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K E T S U M M A R Y — M E X I C O

# Health Care Services

Dept. of External Affairs  
Min. des Affaires extérieures

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## MEXICO'S HEALTH CARE CHALLENGE

The Mexican Health Care System faces unprecedented challenges, as health care providers struggle to serve a larger proportion of a rapidly growing population. Between 1970 and 1990, the proportion of the population covered by health care programs more than tripled, and by 1992, only seven percent of the population did not have access to full coverage.

### INDUSTRY MARKET PROFILE

The Department of Foreign Affairs and International Trade has prepared an extensive study of the **Mexican Market for Medical Equipment and Health Care Services**. This report, and summaries on each of the markets for Medical Devices and Equipment, and Health Care Services have been researched by Townsend Trade Strategies Inc. and published by Prospectus Inc. under the Access North America Program. Copies of these publications are available from:

#### InfoCentre

Tel: 1-800-267-8376 or (613) 944-4000  
Fax: (613) 996-9709  
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### TABLE OF CONTENTS

1. THE MEXICAN HEALTH CARE SYSTEM
2. THE ROLE OF FOREIGN TRADE
3. THE OPEN HEALTH CARE SYSTEM
4. THE PREMIUM-BASED HEALTH CARE SYSTEM
5. THE PRIVATE HEALTH CARE SYSTEM
6. OPPORTUNITIES IN HEALTH CARE SERVICES
7. OPPORTUNITIES FOR MEDICAL DEVICES AND EQUIPMENT
8. THE PROCUREMENT PROCESS
9. THE REGULATORY ENVIRONMENT
10. MARKET ENTRY STRATEGIES
11. WHERE TO GO FOR ADDITIONAL ASSISTANCE

Mexico is faced with a growing incidence of "first-world" diseases, such as cardiovascular ailments, cancer, mental disabilities and addictions. At the same time, it must continue to cope with the diseases of underdevelopment, including infectious diseases, parasites and malnutrition as well as maternal and neonatal deaths.

The magnitude and the complexity of these challenges have been recognized in Mexico, and there is growing awareness that a broad restructuring of the health care system is needed. Among the proposed changes are the following:

- decentralization of health care delivery to each state;

### HIGHLIGHTS

The use of specialized services to support the delivery of health care systems is new to Mexico, but this market is developing rapidly. There are particular opportunities in the following areas:

- new hospitals, including design, planning, construction management and turn-key operation;
- health care management systems;
- equipment services, including procurement, maintenance and training;
- information services, including computer and communications systems;
- training services for physicians, nurses, paramedics and first aid instructors; and
- waste management systems.



- separation of financing and delivery of services;
- re-organization of health care by function instead of by target population;
- assignment of regulatory functions solely to the *Secretaría de Salud (SS)*, the Secretariat of Health; and
- services from both the public and private sectors.

These proposals have been featured in speeches of incoming President Ernesto Zedillo and they are likely to become government policy under his administration.

The need for improved quality and efficiency has also been recognized by Mexican health care authorities. New certification requirements for hospitals have been introduced and a pilot certification program is underway.

The private sector is expected to play a growing role in the Mexican health care system, as higher standards of quality and efficiency become the norm. President Zedillo has stressed that the National Health Care System will be maintained, strengthened and modernized. An expanding private sector will be expected to complement the public system.

The motivation for privatization is better quality at lower cost. This could apply to a wide range of technologies from magnetic imaging to hospital laundry. These developments point to increased opportunities for Canadian companies with experience in delivering cost-effective services in support of health care delivery.

## THE MEXICAN HEALTH CARE SYSTEM

Mexico's *Sistema Nacional de Salud*, National Health Care System, has been substantially expanded in recent years, and now makes health care services available to virtually every Mexican. Primary care clinics

### THREE LEVELS OF SERVICE

Public sector medical units in Mexico are classified into three levels of care:

- **primary care** includes out-patient services which are primarily diagnostic, with no hospitalization facilities;
- **second level** medical units are general hospitals that may or may not offer specialized services; and
- **third level** facilities provide hospitalization and specialized medical treatment, and do not offer out-patient facilities.

have been established in a growing number of remote towns and villages. By the end of 1992, health care services were available to an estimated 90 million people. The budgets of the nine principal entities in the National Health Care System total about US \$10 billion.

Individuals are eligible for different programs that make up the National Health Care System, depending mainly on their employment status, their economic resources and their location. Some more affluent Mexicans choose to use the services of a parallel private health care system.

Roughly half of the population consists of formally employed persons and their families. They are covered by the *población derechohabiente*, premium-based system. This is funded by employer and employee contributions to a variety of health care entities. There are several programs covering different types of employers. A separate system serves the health care needs of Mexicans who are not employed, who are self-employed or who are engaged in the informal economy. It is referred to as *población abierta*, or open system.

The National Health Care System is based on an extensive infrastructure of more than 14,000 medical service centres, of which about 13,000 are primary care facilities. About three-quarters of these facilities fall under

the jurisdiction of the *población abierta*, open system. General hospitals are a key element of both systems, but two-thirds of specialized hospitals are in the open system. Although some hospitals in the larger cities are comparable to those in Canada, Mexican facilities average only 86 beds.

## MAJOR CUSTOMERS

Any marketing program aimed at the Mexican Health Care Sector should first consider the nine public agencies that make up the *Sistema Nacional de Salud*, National Health Care System. They are divided into the *población abierta*, open system and the *población derechohabiente*, premium-based system. Private health care facilities also constitute a significant market.

### The Open System

The *población abierta*, open system, serves the population which is not formally employed and therefore does not pay health care premiums. Its facilities are oriented towards the poorer segments of Mexican society. It includes the following institutions:

- *Secretaría de Salud (SS)*, the Secretariat of Health, with responsibility for 50 percent of all public medical units in the country;
- *Departamento del Distrito Federal (DDF)*, the Department of the Federal District, responsible for more than 100 health care units in the Mexico City area;
- *Instituto Mexicano del Seguro Social — Solidaridad (IMSS — Solidaridad)*, the Mexican Institute for Social Security, encompasses the services provided under the National Welfare System of *Solidaridad*;
- *Sistema Nacional Para el Desarrollo Integral de la Familia (DIF)*, the National System for the Development of the Family, provides social assistance and care to disadvantaged children;



- *Institutos Especializados*, specialty institutes, are clustered in Mexico City and serve as both hospitals and teaching institutes; and
- *Servicios Estatales, Municipales y Universitarios*, medical units which depend on funding through various state and municipal governments, and universities.

### Premium-Based System

The *población derechohabiente*, premium-based system, covers formally-employed Mexicans and their families. It operates one-third of the primary care facilities and 55 percent of the hospitals in the National Health Care System.

- *Instituto Mexicano del Seguro Social (IMSS)*, the Mexican Institute for Social Security, covers the privately-employed population, about 78 percent of the premium-based system;
- *Instituto de Seguridad y Servicios Sociales de los Trabajadores del Estado (ISSSTE)*, the Institute for Security and Social Services for Public Sector Employees;
- *Secretaría de la Defensa Nacional (SDN)*, the Secretariat of National Defence;
- *Secretaría de la Marina (SM)*, the Secretariat of the Marine; and
- *Petróleos Mexicanos (PEMEX)*, the state-owned oil company.

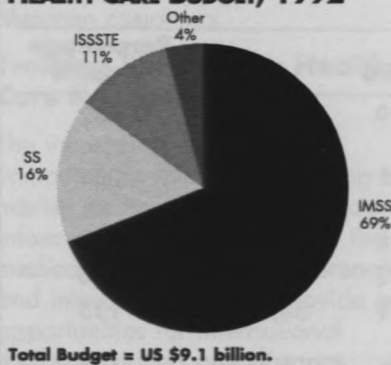
### Private Health Care System

The largest private hospitals are located in Mexico City. There are also important facilities, although fewer of them, in most major cities of Mexico including Monterrey and Guadalajara. Hospitals within the private system operate independently of each other. A few have "branch" hospitals in other locations.

### COMPETITION

There are relatively few Mexican companies that can provide sophisticated support services for the National Health Care System. According to officials at the *Secretaría de Salud*

### BREAKDOWN OF THE NATIONAL HEALTH CARE BUDGET, 1992



(SS), Secretariat of Health, for example, there are fewer than 50 companies in Mexico involved in hospital planning and construction. No more than 20 are considered to have the capability of meeting SS standards. On the other hand, Mexican companies are likely to be very competitive in low-technology services such as hospital laundry.

The United States dominates the market for imported services. In particular, U.S. Health Maintenance Organizations (HMOs) have been moving aggressively into Mexico. Employers and workers usually contribute to an HMO plan that

covers basic health care through a network of clinics and member doctors. Critics say this concept will not work in Mexico because few Mexicans can afford private insurance. Nonetheless, HMOs are targeting niches which do not necessarily depend on private health insurance.

A number of U.S. companies have formed joint ventures with Mexican firms to build hospitals and other health care facilities. Increasingly, these are designed, built and operated on a turn-key basis.

No official data describing trade in services is available, and it is difficult to estimate the Canadian share of this market, but at least one Canadian company has been active in the hospital construction area (see table). In general, the experience of Canadian companies in providing services to public health care systems is a potential competitive advantage.

### HEALTH CARE SUPPORT SERVICES: A NEW AND GROWING OPPORTUNITY

The use of specialized services to support health care delivery is a

### PRIVATE HOSPITAL PROJECTS IN MEXICO

(Under construction or in planning stages)

Project	No. of beds	City	State	Company
Centro de la Mujer	30	Torreón	Coahuila	Baylor U.M.C. (U.S.)
Hermosillo	75	Hermosillo	Sonora	Baylor U.M.C. (U.S.)
Chihuahua	55	Chihuahua	Chihuahua	Baylor U.M.C. (U.S.)
Centro Médico Excel	-	Tijuana	Baja California	Alvarado Hospital (U.S.)
H. San Juan Bautista	70	Villahermosa	Tabasco	unknown
Centro Médico de Colima	80	Colima	Colima	HEALTHSERV (Canada)
Hospital Culiacán	75	Culiacán	Sinaloa	unknown
Hospital ABC	150	Mexico City	Distrito Federal	unknown
Scripps Aguascalientes	80	Aguascalientes	Aguascalientes	ScrippsHealth (U.S.)
Sharp Hospital Mazatlán	110	Mazatlán	Sinaloa	SharpHealth (U.S.)
Hospital Providencia	60	Guadalajara	Jalisco	HEALTHSERV (Canada)
Hospital Angel Leano	150	Guadalajara	Jalisco	unknown
Angeles del Pedregal	200	Mexico City	Distrito Federal	unknown

Source: International Medical Associates. *Opportunities for U.S. Participation in the Expansion of the Mexican Health Care System*. Washington, D.C.: U.S. Trade and Development Agency. July 1994, p. 23.



**FASTEST GROWING IMPORTED MEDICAL PRODUCTS, 1993**  
**US\$ thousands**

Products with more than 100 percent import growth	1990	1993	Percentage growth
Precious metal compounds, amalgams	29	247	752
Dressings and other articles having an adhesive layer	1,401	5,102	264
Opacifying prep. (x-ray); diagnostic reagents	768	1,903	148
First aid boxes and kits	42	309	636
Composite diagnostic or lab reagents	14,711	34,293	133
Hygienic or pharmaceutical articles of rubber	952	2,090	120
Sanitary ware and parts thereof (aluminum)	130	289	122
New or used ambulances	111,250	253,137	126
Wheelchairs, not mechanically propelled	206	724	251
Wheelchairs, mechanically propelled	94	200	113
Contact lenses	1,276	6,150	382
Electro-cardiographs	2,162	6,026	179
Electro-diagnostic equipment	28,185	58,963	109
Tubular metal needles and needles for syringes	1,704	4,053	138
Needles, catheters, cannulae and the like	9,857	20,677	110
Ophthalmic instruments and appliances	3,530	7,911	124
Instruments and appliances used in veterinary or medical sciences	16,385	37,354	128
Mechano-therapy appliances, massage apparatus, psychological testing apparatus	637	1,706	168
Oxygen therapy, artificial respiration or other therapeutic respiratory apparatus	6,749	17,210	155
Pacemakers for stimulating heart muscles, excluding parts and accessories	937	2,908	210
Apparatus based on the use of x-rays	16,466	64,019	289
Apparatus based on the use of alpha, beta or gamma radiation	35	680	1843
Parts and accessories based on the use of x-rays and other radiation	3,701	7,621	106
Dentists', barbers' or similar chairs and parts thereof	578	1,268	119
Medical, surgical, dental or veterinary furniture and parts	2,401	10,435	335

Source: *Secretaría de Comercio y Fomento Industrial (SECOFI)*, Secretariat of Commerce and Industrial Development, *Import Statistics*, 1990, 1993.

fairly recent phenomenon in Mexico. This market is significant, and growing. The main sub-markets are hospital construction services, health services management, information services, equipment services, waste management, and training.

**Hospital Construction Services**

Health care experts in Mexico believe that between 20 and 30 new 100-bed hospitals are needed, as well as another 30 hospitals in the 30 to 90 bed range. The *Secretaría*

*de Salud (SS)*, Secretariat of Health, has begun to play a larger role in ensuring that new hospitals meet both health care and architectural standards. This is creating a demand for more sophisticated design and planning systems.

Although Mexican architects and engineers regularly apply imported techniques in their designs, few have foreign partners. This represents an interesting opportunity for Canadian firms.

In the private sector, the construction of health care facilities, comparable to the services that affluent Mexicans currently travel abroad to obtain, are considered an important growth area.

**Health Services Management**

Hospital administration is not regarded as an area of specialized expertise in Mexico. Except for some large private institutions, hospitals are usually managed by doctors rather than professional hospital managers.

Although deficiencies in management training have been recognized, the marketing of management services for hospitals has proven difficult. Nonetheless, opportunities are likely to improve because of increased pressure for better service within existing budgets, and the emphasis placed on health care efficiency by the new administration.

**Information Services**

There is a large untapped market for computers and software in the health care system. Areas of priority will be the computerization of medical records, inventory control, personnel data, admissions, scheduling, pharmaceutical records, laboratory and test results, diagnostic support systems, and more comprehensive accounting systems. There is a related market for communications services and equipment. The lack of computer skills, along with limited budgets, have been the primary constraint on this market. Training programs will be a key component of new information systems.



## Equipment Services

The concept of retaining professional advisors to plan equipment purchases, maintenance and utilization is new to Mexico. Imaginative packaging will therefore be necessary to sell this approach. There is also a recent trend towards contracting out services that are dependent on expensive equipment, such as magnetic imaging. Both areas provide interesting opportunities for Canadian companies.

Equipment repair is handled first by original equipment warranties and then by in-house maintenance departments at each institution. However, complex problems are often referred to manufacturers, and there is an opportunity for specialized repair services.

Sellers of sophisticated equipment are usually required to provide training as part of the sale. There is a potential market for more comprehensive training that focuses on the effective use of the overall equipment infrastructure.

## Waste Management

Nearly all hospital solid wastes in Mexico end up in municipal landfill sites. The hazards involved have been recognized by the relevant authorities. But the creation of proper waste management systems will require the imposition of more detailed standards combined with the development of an appropriate infrastructure.

A few Mexican companies are capable of supplying technologically advanced equipment, but there are several constraints. Air pollution standards sometimes interfere with the use of incineration equipment. Some hospitals are reluctant to use special containers for sharp instruments because there have been cases of *pepenadores*, garbage pickers, hauling them away from municipal garbage dumps.

Notwithstanding these difficulties, the management of medical waste will gradually become an important priority. The most successful products

and services will be those that meet the price, quality, installation and after-sales service requirements of Mexican customers.

## Training Services for Health Care Professionals

The increasing availability of computers in Mexico is opening a market for training doctors to access information and to streamline their medical practices. Teleconferencing and interactive training provide good opportunities for international medical training and distance education. There are also excellent prospects for the provision of training for nurses, paramedics and first aid instructors.

## REGULATORY ENVIRONMENT

All hospital construction projects, whether public or private, require approval from the *Secretaría de Salud (SS)*, Secretariat of Health. This approval is based on a combination of medical and architectural criteria. It is also contingent on prior approval from the relevant state or the *Departamento del Distrito Federal (DDF)*, Department of the Federal District, health authorities.

The planning and construction process involves three steps. First, the need for a particular hospital is identified and a feasibility study prepared. This may involve the participation of consultants. Second, the project proposal is approved by the General Coordination of Construction, Maintenance and Equipment division of SS. And finally, detailed specifications are developed and approved.

If the project is public, tenders will be issued. If it is private, the specifications will be handed over to the project developer.

## MARKET ENTRY STRATEGIES

Canadian companies that have entered the Mexican market have usually done so by first participating in congresses, conferences or trade

shows to make contact with potential customers and partners. Most companies have found that a permanent local presence is essential, because Mexicans like to do business with people they know. Partnering is an effective way to achieve this, whether it is through an agent, a representative, a joint venture or some other form of strategic alliance.

## Purchasing Practices

Most purchases within the *población abierta*, open system, and the *población derechohabiente*, premium-based system are made pursuant to a public tender process and governed by the federal *Ley de Adquisiciones*, Purchasing Act. This is the legislation controlling all federal government procurement of goods and services, including purchases within the National Health Care System. The legislation requires that all purchases, except for limited discretionary budgets, must be acquired through a public tender process.

Purchases within the private system are made according to the purchasing practices of each hospital. Each one must be approached individually in order to promote the use of a given service.

## Tender Notification

Calls for tenders are published in the *Diario Oficial*, the National Gazette, and in at least two national daily newspapers. The notification provides the bid reference number along with details of the good or service to be purchased, the cost of the bid documents and where and when they can be obtained. It is therefore necessary to establish a mechanism for scanning the appropriate publications on a daily basis. A special newspaper for the publication of public tender notices is planned for 1995.

## Buying Cycles Within the National Health Care System

The annual buying cycle within the National Health Care System



commences when purchasing priorities are established by each entity in May and June. These priorities become the basis for the budget submission in August to the *Secretaría de Hacienda y Crédito Público (SHCP)*, Secretariat of Finance and Public Credit. The budget is finalized and returned to the purchasing entities to be allocated internally by the end of November. Tenders are then announced in January and February.

### **Congresses, Conferences and Trade Shows**

Medical conferences and congresses are held throughout the year in Mexico. The *Agenda de Eventos Médicos*, Medical Events Agenda, provides a list of upcoming events in the medical field for the next six months. It is published in January and July of each year in the medical magazine, *Atención Médica*.

Trade shows are no longer as popular as they once were. The most important of these, *Expo-Hospital*, has been canceled for 1995. A solo Canadian medical trade show is in the planning stages and will be scheduled for Mexico City at the new Canadian Business Centre in 1995.

## **WHERE TO GET HELP**

### **CANADIAN GOVERNMENT DEPARTMENTS AND SERVICES IN CANADA**

The **Department of Foreign Affairs and International Trade (DFAIT)** is the Canadian federal government department most directly responsible for trade development. The **InfoCentre** is the first contact point for advice on how to start exporting; it provides information on export-related programs and services; helps find fast answers to export problems; acts as the entry point to DFAIT's trade information network; and can provide interested companies with copies of specialized export publications.

### **InfoCentre**

Tel.: 1-800-267-8376 or  
(613) 944-4000  
Fax: (613) 996-9709  
Faxlink: (613) 944-4500

### **The Commercial Division of the Embassy of Canada in Mexico City** promotes trade with Mexico.

There are several trade commissioners at the Embassy and there is a satellite office in Monterrey. Trade commissioners can provide a range of services including introducing Canadian companies to potential customers in Mexico, advising on marketing channels, assisting those wishing to participate in trade fairs, helping identify suitable Mexican firms to act as agents, and compiling credit and business information on potential foreign customers.

*Note: to telephone Mexico City, dial: 011-52-5 before the number shown; for contacts in other cities in Mexico, consult the international code listing at the front of your local telephone directory for the appropriate regional codes.*

Commercial Division  
The Embassy of Canada in Mexico  
Schiller No. 529  
Col. Polanco  
Apartado Postal 105-05  
11560 México, D.F.  
México  
Tel.: 724-7900  
Fax: 724-7982

Canadian Business Centre  
*Centro Canadiense de Negocios*  
Av. Ejército Nacional No. 926  
Col. Polanco  
11540 México, D.F.  
México  
Tel.: 580-1176  
Fax: 580-4494

Canadian Consulate  
Edificio Kalos, Piso C-1  
Local 108A  
Zaragoza y Constitución  
64000 Monterrey, Nuevo León  
México  
Tel.: 344-3200  
Fax: 344-3048

### **International Trade Centres**

have been established across the country as a convenient point of contact to support the exporting efforts of Canadian firms. Co-located with the regional offices of Industry Canada (IC), the centres operate under the guidance of DFAIT and all have resident trade commissioners. They help companies determine whether or not they are ready to export; assist firms with marketing research and market planning; provide access to government programs designed to promote exports; and arrange for assistance from the Trade Development Division in Ottawa and trade officers abroad. Contact the International Trade Centre nearest you.

### **The World Information Network for Exports (WIN Exports)**

is a computer-based information system designed by DFAIT to help Canada's trade development officers abroad match foreign needs to Canadian capabilities. It provides users with information on the capabilities, experience and interests of more than 30,000 Canadian exporters. To register on WIN Exports, call: (613) 996-5701.

### **International Financing**

DFAIT helps Canadian exporters interested in pursuing multilateral business opportunities financed by international financing institutions (IFI). Canadian exporters and trade associations can access market data, obtain a better understanding of the competition, and determine if an IFI-funded market opportunity is practical and worth pursuing. DFAIT can provide information and advice on the availability of Canadian government-funded assistance programs and can assist companies in developing effective export marketing. For further information contact:

International Finance Division  
Department of Foreign Affairs and International Trade  
Tel.: (613) 995-7251  
Fax: (613) 943-1100



The **Market Intelligence Service** provides Canadian business with detailed market information on a product specific basis. The service assists Canadian companies in the exploitation of domestic, export, technology transfer, and new manufacturing investment opportunities. The intelligence is used by Canadian business in decisions regarding manufacturing, product development, marketing, and market expansion. The information includes values, volume and unit price of imports, characteristics of specific imports (e.g. material, grade, price range, etc.), names of importers, major countries of export, identification of foreign exporters to Canada, Canadian production, Canadian exports, and U.S. imports. Two-thirds of the clientele for this service are small businesses. For information call: (613) 954-4970.

#### **Revenue Canada**

NAFTA Information Desk  
Revenue Canada - Customs, Excise and Taxation  
191 Laurier Avenue West  
6th Floor  
Ottawa, ON K1A 0L5  
Tel.: 1-800-661-6121  
Fax: (613) 954-4494

#### **NAFTA Spanish Help Desk**

Revenue Canada Customs provides a NAFTA Help Desk telephone line with service available in Spanish. Tel.: (613) 941-0965

#### **Canadian International Development Agency**

An important possible source of financing for Canadian ventures in Mexico is the special fund available through the Canadian International Development Agency (CIDA) under the Industrial Cooperation Program or CIDA/INC. CIDA's Industrial Cooperation Program provides financial contributions to stimulate Canadian private-sector involvement in developing countries by supporting long-term business relationships such as joint ventures and licencing arrangements. INC supports the development of linkages

with the private sector in Mexico encouraging Canadian enterprises to share their skills and experiences with partners in Mexico, and other countries. A series of INC mechanisms help enterprises to establish mutually beneficial collaborative arrangements for the transfer of technology and the creation of employment in Mexico.

There are five INC mechanisms which help eligible Canadian firms to conduct studies and provide professional guidance and advice to potential clients. Where a project involves environmental improvement, technology transfer, developmental assistance to women, job training, or job creation, early contact with CIDA's Industrial Cooperation Division is suggested. An important CIDA criterion is that the project creates jobs in Mexico without threatening jobs in Canada. In fact, most CIDA-assisted projects have produced net increases in Canadian jobs.

Industrial Cooperation Division  
Canadian International Development Agency  
200, Promenade du Portage  
Hull, PQ K1A 0G4  
Tel.: (819) 997-7905/7906  
Fax: (819) 953-5024

#### **Export Development Corporation (EDC)**

EDC is a unique financial institution that helps Canadian business compete internationally. EDC facilitates export trade and foreign investment by providing risk management services, including insurance and financing, to Canadian companies and their global customers.

EDC's programs fall into four major categories:

- export credit insurance, covering short and medium-sized credits;
- performance-related guarantees and insurance, providing coverage for exporters and financial institutions against calls on various performance bands and obligations normally issued

either by banks or surety companies;

- foreign investment insurance, providing political risk protection for new Canadian investments abroad; and
- export financing, providing medium and long-term export financing to foreign buyers of Canadian goods and services.

For information on the full range of EDC services, contact any of the following EDC offices:

Ottawa (Head Office):  
151 O'Connor Street  
Ottawa, ON K1A 1K3  
Tel.: (613) 598-2500  
Fax: (613) 237-2690

#### **National Research Council**

Canadian companies, hoping to succeed in the Mexican marketplace, may require additional technology to improve their competitiveness. The National Research Council (NRC) works with Canadian firms of all sizes to develop and apply technology for economic benefit. The Council supervises the Industrial Research Assistance Program (IRAP), a national network for the diffusion and transfer of technology.

The IRAP network supports the process of developing, accessing, acquiring, implanting, and using technology throughout Canadian industry. IRAP has been in existence for 40 years and has acquired a reputation as one of the more flexible and effective federal programs. IRAP takes advantage of an extensive network that includes more than 120 regional and local offices, 20 provincial technology centres, the Council's own laboratories and research institutes, federal government departments, and technology transfer offices in Canadian universities. The IRAP network also extends abroad through the technology counsellors attached to Canadian posts in some 18 foreign countries. For more information or the name of the IRAP officer nearest you, contact the following:





IRAP Office  
National Research Council  
Montreal Road  
Building M-55  
Ottawa, ON K1A 0R6  
Tel.: (613) 993-5326  
Fax: (613) 954-2524

The **Embassy of Mexico**, Mexican Trade Commissioners in Canada, and Mexican Consulates can provide assistance and guidance to Canadian companies in need of information about doing business in Mexico.

Embassy of Mexico  
45 O'Connor Street, Suite 1500  
Ottawa, ON K1P 1A4  
Tel.: (613) 233-8988  
Fax: (613) 235-9123

### **Mexican Foreign Trade Commissions**

The *Banco Nacional de Comercio (Bancomext)*, Trade Commission of Mexico, offers credits, export guarantees and counselling services for Mexican companies seeking to do business in Canada. Bancomext also sponsors trade fairs, international exhibitions and trade missions.

### **Mexican Banks with Offices in Canada**

*Banco Nacional de México (Banamex)*, *Banco de Comercio (Bancomer)*, and *Banca Serfin* are private sector banks which offer specialized services through their international trade information centres. The centres participate in a computerized communications network with access to numerous economic, governmental and financial data bases throughout the world. These banks maintain offices in Toronto and are located throughout Mexico.

*Banco Nacional de México (Banamex)*  
1 First Canadian Place  
Suite 3430  
P.O. Box 299  
Toronto, ON M5X 1C9  
Tel.: (416) 368-1399  
Fax: (416) 367-2543

*banco de Comercio (Bancomer)*  
The Royal Bank Plaza  
South Tower, Suite 2915  
P.O. Box 96  
Toronto, ON M5J 2J2  
Tel.: (416) 956-4911  
Fax: (416) 956-4914

*Banca Serfin*  
BCE Place  
Canada Trust Tower  
161 Bay Street, Suite 4360  
P.O. Box 606  
Toronto, ON M5J 2S1  
Tel.: (416) 360-8900  
Fax: (416) 360-1760

### **Business and Professional Associations**

The Canadian Council for the Americas (CCA) is a non-profit organization formed in 1987 to promote business interests in Latin American and Caribbean countries. The CCA promotes events and programs targeted at expanding business and building networking contacts between Canada and the countries of the region. It also publishes a bimonthly newsletter.

### **The Canadian Council for the Americas (CCA)**

Executive Offices  
145 Richmond Street West  
Third Floor  
Toronto, ON M5H 2L2  
Tel.: (416) 367-4313  
Fax: (416) 367-5460

### **Canadian Exporters' Association (CEA)**

99 Bank Street, Suite 250  
Ottawa, ON K1P 6B9  
Tel.: (613) 238-8888  
Fax: (613) 563-9218

### **Canadian Manufacturers' Association (CMA)**

75 International Boulevard  
Fourth Floor  
Etobicoke, ON M9W 6L9  
Tel.: (416) 798-8000  
Fax: (416) 798-8050

### **The Canadian Chamber of Commerce (CCC)**

55 Metcalfe Street, Suite 1160  
Ottawa, ON K1P 6N4  
Tel.: (613) 238-4000  
Fax: (613) 238-7643

### **Forum for International Trade and Training (FITT)**

155 Queen Street, Suite 608  
Ottawa, ON K1P 6L1  
Tel.: (613) 230-3553  
Fax: (613) 230-6808

### **Language Information Centre**

240 Sparks Street, RPO  
Box 55011  
Ottawa, ON K1P 1A1  
Tel.: (613) 523-3510

### **Canadian Freight Forwarders Association (CFFA)**

Box 929  
Streetsville, ON L5M 2C5  
Tel.: (905) 567-4633  
Fax: (905) 542-2716

### **Open Bidding Service (OBS)**

P.O. Box 22011  
Ottawa, ON K1V 0W2  
Tel.: 1-800-361-4637 or  
(613) 737-3374

### **Canadian Life and Health Insurance Association (CLHIA)**

1 Queen Street East, Suite 1700  
Toronto, ON M5C 2X9  
Tel.: (416) 777-2221  
Fax: (416) 777-1895

### **Association québécoise des fabricants de l'industrie médicale (AQFIM)**

8475 avenue Christophe Colomb  
B.P. 175, Succursale Youville  
Montréal (Qc) H2P 2V4  
Tel.: (514) 383-3268  
Fax: (514) 383-3250

### **British Columbia Association**

(in the formation process)  
B.C. Science Council  
100-3700 Gilmore Way  
Burnaby, BC V5G 4M1  
Tel.: (604) 436-3574  
Fax: (604) 438-6564

### **British Columbia Trade Development Corporation**

999 Canada Place, Suite 730  
Vancouver, BC V6C 3E1  
Tel.: (604) 844-1959  
Fax: (604) 660-2457





**Calgary Association of Medical Producers**

Wyvern Group  
1200-555 4th Avenue S.W.  
Calgary, AB T2P 3E7  
Tel.: (403) 860-6305  
Fax: (403) 547-3201

**Healthcare Opportunities Metropolitan Edmonton Associated Health Care Systems**

17212-106th Avenue  
Edmonton, AB T5S 1H9  
Tel.: (403) 486-4854  
Fax: (403) 484-1979

**Healthcare Products Association of Manitoba (HCPAM)**

c/o Industry Canada  
330 Portage Avenue, 8th Floor  
P.O. Box 981  
Winnipeg, MB R3C 2V2  
Tel.: (204) 983-6033  
Fax: (204) 983-2187

**Medical Devices Canada (MEDEC)**

410 The West Mall, Suite 510  
Etobicoke, ON M9C 5J5  
Tel.: (905) 620-1915  
Fax: (905) 620-1595

**Canadian Standards Association (CSA)**

178 Rexdale Blvd.  
Rexdale, ON M9W 1R3  
Tel: (416) 747-4000  
Fax: (416) 747-4149

**Standards Council of Canada**

45 O'Connor Street, Suite 1200  
Ottawa, ON K1P 6N7  
Tel.: (613) 238-3222  
Fax: (613) 995-4564

**ADDITIONAL CONTACTS IN MEXICO**

**Secretariat of Health**

*Secretaría de Salud (SS)*  
Lieja No. 7, Piso 1  
Col. Juárez  
06600 México, D.F.  
México  
Tel.: 553-7670  
Fax: 286-5497

**Mexican Institute for Social Security**

*Instituto Mexicano del Seguro Social (IMSS)*  
Reforma No. 476, Piso 6  
Col. Juárez  
06600 México, D.F.  
México  
Tel.: 211-0018  
Fax: 211-2623

**Institute of Security and Social Services for Public Service Employees**

*Instituto de Seguridad y Servicios Sociales de los Trabajadores del Estado (ISSSTE)*  
Av. de la República No. 154 antes Av. Juárez  
Col. Tabacalera  
06030 México, D.F.  
México  
Tel.: 705-2877

**Secretariat of Commerce and Industrial Development Bureau of Standards**

*Secretaría de Comercio y Fomento Industrial (SECOFI)*  
*Dirección General de Normas (DGN)*  
Av. Puente de Tecamachalco No. 6  
Col. Lomas de Tecamachalco  
53950 Tecamachalco  
Estado de México  
México  
Tel.: 729-9300  
Fax: 729-9477

**Department of the Federal District**

*Departamento del Distrito Federal (DDF)*  
Plaza de la Constitución  
esq. Pino Suárez, Piso 1  
Col. Centro  
06068 México, D.F.  
México  
Tel.: 518-1100/4511  
Fax: 510-2275

**Secretariat of National Defence**

*Secretaría de la Defensa Nacional (SDN)*  
Bulevard Manuel Avila Camacho y  
Avenida Industria Militar  
Col. Lomas de Sotelo  
11640 México, D.F.  
México  
Tel.: 395-6766  
Fax: 557-1370

**Secretariat of the Marine**

*Secretaría de la Marina (SM)*  
Eje 2 Oriente No. 861  
Tramo Heroica Escuela Militar  
Col. Cipreses  
04830 México, D.F.  
México  
Tel.: 684-4188  
Fax: 684-4188 ext. 4328

**Secretariat of the Comptroller General**

*Secretaría de la Contraloría General de la Federación (SECOGEF)*  
Insurgentes Sur No. 1735 PB  
Ala Norte Oficina 22  
Col. Guadalupe Inn  
01028 México, D.F.  
México  
Tel.: 662-2762/3263  
Fax: 662-0386

**Secretariat of the Interior**

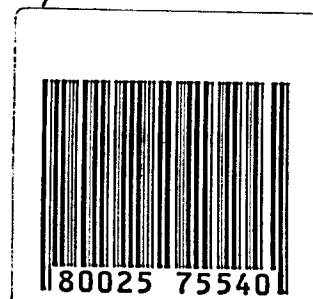
*Secretaría de Gobernación (SG)*  
Abraham González No. 48  
Col. Juárez  
06699 México, D.F.  
México  
Tel.: 705-7394, 566-8188  
Fax: 546-2631

**Secretariat of Finance and Public Credit**

*Secretaría de Hacienda y Crédito Público (SHCP)*  
Palacio Nacional  
1er. Patio Mariano  
Col. Centro  
06066 México, D.F.  
México  
Tel.: 518-5420 through 29  
Fax: 542-2821

**National System for the Development of the Family**

*Sistema Nacional para el Desarrollo Integral de la Familia (DIF)*  
Prolongación Xochicalco No. 960  
Piso 1  
Col. Portales  
03300 México, D.F.  
México  
Tel.: 688-6658/5000  
ext. 1651, 1650  
Fax: 688-6703



**National Oil Company**  
*Petróleos Mexicanos (PEMEX)*  
Av. Marina Nacional 329  
Col. Huasteca  
11311 México, D.F.  
México  
Tel.: 250-2611  
Fax: 625-4385

**Associations and Chambers  
in Mexico**

**National Chamber of  
Commerce of Mexico City**  
*Cámara Nacional de Comercio de  
la Ciudad de México (CANACO)*  
Paseo de la Reforma No. 42  
Col. Centro  
06030 México, D.F.  
México  
Tel.: 592-2677/2665  
Fax: 592-3571, 705-7412

**National Chamber for  
Industrial Transformation**  
*Cámara Nacional de la Industria de  
la Transformación (CANACINTRA)*  
Av. San Antonio No. 256  
Col. Ampliación Nápoles  
03849 México, D.F.  
México  
Tel.: 563-3400  
Fax: 598-5280

**Canadian Chamber of  
Commerce in Mexico**  
*Cámara de Comercio de Canadá  
en México*  
Paseo de la Reforma No. 369  
Mezzanine  
Cal. Juárez  
06500 México, D.F.  
México  
Tel.: 525-0961/0541  
Fax: 525-0438

**Mexican Association of  
Insurance Institutions**  
*Asociación Mexicana de  
Instituciones de Seguros (AMIS)*  
Madero No. 21  
Col. Tlacopac, San Angel  
01040 México, D.F.  
México  
Tel.: 662-0153  
Fax: 662-8036

**Association of Mexican  
Hospitals**  
*Asociación Mexicana de Hospitales*  
Quéretaro No. 210  
Col. Roma  
06760 México, D.F.  
México  
Tel.: 574-0128

**National Chamber of Hospitals**  
*Cámara Nacional de Hospitales*  
Manuel Avila Camacho No. 479  
Col. Periodistas  
11220 México, D.F.  
México  
Tel.: 557-3183

**Other Organizations**

**Mexican Investment Board**  
*Consejo Mexicano de Inversión  
(CMI)*  
Paseo de la Reforma No. 915  
Col. Lomas de Chapultepec  
11000 México, D.F.  
México  
Tel.: 202-7804  
Fax: 202-7925

**National Institute of  
Cardiology**  
*Instituto Nacional de Cardiología*  
Juan Badiano No. 1  
Col. Sección XVI  
14080 México, D.F.  
México  
Tel.: 573-0468  
Fax: 573-0994

**National Institute of Nutrition**  
*Instituto Nacional de Nutrición*  
Calle Vasco de Quiroga No. 15  
Col. Sección XVI  
14000 México, D.F.  
México  
Tel.: 573-1127  
Fax: 655-1076

**National Institute of Pediatrics**  
*Instituto Nacional de Pediatría*  
Insurgentes Sur No. 3700 Letra C  
Col. Insurgentes Cuicuilco  
04530 México, D.F.  
México  
Tel.: 606-4606  
Fax: 666-6937

**Medical Publications**

*Guía de Proveedores y Servicios en  
el Area de la Salud*  
Ediciones PLM S.A. de C.V.  
San Bernardino No. 17  
Col. del Valle  
03100 México, D.F.  
México  
Tel.: 687-1311/1766  
Fax: 536-5027

*Atención Médica*  
Fernando Alencastre No. 110  
Col. Lomas Virreyes  
11000 México, D.F.  
México  
Tel: 520-0832  
Fax: 540-3765

