
IN THE STATE OF JALISCO.

NATIONAL CHAMBER OF THE
TRANSFORMATION INDUSTRY.

REGIONAL CHAMBER OF THE
TRANSFORMATION INDUSTRY
IN THE STATE OF NUEVO LEON

ASSOCIATION OF
INDUSTRIALISTS OF THE
STATE OF MORELOS.

IRON AND STEEL CHAMBER

2...

ASOCIACION DE INDUSTRIALES
DEL ESTADO DE MEXICO, A.C.
Ave. Parque de Chapultepec 105
Col. del Parque
53390 Naucalpan, Mex.
Tel. 576-21-11
Telex 1772308

ASOCIACION INDUSTRIAL VALLEJO, A.C.
35 No. 865
Col. Industrial Vallejo
Del. Azcapotzalco
02300 México, D.F.
Tel. 567-85-55

INDUSTRIALISTS ASSOCIATION
OF THE STATE OF MEXICO
(Adjoining the Federal
District-Mexico City)

ASSOCIATION OF THE Norte
INDUSTRIAL AREA OF VALLEJO
(Situated as part of Mexico
City proper)

ASOCIACION MEXICANA DE
DISTRIBUIDORES DE MAQUINARIA, S.A.
Toluca 107
Del. Vertiz Saravá
Del. Benito Juárez
06700 México, D.F.
Tel. 575-19-11
Telex 1772911 (ARGENT)

CAMARA NACIONAL DE MAQUINARIAS
ELECTRICAS (CANAME)
Toluca 84 Bsq. Lafayette
Col. Anáhuac
Del. Miguel Hidalgo
06500 México, D.F.
Tel. 439-59-62

CAMARA NACIONAL DE LA INDUSTRIA
ELECTRONICA Y DE COMUNICACIONES
MEXICANAS (CANICOM)
Avanzada No. 43
Col. Roma
Del. Cuauhtémoc
06700 México, D.F.
Tel. 574-76-11
Telex 1776211 (MEX)

ASOCIACION DE INDUSTRIALES
DEL ESTADO DE VERACRUZ, A.C.
Paseo 22-201
Del. Centro
71000 Jalapa, Ver.
Tel. (01-281) 2-04-80

MEXICAN ASSOCIATION OF
MACHINERY DISTRIBUTORS

ELECTRICAL MANUFACTURERS
NATIONAL CHAMBER

NATIONAL CHAMBER OF THE
ELECTRONIC AND ELECTRICAL
COMMUNICATIONS

INDUSTRIALISTS ASSOCIATION
OF THE STATE OF VERACRUZ

USEFUL COMMERCIAL,
INDUSTRIAL AND TRADE ASSOCIATIONS.

ASOCIACION NACIONAL DE IMPORTADORES
Y EXPORTADORES DE LA REP. MEXICANA,
A.C.

Monterrey 130
Col. Roma
Del. Cuauhtémoc
06700 México, D.F.
Tel 564-86-18
Tel. 1772443 (AIERME)

MEXICAN IMPORTERS AND
EXPORTERS ASSOCIATION

ASOCIACION DE INDUSTRIALES DEL
ESTADO DE OAXACA, A.C.
Ave. Independencia 803-206
Col. Centro
58000 Oaxaca, Oax.
(91-951) 6-45-71

INDUSTRIALISTS
ASSOCIACION OF THE
STATE OF OAXACA.

ASOCIACION MEXICANA DE
DISTRIBUIDORES DE MAQUINARIA, A.C.
Tenayuca 107
Col. Vértiz Narvarte
Del. Benito Juárez
03600 México, D.F.
Tel 575-10-11
Telex 1772913 (AMDMME)

MEXICAN ASSOCIATION OF
MACHINERY DISTRIBUTORS.

CAMARA NACIONAL DE MANUFACTURAS
ELECTRICAS (CANAME)
Thiers 84 Esq. Lafayette
Col. Anzures
Del. Miguel Hidalgo
11590 México, D.F.
Tel 250-50-82

ELECTRICAL MANUFACTURERS
NATIONAL CHAMBER

CAMARA NACIONAL DE LA INDUSTRIA
ELECTRONICA Y DE COMUNICACIONES
ELECTRICAS (CANIECE)
Guanajuato No. 65
Col. Roma
Del. Cuauhtémoc
06700 México, D.F.
Tel. 574-74-11
Telex 1773527 (CNIEME)

NATIONAL CHAMBER OF THE
ELECTRONICS AND ELECTRICAL
COMMUNICATIONS.

ASOCIACION DE INDUSTRIALES
DEL ESTADO DE VERACRUZ, A.C.
Lucio 22-201
Col. Centro
91000 Jalapa, Ver.
Tel. (91-281) 7-64-85

INDUSTRIALISTS ASSOCIATION
OF THE STATE OF VERACRUZ.

**HERRAMIENTAS ELECTRICAS
PORTATILES, S.A.** Tel. 591-0583
Antonio Caso 155
Col. San Rafael
Del. Cuauhtémoc
06470 México, D.F.
Humberto García Pérez, General Manager; Humberto García
Ortiz, Administrative Manager; Gabriela Salazar, Sales
Manager
Distributors of electric tools.
Established: 1965 Personnel: 40

APPLIED POWER (MEXICO), S.A. DE C.V. Tel. 3-3700
Blvd. Felipe Angeles 1604
Col. Santa Julia Fax 3-1196
42080 Pachuca, Hgo.
Apdo. Postal 362
42040 Pachuca, Hgo.
Romualdo Tellería Armendariz, President; C.P. Rolando Cabrera
Ortiz, Finance Manager.
Manufacturers of hydraulic tools.
Established: 1965 Personnel: 218

BOKER, S.A. DE C.V. Tel. 542-4560
Av. 16 de Septiembre No. 58 542-4563
Col. Centro Fax 521-1707
Del. Cuauhtémoc
Apdo. Postal 148
06000 México, D.F.
Klaus Boker, Director; Pedro R. Boker, Director; Claus
Schlenker, Sales Manager.
Hand tools, household appliances, cutlery, garden equipment
Established: 1865 Personnel: 56

PROTOMEX, S.A. DE C.V. Tel. 19-2710
Calz. Independencia Sur 1085
Sector Reforma Fax 19-0783
Apdo. Postal 1-485
44430 Guadalajara, Jal.
Claus Baumeister B., Finance Manager
Manufacturers of hand tools.
Telex: 684000

AMBA, S.A. Tel. 650-2538
Avena 315 650-5881
Col. Granjas México
Del. Iztacalco
08400 México, D.F.
Salomón Siperstein, General Manager
Manufacturers of hand tools.
Established: 1958 Personnel: 15

PRODUCTOS DE ALAMBRE SI-MAR, S.A. Tel. 25-3009
Mexicaltzingo 1602, Altos
Apdo. Postal 39-121
44100 Guadalajara, Jal.
Antonio Marchina D., General Manager
Manufacturers of wire products.

ALTA TECNOLOGIA MEXICO AMERICANA, S.A. DE C.V. Tel. 584-4335
Guanajuato 224 Fax 535-3166
Col. Roma
Del. Cuauhtémoc
06700 México, D.F.
Ing. Paul L. Murad, General Director; C.P. Higinio Cruz,
Administrative Director; Ing. José Luis Obispo, Sales and
Marketing Manager
Engineering and manufacturing of industrial plating and
processing equipment.
Established: 1984 Personnel: 50 Telex: 1760716

ROBERT BOSCH, S.A. DE C.V. Tel. 588-8055
Dr. Lucio 270
Col. Doctores Fax 578-2038
Del. Cuauhtémoc
Apdo. Postal 7-878
06720 México, D.F.
Kurt W. Schürch, General Director; Bernhard Wolf, Import
Manager; Peter Eschenbach, Administrative Manager
Distributors of automobile parts, electrical power tools,
automotive workshop equipment, instruments, motor
chain saws.
Established: 1955 Personnel: 86 Telex: 1772609

**CHICAGO PNEUMATIC TOOL
DE MÉXICO, S.A.** Tel. 571-3411
Blvd. Puerto Aéreo 169
Col. Federal Fax 571-1181
Del. V. Carranza
15700 México, D.F.
Ing. Jaime G. Cadaval T., General Manager; Ing. Mariano
Serrato R., Sales Manager
Distributors of construction and drilling equipment, air
compressors and pneumatic tools.
Established: 1949 Personnel: 11 Telex: 1771270

VALENITE GTE DE MEXICO, S.A. DE C.V. Tel. 4-5508
Avenida Peñuelas 7 4-5509
Fracc. Industrial San Pedro Fax 4-5503
76040 Querétaro, Qro.
Apdo. Postal 228
76000 Querétaro, Qro.
Rodney Allen, General Director; Arnaldo Herrera, Finance
Director; Marino Guglielmi, Marketing Manager
Steel tools, tungsten carbide inserts.
Established: 1969 Personnel: 200 Telex: 121637

HYDRIL, S.A. DE C.V. Tel. 596-8966
Hamburgo 213, 12o. Piso
Col. Juárez Fax 202-0669
Del. Cuauhtémoc
06600 México, D.F.
Ing. Pedro F. Goebel, General Director; Ing. Juan M. Ramos,
Administrative Director
Manufacturers of drilling equipment.
Established: 1979 Personnel: 240 Telex: 1763246

FERRETERA ANAHUAC, S.A. DE C.V. Tel. 390-8411
Av. Valle de las Alamedas 66-B
Col. San Francisco Chilpan Fax 390-7539
Apdo. Postal 38
54940 Tultitlán, Méx.

Víctor Zundelewich, General Director; Ing. Francisco López Mas, General Manager; Abel Morales, Purchasing Manager; Carlos Camacho Ahumada, Administrative Manager; Lic. Eduardo Miravete, Commercial Manager
Distributors of special steel, soldering irons, cement, brushes, shears, couplings, pipe cutters, grinders, steel shapes, plumbing supplies and valves. Hardware and tools.
Established: 1965 Personnel: 365 Telex: 1772549

COMPA Tel. 521-5410
López 15, Desp. 307 y 308
Col. Centro Fax 511-3965
Del. Cuauhtémoc
06050 México, D.F.
Apdo. Postal M-10771
06000 México, D.F.
Miguel Gröbel, Owner
Representatives of foreign enterprises, mainly paper and hardware.
Established: 1943 Personnel: 4 Telex: 1777262

R.H. INDUSTRIAL, S.A. Tel. 53-8040
Av. de la Juventud 114
Fracc. Industrial Nogalar
66480 San Nicolás de los G, N.L.
Ing. Homero Garza Calderón, General Manager
Metal machining industry.
Established: 1975 Personnel: 400 Telex: 382018

FERRETERIA Y MAQUINADOS, S.A. Tel. 79-1442
Av. Ruiz Cortines 314 Oriente
Col. Hércules
67120 Guadalupe, N.L.
Horacio González, General Director
Distributors of hardware, lathe service, special industrial screws.
Established: 1974 Personnel: 19

COMERCIAL TROPICAL, S.A. DE C.V. Tel. 576-1144
Jardín 37
53000 Naucalpan, Méx.
Charles T. Wilson Jr., President; C.P. Enrique Alvarez, General Manager; Ing. Gustavo López, Sales Manager
Distributors of rubber, chemicals, rubber industry raw materials and machinery.
Established: 1942 Personnel: 40 Telex: 172255

DISTRIBUIDORA DE ABRASIVOS MONTERREY, S.A. DE C.V. Tel. 45-7870
5 de Mayo No. 1435 Poniente Fax 45-7970
64000 Monterrey, N.L.
Jaime R. Cantú Pérez, Manager
Distributors of tools and abrasives.
Established: 1987 Personnel: 7

FAE PRODUCTOS, S.A. Tel. 88-2620
Calle Juárez 228 Fax 88-1554
Col. La Huasteca Fax 88-1607
Apdo. Postal 107
66350 Santa Catarina, N.L.
Lic. Federico Elizondo, President
Metal-machining industry.
Established: 1978 Personnel: 40

HERRAMIENTAS INTERAMERICANAS, S.A. DE C.V. Tel. 392-6566
Av. Tenayuca Tlalnepantla 23 Fax 392-6832
Apdo. Postal 16315
54150 Tlalnepantla, Méx.
Timothy Tauer, General Director; Juan I. Romo, Finance & Marketing Director; Javier Aranda, Materials Director
Equipment and tools for extracting oil and gas, oil well completion equipment.
Established: 1968 Personnel: 142 Telex: 172261

FABRICACION DE MAQUINARIA PESADA, S.A. DE C.V. Tel. 1-0104
Av. Constitución 444 Pte. Fax 1-0160
64000 Monterrey, N.L.
Ing. Federico Talancón G., Managing Director; Kristian A. Gregersen, Operations Manager
Manufacturers of heavy equipment.
Established: 1981 Personnel: 210

HERRAMIENTAS Y TRICONOS, S.A. DE C.V. Tel. 250-0170
Bahía de Montejó 74 Fax 255-5656
Col. Verónica Anzures Fax 5-0198
Del. M. Hidalgo
11300 México, D.F.
Timothy M. Tauer, General Director; Humberto Villalobos, Manufacturing Director; Juan Ignacio Romo, Finance & Marketing Director
Manufacturers of oil well drill bits, rock drilling bits, drilling pipe handling equipment.
Established: 1981 Personnel: 117 Telex: 174477

FABRICACIONES Y REPRESENTACIONES INDUSTRIALES, S.A. Tel. 36-3587
Blvd. Dfaz Ordaz Km. 339.5 Fax 36-3560
66350 Santa Catarina, N.L.
Apdo. Postal 32
Ing. Eduardo Garza T., General Director; Ing. Rodolfo Lankenau, Sales Director
Open die forgings and seamless rolled rings.
Established: 1971 Personnel: 180

GOMEZ HERMANOS SUCRS, S.A. Tel. 526-5800
Matamoros 4
Col. Peralvillo
Del. Cuauhtémoc
06220 México, D.F.
Sandalio Miranda Gómez, President; Jesús Miranda Gómez, Vice President; Ramón Miranda Alonso, General Director
General hardware.
Established: 1912 Personnel: 90

VALVULAS, EQUIPOS Y CONTROLES, S.A. Tel. 566-6900
Manuel María Contreras 47
Col. San Rafael
Del. Cuauhtémoc
Apdo. Postal 42-019
06470 México, D.F.
Ing. Enoc Arozqueta R., President; C.P. María Eugenia Pérez
Administrative Manager; Eugenio G. Ochoa B., Sales Manager
Distributors of valves, pipes and industrial equipment.
Established: 1952 Personnel: 39 Telex: 1774319

RODAJAS KOMETA, S.A. DE C.V. Tel. 586-5656
Av. de los Cien Metros No. 1144
Col. Industrial Vallejo
Del. G.A. Madero
07700 México, D.F.
Felipe Bugarín Armenta, CEO; María E. Rosales M.,
Administrative Manager
Manufacturers and distributors of tools.
Established: 1976 Personnel: 25

SARPE INDUSTRIAL, S.A. DE C.V. Tel. 10-5901
Av. Colón 2608
44950 Guadalajara, Jal.
Ing. Salvador Rosas Pelayo, General Manager
Industrial tools.

BLACK & DECKER, S.A. DE C.V. Tel. 25-6339
Av. La Paz 1417
44100 Guadalajara, Jal.
Godofredo Olivares A., Division Manager
Electric and hand tools.

ROSS, S.A. DE C.V. Tel. 35-5617
Apdo. Postal 9-63
44940 Guadalajara, Jal.
Thomas A. Peden, General Director
Manufacturers of metal products for industry.
Telex: 682043

GRUPO EIK, S.A. DE C.V. Tel. 72-6330
Treviño 409 Poniente, Desp. 408
64000 Monterrey, N.L.
Ing. Víctor M. Navarro; Lic. Mauricio del Valle; Lic. David
G. García
Import/export, representatives.
Established: 1987 Personnel: 5

GRUPO FISA, S.A. DE C.V. Tel. 35-3250
Av. Vasconcelos 710
Col. del Valle
66220 Garza García, N.L.
Apdo. Postal 2540
64000 Monterrey, N.L.

Ing. Modesto Alanís Von Der Meden, Chairman and CEO;
Ing. Fernando Reyes Santos, Human Resources &
Organization Vice President; C.P. Germán A. Villarreal
Lozano, Planning and Finance Vice President
Close tolerance steel strip, metal processing machinery,
steel and plastic strapping, international trade.
Established: 1965 Personnel: 420 Telex: 382369

INDUSTRIAS UNIDAS, S.A. DE C.V. Tel. 760-6000
171 Oriente No. 398
Col. San Juan de Aragón Ampliación
Del. G.A. Madero
07470 México, D.F.
Ing. Alejo Peralta, President; Ing. Fernando Romero, Sales
Director; Ing. Antonio Pérez Racilla, Purchasing Director
Manufacturers of electric wire and cable, insulators, cable
harnesses, aircraft parts, V-belts, zippers, copper and
copper alloy products, medical and gas equipment, foundry
and measuring instruments, ball valves.
Established: 1939 Personnel: 7,000 Telex: 1774359

BALSE SUMINISTROS INDUSTRIALES, S.A. DE C.V. Tel. 11-9137
Av. Alemania 1621
44190 Guadalajara, Jal.
Ing. Pedro Manzano Sevilla, General Manager; Ing. Jorge
Vásquez del Mercado Cortes, Technical Manager
Suppliers of industrial components and machinery.
Established: 1988 Personnel: 7

TECNICÓS ARGOSTAL, S.A. DE C.V. Tel. 515-8580
Av. Jalisco 180
Col. Tacubaya
Del. M. Hidalgo
11870 México, D.F.
Apdo. Postal M-2511
06000 México, D.F.
Ing. Carlos García M., General Director; Ulrich Bruenger,
General Manager; Saúl Guzmán, Administrative Manager
Manufacturers' representatives and distributors of machine
tools, inspection and measuring instruments, plastics
machinery, oilfield equipment, steel and chemicals.
Established: 1960 Personnel: 110 Telex: 1774208

REPRESENTACIONES INDUSTRIALES RODRIGUEZ, S.A. Tel. 59-4077
Dr. Ignacio Morones Prieto 3150 Ote.
64800 Monterrey, N.L.
Ing. Isaac F. Rodríguez Cantú, Director; C.P. Valdemar
González Gracia, General Manager; Elías de León Martínez,
Sales Manager
Imports of bearings and industrial equipment.
Established: 1977 Personnel: 40 Telex: 382322

HERRAMIENTAS EXCLUSIVAS Y MAQUINARIA, S.A. DE C.V. Tel. 547-0448
Mariano Azuela 194
Col. Santa María la Ribera
Del. Cuauhtémoc
06400 México, D.F.
Lic. Graciela Nuño Fernández, General Manager
Tools and machinery.
Established: 1979 Personnel: 14 Telex: 1762151

HERRAMIENTAS ELECTRICAS PORTATILES, S.A. Tel. 591-0583
Antonio Caso 155
Col. San Rafael
Del. Cuauhtémoc
06470 México, D.F.
Humberto García Pérez, General Manager; Humberto García
Ortiz, Administrative Manager; Gabriela Salazar, Sales
Manager
Distributors of electric tools.
Established: 1965 Personnel: 40

GILSA INDUSTRIA LIGERA, S.A. DE C.V. Tel. 557-2400
Jaime Balmes 11, Torre A, 2o. Piso
Col. Chapultepec Morales Fax 395-7045
Del. M. Hidalgo
11520 México, D.F.
Ing. Francisco Ortega, Marketing Manager
Purchase and sell of industrial equipment.
Established: 1981 Personnel: 52 Telex: 1763394

GIMBEL, S.A. Tel. 587-0966
Calz. Coltongo 158
Col. Industrial Vallejo
Del. Azcapotzalco
02630 México, D.F.
Apdo. Postal 1946
06000 México, D.F.
Eric Teddy Gimbel L., General Manager; Francisco Pereyra,
Export Manager; Lic. Alfredo Diaz E., Sales Manager;
Alberto C. Mireles, Purchasing Manager; Vicente Gómez Cruz,
Public Relations Manager
Metal and woodworking machine tools, accessories for same,
hand tools, hydraulic equipment.
Established: 1941 Personnel: 340 Telex: 1777315

HERRAMIENTAS CLEVELAND, S.A. DE C.V. Tel. 3-1300
Prol. Av. Juárez 1602
Col. Santa Julia Fax 3-7370
42080 Pachuca, Hgo.
Apdo. Postal 314
42000, Pachuca, Hgo.
Eberhard Hesse G., General Manager; Víctor Manuel Zerón,
Sales Manager; Genaro Olivares M., Purchasing Manager; C.P.
Alejandro Martínez Enríquez, Finance and Administrative
Manager; Oswaldo Camargo C., Export Manager
Manufacturers of cutting tools.
Established: 1969 Personnel: 300 Telex: 175516

HERMECOR, S.A. DE C.V. Tel. 567-5700
Poniente 140 No. 576-G
Col. Industrial Vallejo
Del. Azcapotzalco
02300 México, D.F.
José Lasman, President; Aarón Lasman, General Manager;
Pamela Guss, Treasurer
Manufacturers of standard and special gauges, taps, mills.
Established: 1964 Personnel: 150 Telex: 1762031

HERRAMIENTAS EXCLUSIVAS Y MAQUINARIA, S.A. DE C.V. Tel. 547-0448
Mariano Azuela 194 Fax 541-6431
Col. Santa María la Ribera
Del. Cuauhtémoc
06400 México, D.F.
Lic. Graciela Nuño Fernández, General Manager
Tools and machinery.
Established: 1979 Personnel: 14 Telex: 1762151

IMPORTADOS M. R. TOOLS, S.A. DE C.V. Tel. 12-3802
Fermín Riestra 1496, Desp. 2 12-3774
44190 Guadalajara, Jal. Fax 12-3823
C.P. Fernando Zaragoza Vargas, Fiscal Advisor
Distributors industrial tools, hardware.
Established: 1989 Personnel: 3

IMPORTADORA AUSTRIAMEX, Tel. 13-9071
S.A. DE C.V. 13-9175
Libertad 26 Planta Alta
44100 Guadalajara, Jal.
Ing. Raúl Rodríguez Múnter, Assistant General Director
Import/export.
Established: 1987 Personnel: 4 Telex: 684079

HERRAMIENTAS DE CORTE, S.A. DE C.V. Tel. 5-5646
Calle 18-E, Esq. 16-N
Ciudad Industrial
20000 Aguascalientes, Ags.
Apdo. Postal 1190
20290 Aguascalientes, Ags.
Ing. Carlos González de Cossío, General Manager; Ing. Herón
Rodríguez Giáncinti, Sales Manager; C.P. José A. Bautista
Sánchez, Administrative Manager
Manufacturers of cutting tools.
Established: 1959 Personnel: 250 Telex: 125636

IMPULSORA MAQUIN, S.A. DE C.V. Tel. 42-2788
Francisco Rojas González 9, 4o. Piso
44680 Guadalajara, Jal.
Francisco Rufz Gutiérrez, General Manager
Manufacturers industrial parts.
Established: 1987 Personnel: 8

JOLUCA, S.A. Tel. 45-1198
Paricutín Sur 1336
Col. Nuevo Repueblo
64700 Monterrey, N.L.
José Luis Cárdenas A., General Manager
Distributors of wood, plywood, adhesives and hardware.
Established: 1971 Personnel: 6

J. DEWEY & ASOCIADOS, S.A. DE C.V. Tel. 35-3974
Av. Roble 300, Edif. Torrealta 1508
66260 Garza García, N.L.
Lic. Jorge Dewey, President; Ing. Humberto Castilla, Vice
President; Lic. Salvador Zambrano Sada, Vice President
Trading company.
Established: 1987 Personnel: 4

PROMOTORA INTERAMERICANA DE DESARROLLO, S.A. DE C.V. Tel. 550-1229
550-1295
Iglesia 2, Torre E, Desp. 305 Fax 548-6401
Col. Tizapán San Angel
Del. A. Obregón
01090 México, D.F.
Ing. José Antonio Pérez Priego, President; Lic. María
Fernanda Garza Merodio, Marketing Director; C.P. Martha
Vargas Arreortua, Accounting
Import/export of hardware.
Established: 1982 Personnel: 10

GILSA INDUSTRIA LIGERA, S.A. DE C.V. Tel. 557-2400
Jaime Balmes 11, Torre A, 2o. Piso
Col. Chapultepec Morales Fax 395-7045
Del. M. Hidalgo
11520 México, D.F.
Ing. Francisco Ortega, Marketing Manager
Purchase and sell of industrial equipment.
Established: 1981 Personnel: 52 Telex: 1763394

HIERRAMIENTAS DE CORTE, S.A. DE C.V. Tel. 5-5646
Calle 18-E, Esq. 16-N
Ciudad Industrial
20000 Aguascalientes, Ags.
Apdo. Postal 1190
20290 Aguascalientes, Ags.
Ing. Carlos González de Cosío, General Manager; Ing. Herón
Rodríguez Giáncinti, Sales Manager; C.P. José A. Bautista
Sánchez, Administrative Manager
Manufacturers of cutting tools.
Established: 1959 Personnel: 250 Telex: 125636

ORGANIZACION RAM, S.A. Tel. 35-1413
Metalurgia 2770-A
Apdo. Postal 92
44490 Tlaquepaque, Jal.
Guillermo Pérez Basurto, Director
Manufacturers of anchors, drills, fastening systems.
Established: 1971 Telex: 682654

GALVANOLYTE, S.A. DE C.V. Tel. 761-5244
Antonio León y Gama 64 y 66
Col. Obrera Fax 761-8961
Del. Cuauhtémoc
06800 México, D.F.
Jorge Sierra Calderón, General Manager; Godolfredo Osornio
Osornio, Administrative Manager; Javier Calderón Trujillo,
Traffic Manager
Manufacturers of chemicals, equipment, pastes, wheels for
metalfinishing and polishing industry.
Established: 1964 Personnel: 55 Telex: 1762117

ITAL-MEXICANA, S.A. Tel. 563-5200
Av. Revolución 793
Col. Mixcoac
Del. B. Juárez
03910 México, D.F.
Francesco Piazzesi, General Manager; Carlos Gavidia, Sales
Manager; Mario Piazzesi, Production Manager; Paolo Piazzesi
International Trade Director.
Metal-machining industry and concrete, adobe, crusher and
ceramic equipment.
Established: 1961 Personnel: 150 Telex: 1777670

PROVEEDORES INDUSTRIALES DE Tel. 587-1948
AUTOPARTES, S.A. DE C.V.
Calz. Coltongo 155, Local 12
Col. Trabajadores del Hierro
Del. Azcapotzalco
02650 México, D.F.
Ing. Fernando Cantú Ruiz, General Director; Héctor Casados
González, Administrative Manager; Jesús Ortiz, Plant Manager
Manufacturers of metal products.
Established: 1979 Personnel: 58

LAMINA Y PLACA DE MONTERREY, S.A. Tel. 51-2190
ProL. Félix U. Gómez 4204 Norte
Col. Valle del Nogalar
66480 San Nicolás de los G., N.L.
Apdo. Postal 1184
64000 Monterrey, N.L.
C.P. Julio Villarreal Guajardo, General Manager
Distributors of steel products.
Established: 1971 Personnel: 128

REPRESENTACIONES RUIZ GARCIA, Tel. 74-7310
S. DE R.L.
América 912 Norte
Apdo. Postal 1441 Fax 75-7662
64000 Monterrey, N.L.
Raúl Ruiz García, General Manager
Factory representatives.
Established: 1971 Personnel: 7 Telex: 383025

RECHAZADOS Y TROQUELADOS Tel. 42-0522
MONTERREY, S.A. DE C.V. 72-6888
Doctor Coss Norte 632
64000 Monterrey, N.L.
Salvador Alanís Canales, General Manager; Rogelio González
Martínez, Sales Manager
Metal spinning and stamping.
Established: 1983 Personnel: 18

LAMINADOS METALICOS, S.A. Tel. 73-7670
División 21 No. 136
Col. Antonio I. Villarreal
64390 Monterrey, N.L.
Gustavo Fernández López, Manager
Metal stampings, plastic molding, parts.
Personnel: 3

QUALMET, S.A. DE C.V. Tel. 5-7122
Blvd. Isidro López 5178
Apdo. Postal 82 Suc. C
25000 Saltillo, Coah.
José Berlanga de la Peña, General Director; Ing. Aurora
Villaseñor Arquellas, Assistant Director; C.P. Ramón Reyes,
Comptroller
Foundry of gray iron and green sand.
Established: 1979 Personnel: 78

INSTALACIONES DE REFRIGERACION Y Tel. 558-0207
CONGELACION, S.A.
Oriente 259 No. 108
Col. Agrícola Oriental
Del. Iztacalco
08500 México, D.F.
Jorge Rascón Corrigán, General Manager; Patricia Rascón
Corrigán, Administrative Manager
Insulators, electric motors, starters, scales, pumps,
boilers, safety and solenoid valves, refrigerating
equipment and saws.
Established: 1955 Personnel: 8 Telex: 1771662

COMERCIAL REXCO, S.A. DE C.V. Tel. 705-5549
Paseo de la Reforma 107, 3er. Piso
Col. Revolución Fax 566-6361
Del. Cuauhtémoc
06030 México, D.F.
Lic. Horst Lell von Ghyczy, General Director; Lic. Luis
Harvey McKinsack, Director
Trading, trade finance, representations.
Established: 1984 Personnel: 7 Telex: 1771300

FERRETERIA CALZADA, S.A. DE C.V. Tel. 12-0257
Calz. Lázaro Cárdenas 799
44940 Guadalajara, Jal.
Leopoldo Amutio de Diego, General Director
Distributors of hardware.

**TECNOLOGIA DE VIBRACIONES Y
ULTRASONIDO, S.A. DE C.V.** Tel. 533-4547
514-6047
Córdoba 42, 8o. Piso, Desp. 804 Fax 533-4402
Col. Roma
Del. Cuauhtémoc
06700 México, D.F.
Ing. Aarón Sáenz, General Manager; William D. Knight,
Instruments Manager
Vibration analyzers for rotary machinery, balancing
machines, portable ultrasonic measuring instruments.
Established: 1949 Personnel: 13 Telex: 1776289

**HERRAMIENTAS EXCLUSIVAS
Y MAQUINARIA, S.A. DE C.V.** Tel. 547-0448
Mariano Azuela 194 Fax 541-6431
Col. Santa María la Ribera
Del. Cuauhtémoc
06400 México, D.F.
Lic. Graciela Nuño Fernández, General Manager
Tools and machinery.
Established: 1979 Personnel: 14 Telex: 1762151

**HERRAMIENTAS ELECTRICAS
PORTATILES, S.A.** Tel. 591-0583
Antonio Caso 155
Col. San Rafael
Del. Cuauhtémoc
06470 México, D.F.
Humberto García Pérez, General Manager; Humberto García
Ortiz, Administrative Manager; Gabriela Salazar, Sales
Manager
Distributors of electric tools.
Established: 1965 Personnel: 40

POTENTIAL MACHINERY TOOL AGENTS / REPRESENTATIVES

MANUFACTURERA DE ESPECIALIDADES INDUSTRIALES, S.A. DE C.V.
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 Col. Guadalupe Tepeyac
 07840 México, D.F.
 Tels.: 537-0447 / 537-7221 / 537-9497
 Fax: 759-0704
 Sr. Ricardo González P.

SALES POWER DE MEXICO, S.A. DE C.V.
 Via Adolfo López Mateos No. 45
 Col. Lomas del Parque
 53390 Naucalpan, Edo. de México
 Tels.: 576-1976 / 576-8089 / 576-6697
 Télex: 1763292 SAPOME
 Fax: 358-5927
 Sr. José Beltrán Ordaz

PRECI, S.A. DE C.V.
 Ingenieros Militares No. 38
 53390 Naucalpan, Edo. de México
 Tel.: 557-7822
 Télex: 1771648 MPJME
 Fax: 395-1185
 Ing. Paul Jacquemin / Sr. Andre Jacquemin

FERROSTAAL MEXICANA, S.A. DE C.V.
 Calz. de la Naranja No. 174
 Esq. Via Gustavo Baz y
 Blvd. Avila Camacho
 53370 Naucalpan, Edo. de México
 Tel.: 576-5155
 Télex: 01772107 FERRME
 Fax: 358-4020
 Ing. Norbert Thullen

ASESORAMIENTO TECNICO INDUSTRIAL, S.A.
 Viveros de la Colina No. 24
 54080 Tlalnepantla, Edo. de México
 Tels.: 397-6858 / 397-4388
 Fax: 398-0607
 Ing. Mario Luna T.

MAQUINORTE, S.A. DE C.V.
 Chopo No. 6-bis
 Apdo. Postal 11
 55340 Xalostoc, Edo. de México
 Tels.: 569-5477 / 569-4942 / 569-0644
 Fax: 755-7611
 Sr. José Manuel Porrero García

PROMOTORES TECNICOS, S.A.
 Quintana Roo No. 141-102
 Col. Hipódromo
 06100 México, D.F.
 Tels.: 564-0092 / 574-1060
 Télex: 1773416 PTECME
 Fax: 584-3479
 Sr. Roberto Bortoni

EMAC - EQUIPOS Y MAQUINAS COMPUTARIZADAS, S.A. DE C.V.
 Av. Prado Norte No. 547
 Col. Lomas de Chapultepec
 Apdo. Postal 10-705
 11000 México, D.F.
 Tels.: 520-5667 / 202-3366 / 202-3306
 Fax: 202-4220
 Ing. Gilson Denis Wieck

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 Av. Jalisco No. 180
 11870 México, D.F.
 Tels.: 515-8580 al 90
 Télex: 1774208
 Fax: 515-3424
 Sr. Ulrich Bruenger

SAMAT, S.A.
 Torres Adalid No. 707-705
 Col. Del Valle
 03100 México, D.F.
 Tels.: 536-7148 / 543-5378
 Télex: 1771912 SAMTME
 Fax: 543-1355
 Ing. Raúl R. Sabido T.

SELECTROMEX, S.A. DE C.V.
 Manchester No. 8 Desp. 202
 Esq. Paseo de la Reforma
 Col. Juárez
 06600 México, D.F.
 Tel.: 514-4777
 Fax: 525-0161
 Lic. Nelson O. Cubiascañas Baños

RECOMIN, S.A. DE C.V.
 Circuito Médicos No. 29-202
 Ciudad Satélite
 53100 Naucalpan, Edo. de México
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 Télex: 1763630 RECOME
 Fax: 393-2083
 Srita. Magdalena Espinosa

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 Col. Condesa
 06100 México, D.F.
 Tel.: 272-4122
 Télex: 1764491 BOMBME
 Fax: 516-6305
 Sr. Rodrigo Baptista B.

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 Av. Río Churubusco No. 886
 09410 México, D.F.
 Tels.: 581-3866 / 581-8603 / 670-0091
 Fax: 581-9306
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 Cerrada Salto Chico No. 9
 Col. Tlaltenango
 62170 Cuernavaca, Morelos
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 78250 San Luis Potosí, S.L.P.
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 Télex: 13870 CNCIME
 Fax: (481) 7-7997
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 FAX: (9183) 38-6427
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 Sr. Michael J. O'Leary

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 54030 TLANEPANTLA EDO. DE MEX.
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 COL. LOMAS DE SOTELO
 53390 NAUCALPAN, EDO. DE MEX.
 TEL: 557-7443
 FAX: 3951185
 TELEX: 1771648 MPJME
 CONTACTO: ING. PAUL JACQUEMIN

SAMAT, S.A.

TORRES ADALID No. 707-705
 COL. DEL VALLE
 03100 MEXICO, D.F.
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 FAX: 5431355
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 TORREON, COAH. MEXICO
 TELS: 13-5390 / 13-1350
 FAX: 13-0395
 TELEX: 32412 CIATME
 CONTACTO: MARIANO CUERDA RODRIGALVAREZ

AUTOMAT, S.A. DE C.V.

TEZOZOMOC No. 246
COL. SAN PEDRO XALPA
02729 MEXICO, D.F.
TEL: 561-7566 / 352-1189 / 561-7477 / 352-1088
FAX: 561-7477
TELEX: 01774336 CGEMEX

CONTACTO: ING. NESTOR CALVET CASANOVAS

LEON WEILL, S.A.

AV. COYOACAN No. 1153
COL. DEL VALLE
03210 MEXICO, D.F.
TEL: 559-43-11 EXT. 2410
FAX: 575-41-16
TELEX: 1760041 LWSAME / 1776374 LWSAME
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25 NORTE No. 210
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EQUIPO Y MAQUINAS COMPUTARIZADAS, S.A. DE C.V.

AV. PRADO NORTE No. 547
COL. LOMAS DE CHAPULTEPEC
11000 MEXICO, D.F.
TEL: 202-33-66 / 202-33-06 / 202-41-60
FAX: 202-4220

CONTACTO: ING. GILSON DENIS

HERRAMIENTAS EXCLUSIVAS Y MAQUINARIA, S.A. DE C.V.

MARIANO AZUELA No. 194
COL. SANTA MARIA LA RIBERA
06400 MEXICO, D.F.
TEL: 547-4923 / 547-4963 / 541-0448
FAX: 541-6431
TELEX: 1762151

CONTACTO: ING. FRANCISCO RUIZ NUÑO

HERRAMIENTAS DE CORTE Y SUJECCION, S.A.

JUAN PABLOS No. 519 NTE.
TORREON, COAH. MEXICO
TELS: 135390 / 131350
FAX: 130395
TELEX: 32412 CIATME

CONTACTO: MARIANO CUERDA RODRIGALVAREZ

MACAEQUIPO, S.A. DE C.V.

GRAL. SANTA ANA No. 264A
COL. MARTIN CARRERA
07070 MEXICO, D.F.
TEL: 757-79-57
FAX: 767-06-69
TELEX: 1762721 MACAME
CONTACTO: SR. ARTURO ROCHA FLORES

MAQUINAS ACCESORIOS Y HERRAMIENTAS EN GENERAL, S. DE R.L.

CACAMATZIN No. 64
COL. ANAHUAC
11320 MEXICO, D.F.
TEL: 396-2242 / 396-1843
FAX: 396-1843

CONTACTO: SR. RAMON HERRERA GUADARRAMA

MANUFACTURERA DE ESPECIALIDADES INDUSTRIALES, S.A. DE C.V.

AV. SARA No. 4517
COL. GUADALUPE TEPEYAC
07800 MEXICO, D.F.
TEL: 517-8979
FAX: 759-0704
CONTACTO: RICARDO GONZALEZ P.

MAQUINARIA INDUSTRIAL MATA, S.A. DE C.V.

IBIZA No. 20-A
COL. POTRERO DEL LLANO
02680 MEXICO, D.F.
TEL: 355-4499 / 556-4487
FAX: 556-5327
CONTACTO: ING. JESUS MATA MORENO

MAQUINARIA INDUSTRIAL SATURNO, S.A. DE C.V.

LATONEROS No. 82
COL. TRABAJADORES DEL HIERRO
02650 MEXICO, D.F.
TEL: 587-5988
FAX: 567-5340
CONTACTO: SR. ANTONIO CUEVAS MEDELLIN

MAQUINARIA Y ACCESORIOS, S.A. DE C.V.

CINCINNATI No. 81 4o. PISO
COL. NOCHE BUENA
03720 MEXICO, D.F.
TEL: 563-8188
FAX: 611-0003
CONTACTO: SR. ERICH LINDER STRAUS

PROMOTORES TECNICOS, S.A.

QUINTANA ROO No. 141-102
COL. HIPODROMO CONDESA
06100 MEXICO, D.F.
TEL: 564-0092/574-1060
FAX: 584-3479
TELEX: 1773416 PTECME
CONTACTO: ING. ROBERTO BORTONI

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FRACC. PLAZAS DE LA COLINA
54080 TLALNEPANTLA, EDO. DE MEX.
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COL. OBRERA
06800 MEXICO, D.F.
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GUADALAJARA, JAL.
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PRECISION INSTRUMENTAL, S.A. DE C.V.

AV. GONZALITOS No. 563 NTE.
MONTERREY, N.L. 64020 MEXICO
TEL: 48-13-78
FAX: 48-96-05
CONTACTO: ING. CARLOS M. ARENAS SANCHEZ

CASARIN, S.A. DE C.V.

SAN ESTEBAN PTE. No. 3
COL. LAZARO CARDENAS
53560 NAUCALPAN, EDO. DE MEX.
TEL: 358-0480
FAX: 358-0604
CONTACTO: ING. ARTURO CASARIN MORFIN

GUSS & ROCH, S.A. DE C.V.

SALOMON No. 336
COL. LIBERTAD
02050 MEXICO, D.F.
TEL: 352-3790 / 352-2967
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CONTACTO: ING. AGUSTIN GUTIERREZ RAMOS

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LAGO ONEGA No. 424
COL. GRANADA
11520 MEXICO, D.F.
TEL: 255-59-34 / 255-59-94
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TELEX: 1763023 FLENME
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AV. 535 No. 168 A
COL. SAN JUAN DE ARAGON
07920 MEXICO, D.F.
TEL: 551-1704 / 751-6066
FAX: 751-6672
CONTACTO: SR. SERGIÓ DEL VALLE TORRIJOS

DIFE, S.A. DE C.V.

MANUEL DOBLADO No. 205-A
COL. CENTRO INDUSTRIAL
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TEL: (461) 39493
FAX: (461) 29863
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