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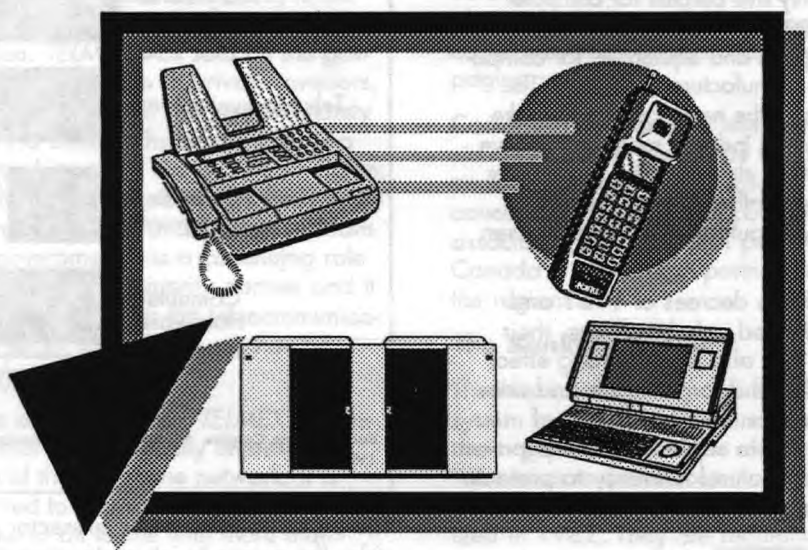
Advanced Electronic Equipment and Services

THE OPPORTUNITY

Beginning in the mid-1980s, the Mexican government abandoned its policy of protectionism and opened Mexican industry to world markets. To foster competitiveness in the new global environment, the government is now encouraging the importation of advanced electronic equipment and services.

The demand for advanced electronic equipment and services has been further stimulated by the privatization of *Teléfonos de México*, TELMEX, the government telephone company, and more recently, several of the nation's banks. These newly-privatized companies are under strong pressure to become more efficient and to extend their services.

The opportunities are all the greater because Mexico has little investment in old technology to inhibit modernization. For example, in 1992, Mexico was estimated to have only about 15 computers for every 1,000 inhabitants. This compares with 150 in Canada and 250 in the United States. The opportunities are just as great in telecommunications and broadcasting, where outdated technology is being rapidly replaced.



This expansion has created a parallel market for the professional services needed to design, implement and maintain advanced electronic systems.

to be affected. At the time, no computers were manufactured in Mexico.

In 1981, the first of two decrees governing the computer industry was issued. This decree specified that all computer suppliers had to set up local manufacturing facilities. The second decree in 1987, increased the local content required and imposed import permits for computer equipment. Although this policy did lead to the domestic production and export of computers, mainly by IBM, it failed to establish broad access to advanced electronic equipment by Mexican industry.

THE EFFORT TO DEVELOP DOMESTIC TECHNOLOGY

Beginning in the mid 1960s, Mexico pursued industrial development through a series of sector-specific programs designed to foster import displacement. In the early 1980s, this program was re-focused on certain key sectors which had not developed sufficiently. The computer industry was one of the first

MARKET SUMMARY

The Department of Foreign Affairs and International Trade has prepared this market summary on the **Advanced Electronic Equipment and Services** sector. It has been published by Prospectus Inc. under the Access North America Program, along with other sector profiles and summaries on business opportunities in Mexico. It is available from:

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

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HIGHLIGHTS

The advanced electronic equipment and services sector offers substantial opportunities for Canadian firms:

- the Mexican government has removed import restrictions on computer equipment;
- trade liberalization policies are forcing Mexican business to rapidly modernize their operations to be globally competitive;
- an ambitious upgrading program by the newly-privatized telephone system is creating a large demand for telecommunications equipment; and
- the ongoing privatization of the financial sector is creating pressure for modernization using both computer and telecommunications equipment.



In April 1990, these rules were rescinded and foreign computer manufacturers were allowed to supply the Mexican market solely through imports. A 20 percent tariff was imposed on computers, but the rate is only five percent for computer parts. There is a 100 percent duty remission on parts and equipment for companies that manufacture in Mexico. The objective of the new policy is to make the computer industry more competitive, and to make state-of-the-art technology available to other sectors. As a result, sales of computer hardware have risen sharply.

Although the decrees of 1981 and 1987 affected only hardware, their removal has also had a strong effect on the demand for software and computer services. The availability of cheaper, more sophisticated equipment has had a natural tendency to promote new and more complex applications.

THE MEXICAN ADVANCED ELECTRONIC EQUIPMENT AND SERVICES SECTOR

The advanced electronic equipment and services sector is a group of industries dedicated to the manufacture of sophisticated electronic equipment, and its application to information processing and telecommunications. This sector has been transformed in Mexico, as elsewhere, by rapid technological change.

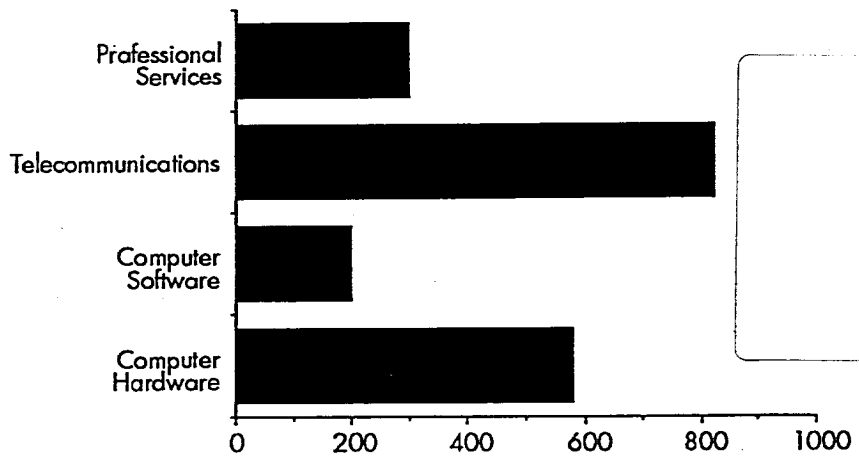
The market for these products and services in Mexico totaled almost US \$2 billion in 1990, about 0.8 percent of Mexico's GDP. It includes four distinct sub-sectors: computer hardware, computer software, telecommunications equipment and professional services.

The computer sub-sectors in Mexico include microcomputers, minicomputers and mainframes, as well as the software they use. Hardware makes up about half of the total computer market, with the remainder going to software and services.

Telecommunications consists of services for moving voices, data and images over distances. This includes telephone, fax, telegraph, marine and satellite communications, as well as radio and television broadcasting.

ADVANCED ELECTRONIC EQUIPMENT AND SERVICES MARKETS IN MEXICO, 1992

US \$millions



Source: Vêrut, Caroline. *Market Study on the Mexican Market for Computers and Software, Mexico City: Canadian Embassy, 1991.*

The professional services subsector provides the means to integrate computer hardware, software and telecommunications to meet customer needs. Professional services companies design applications, provide training, integrate systems and maintain advanced electronic systems.

THE ROLE OF IMPORTS

Imports play an especially important role in the market for computer hardware and software. In 1990, almost three-quarters of sales in both categories were imported. No data is available concerning the Canadian share of these markets, but Canadian computer companies have been much more active in Mexico during the past three years.

Close to half of the Mexican market for telecommunications equipment is imported. Canadian exports in 1990 totaled about \$5 million*, but have risen sharply since then.

Although there is no official data available describing imports of professional services, Canadian companies have been very successful in this area. Reportedly they have recently been capturing about half of the large government contracts.

*Note: Unless otherwise specified, the currency used is Canadian dollars.

CUSTOMERS

The market for advanced electronic equipment and services in Mexico is dominated by large institutions including public agencies, government-owned corporations and foreign multinationals. As the government's privatization plans proceed, however, private Mexican corporations are becoming increasingly important. Small and medium-sized enterprises remain a huge untapped market that will become much more active as the price of personal computers continues to drop.

END USERS OF COMPUTER SOFTWARE IN MEXICO

Type of User	Percentage of all users
Government institutions	20
Financial and insurance services	19
Retailing and wholesaling	17
Manufacturing	14
Professionals	13
Computer manufacturers	5
Utilities	4
Other	8

Source: Vêrut, Caroline. *Market Study on the Mexican Market for Computers and Software, Mexico City: Canadian Embassy, 1991, section 4.*



Government Departments

The public sector, including state and federal administrations and government-owned corporations, purchases approximately 60 percent of mainframes, 75 percent of minicomputers and 64 percent of microcomputers. Public sector dominance of the software market is not as pronounced — it accounts for about 39 percent of purchases.

Government departments use computers for a wide range of public administration applications ranging from tax collection to social security administration. The most important government users of computers, in declining order of computer spending are:

- *Secretaría de Hacienda y Crédito Público (SHCP)*, Secretariat of Finance and Public Credit
- *Secretaría de Energía, Minas e Industria Paraestatal (SEMIP)*, Secretariat of Energy, Mines and State-owned Industry
- *Departamento del Distrito Federal (DDF)*, Department of Mexico City
- *Secretaría de Comunicaciones y Transportes (SCT)*, Secretariat of Communications and Transportation
- *Secretaría de Salud (SS)*, Secretariat of Health
- *Secretaría de Comercio y Fomento Industrial (SECOFI)*, Secretariat of Commerce and Industrial Development
- *Secretaría de Programación y Presupuesto (SPP)*, Secretariat of Planning and Budget
- *Secretaría de Agricultura y Recursos Hidráulicos (SARH)*, Secretariat of Agriculture and Hydrological Resources
- *Secretaría de Educación Pública (SEP)*, Secretariat of Education
- *Secretaría del Trabajo y Previsión Social (STPS)*, Secretariat of Labour and Social Welfare
- *Secretaría de Pesca (SP)*, Secretariat of Fishing
- *Secretaría de Gobernación (SG)*, Secretariat of the Interior
- *Secretaría de Relaciones Exteriores (SRE)*, Secretariat of Foreign Affairs
- *Secretaría de Turismo (SECTUR)*, Secretariat of Tourism

All of these departments use mainframes for mass information storage.

and smaller computers for individual operations. State governments are also beginning to use computers.

Teléfonos de México

Teléfonos de México (TELMEX) is the national telephone company of Mexico. *TELMEX* was sold by the government of Mexico to private investors, in December 1990, for approximately US \$1.8 billion. The new owner is a group of investors led by *Grupo Carso*, which includes participation from Southwestern Bell and France Telecom. The government has a continuing role in *TELMEX* as a minority partner and it retains control over the telecommunications sector through the regulatory system.

It is a condition of the *TELMEX* concession that it dramatically improve and expand the telephone network. It is required to provide long-distance service to all towns with more than 500,000 inhabitants by 1994. *TELMEX* must publish a series of plans that detail its modernization goals. During the first five years the company will install four million new terminal lines.

The first *TELMEX* three-year plan, which covers the period 1991 to 1994, called for total spending over the period of US \$7.2 billion. More than a third of this will be spent on imports. Mexico's telephone density is presently one of the lowest in the world, with only about five percent of families receiving telephone service. This is expected to increase to one-third of families in the first three years. Eight thousand communities will receive telephone service for the first time.

Telecomunicaciones de México

All other telecommunications services in Mexico are provided by *Telecomunicaciones de México (TELECOM)*. *TELECOM* is an agency of the *Secretaría de Comunicaciones y Transportes (SCT)*, Secretariat of Communications and Transportation. This organization provides a variety of services. It operates the basic telephone infrastructure, including satellite earth stations, marine radio and data communications. It also provides telephone service to small towns (under 1,500 inhabitants).

In addition to providing telecommunications services through *TELECOM*, the *SCT* also issues permits and licences for private sector telecommunications activities. These include radio and television broadcasting, mobile radio-telephones (including cellular phones), cable television, amateur radio and paging systems.

Concessions for cellular telephone service have been granted by the *SCT* in each of Mexico's eight regions. Each concession is a Mexican company associated with a foreign partner. Bell Canada is the foreign partner in two of the regions.

The Banking System

The Mexican banking and financial system ranks second, behind government agencies, in the use of computers; it is also a major telecommunications user. All Mexican banks were nationalized in 1982. They are regulated through the central bank, the *Banco de México*, but make their own decisions regarding equipment purchases. In 1991, the government began a policy of privatizing the banks and several have already been sold.

There are six national banks, eight multi-regional banks and six regional banks operating in Mexico, in addition to the government-owned development banks. The most important banks are *Banco Nacional de México (Banamex)* and *Banco Comercio (Bancomer)*. They illustrate the ways that Mexican banks use computers and telecommunications.

- *Banamex* has 75 branches throughout the country. It uses 10 mainframes, 50 minicomputers and roughly 10,000 terminals, kept on-line through a complex telecommunications system.
- *Bancomer* uses 40 IBM S/36s, two 43/81s and one 30/90 computer. They have 11,000 personal computers on-line, connected using integrated digital networks and fibre optics.

Both of the major banks are connected to the large supermarket chains for the automatic authorization of credit card purchases. *Bancomer* alone has 12,000 point-of-sale systems in place. The banks use mainframes mainly to manage customer accounts. Smaller



MAR 29 2005

ADVANCED ELECTRONIC EQUIPMENT AND SERVICES



computers are used for applications such as feasibility studies, payroll, billing and personnel management.

In addition to the banks, the financial sector consists of about 75 insurance and service companies, all of which are highly computerized.

COMPETITION

Canadian firms have competitive advantages in certain market segments, but they must compete with established Mexican suppliers, as well as the many international corporations already active in the market. Given this broad competition, some of the more successful Canadian companies operating in Mexico have concentrated on market niches where they have a particular advantage, or have formed consortia with other Canadian companies.

Computers and Software

The computer hardware market is dominated by the larger producers, or by their Mexican partners. U.S. companies account for 80 percent of imports. About two-thirds of computer software is sold by computer manufacturers or their distributors. The rest is sold through software houses.

There are roughly 100 software producers in Mexico, most of them in the Mexico City area. Domestic producers specialize in Spanish programs for the local market, although there are some exports to the U.S. and Canada.

The level of competition is expected to increase due to Asian manufacturers aggressively entering the market, as they have in the U.S. and Canada, and to the increasing market share being claimed by personal computers.

Telecommunications

The Mexican telecommunications industry is highly competitive. Local production, which supplied 80 percent of apparent consumption for several years, dropped to 52 percent in 1990 and is expected to fall further as foreign companies take advantage of the government's trade liberalization policies.

INTERNATIONAL TELECOMMUNICATIONS COMPANIES OPERATING IN MEXICO

AT&T	MCI
Bull	NEC
CGE	Northern Telecom
Ericsson	Philips
Fujitsu	Siemens
Hitachi	U.S. Sprint
IBM	

Source: Vêrut, Caroline. *Market Study on the Mexican Market for Computers and Software, Mexico City: Canadian Embassy, 1991, page 22.*

The United States accounts for about two-thirds of all imports, and European and Japanese competitors are actively trying to increase their market shares. Other countries have penetrated this market by offering attractive financing arrangements.

OPPORTUNITIES IN THE COMPUTER AND SOFTWARE SUBSECTORS

The larger users of computers in Mexico, such as government agencies and the banks, tend to be fairly well served by current suppliers. Canadian suppliers of custom software, such as SHL Systemhouse and Cognos, have been the most notable Canadian success stories in this market but there are growing opportunities to supply information technology to small and medium-sized companies who are only beginning to use computer technology. These companies tend to use PC-based systems, but there is also a market for mainframe timesharing.

There is a trend towards greater use of the more sophisticated personal computers, although there is still a large installed base of 8088/8086 systems. The market for microcomputer software is growing rapidly and is heavily biased towards IBM-compatible products. Multi-user environments are becoming increasingly common, generating a market for networks using personal computers as intelligent workstations.

The market for mainframe software is strongly oriented towards customized applications. Illegal copying of software is common in Mexico, but has been the subject of increased law enforcement efforts.

MAJOR COMPUTER COMPANIES OPERATING IN MEXICO

Hardware

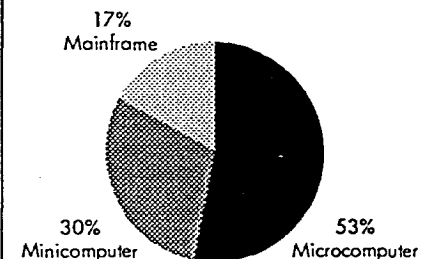
IBM
Unisys
Hewlett Packard
Sigma Commodore
Digital Equipment Corp.
Honeywell Bull
Control Data
Tandem
Micrológica Aplicada
Mai de México
Infosistemas
Cromex

Software

Software A.G. de México
Siga Desarrollo
Microsoft Corp.
Sistemas Integrales de Cómputo
Execuplan
Apemex
Softtron
Datonet Sistemas
Grupo Teo
Computer Associates
Micra Negoplan
Kuozar

Source: Vêrut, Caroline. *Market Study on the Mexican Market for Computers and Software, Mexico City: Canadian Embassy, 1991, section 3.3.*

SOFTWARE SALES BY COMPUTER TYPE IN MEXICO (Estimated)



Source: Vêrut, Caroline. *Market Study on the Mexican Market for Computers and Software, Mexico City: Canadian Embassy, 1991, chapter 10, page 15.*



OPPORTUNITIES IN THE TELECOMMUNICATIONS SUBSECTOR

The efforts of *Teléfonos de México (TELMEX)*, the government-owned telephone company, to modernize Mexico's antiquated telephone system offer major opportunities for Canadian producers of all types of telephone equipment and services. This includes value-added services such as voice-mail, facsimile and data communications. *TELMEX* will have to expand Mexico's telephone system by ten times to reach Canada's level of service, so this is a long-term opportunity. In addition, the *SCT* has allocated 250 new television broadcast licences and 150 radio licences. These licences will be issued exclusively to Mexican citizens, creating an important new market for manufacturers of broadcasting equipment.

Consumption jumped by almost half and imports more than doubled in 1990 because of the privatization of *TELMEX*, and other major investments in radio and television infrastructure.

Demand for high-technology communications equipment is expected to remain strong as the government's trade liberalization policies gradually lead Mexican companies to become more internationally oriented.

Cable and parts accounted for about half of all telecommunications imports in 1990. Most of the balance was made up of telephone sets and equipment, and transmission-reception apparatus. Satellite communications, fibre

optics, data communications, cellular telephones and broadcasting are all considered strong growth areas.

OPPORTUNITIES IN THE PROFESSIONAL SERVICES SUBSECTOR

Canadian companies have a market advantage in professional services. Services are different from physical products in that there is a human element involved that goes beyond price and technical specifications. Mexican customers regard Canadian consulting companies as both knowledgeable and sensitive to their needs.

The market for professional services cannot be entirely separated from the associated markets for equipment and for software. Customer needs drive choices of hardware, software and services all at the same time.

Import/export data do not account for services in the same way as they do goods, and therefore, data are not available to provide an accurate comparison. The size of the professional services sub-sector was estimated at US \$295.2 million in 1990 and US \$419.2 million in 1992. Growth is forecast at a robust 27 percent per year.

advanced electronic equipment and services, prefer to purchase services and equipment through companies with a permanent local presence in Mexico. Small to medium-sized enterprises which are a growing market segment, especially for PC-based products, require even more personalized service.

A practical way to establish a local presence is to form a strategic alliance or partnership with a Mexican company. For many small and medium-sized Canadian companies, this is the only effective way to enter the Mexican market. Canadian firms can provide expertise and technology transfer that mesh well with the market knowledge and relatively low operating costs of local partners. Larger Canadian corporations may prefer to buy an established Mexican company as a way of gaining access to this market, while at the same time maintaining control.

Participation in trade shows is a common way for Canadian companies to introduce their products to the Mexican market and to make contact with potential partners.

Some upcoming trade shows are:
 Expo-Comm '95 Mexico City Jan 17-20
 IndentiMex '95 Feb 22-24
 Comdex '95 Mexico City Mar 22-24

MARKET ACCESS

Government agencies and *paraestatal* corporations, the major purchasers of

WHERE TO GET HELP

KEY CONTACTS 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 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

MARKET OPPORTUNITIES IN MEXICO FOR CANADIAN TELECOMMUNICATIONS SUPPLIERS

Telephone switching equipment
 PBXs
 Data transmission equipment
 Customer premise equipment
 Private networks
 Fibre optics
 Satellite support services
 Cellular telephone systems
 Digital switches
 TV and broadcasting equipment
 Test and maintenance products

PROFESSIONAL SERVICES IN MEXICO, 1992

Service	Percentage of Sub-Sector
Contract programming and software development	36
Information systems consulting	22
Systems integration	16
Education and training	13
Network and facilities management	8
Systems implementation	5

Source: *Information Services in Mexico*.



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 below. 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 or contact the international operator.

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: 334-3048

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 the capabilities, experience and interests of more than 30,000 Canadian exporters. To register on WIN Exports, call: (613) 996-5701.

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. Call: (613) 954-4970.

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 devel-

opment 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.

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)

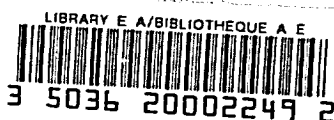
EDC is a unique financial institution that helps Canadian business compete internationally. EDC facilitates export trade and foreign investment by providing risk management services, including insurance and financing, to Canadian companies and their global customers.

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 bonds 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.

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

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

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

International Financing

Institutions, including the World Bank and the Inter-American Development Bank, provide funds to Mexico for a wide variety of specific projects. These banks can provide details of upcoming projects and identify the Mexican executing agencies.

ADDITIONAL CONTACTS IN MEXICO

Government Departments

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

Secretariat of Energy, Mining and State-owned Industry

Secretaría de Energía, Minas e Industria Paraestatal (SEMIP)

Insurgentes Sur, No. 552, Piso 3
Col. Roma Sur
06769 México, D.F.
México
Tel.: 584-4304/2962
Fax: 574-3396

Department of Mexico City

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 Communications and Transportation

Secretaría de Comunicaciones y Transportes (SCT)
Av. Universidad y Xola, Cuerpo C
Piso 1
Col. Narvarte
03028 México, D.F.
México
Tel.: 538-5148/0450
Fax: 519-9748

Secretariat of Health

Secretaría de Salud (SS)
Lieja, No. 7, Piso 1
Col. Juárez
06600 México, D.F.
México
Tel.: 553-7670/7940
Fax: 286-5497

Secretariat of Commerce and Industrial Promotion

Secretaría de Comercio y Fomento Industrial (SECOFI)
Dirección General de Servicios al Comercio Exterior
Alfonso Reyes, No. 30, Piso 10
Col. Hipódromo Condesa
06170 México, D.F.
México
Tel.: 286-1757
Fax: 286-1543

Secretariat of Planning and Budget

Secretaría de Programación y Presupuesto (SPP)
Palacio Nacional Patio de Honor
Piso 4
Col. Centro
06740 México, D.F.
México
Tel.: 542-8762/8763
Fax: 542-1209

Secretariat of Agriculture and Hydrological Resources

Secretaría de Agricultura y Recursos Hidráulicos (SARH)
Insurgentes Sur, No. 476, Piso 13
Col. Roma Sur
06760 México, D.F.
México
Tel.: 584-0786/0834
Fax: 584-1887

Secretariat of Public Education

Secretaría de Educación Pública (SEP)
Argentina, No. 28, Piso 2
Col. Centro
06020 México, D.F.
México
Tel.: 521-9574, 510-4767
Fax: 510-4075

Secretariat of Labour and Social Welfare

Secretaría del Trabajo y Previsión Social (STPS)
Periférico Sur, No. 4271, Edificio A
Col. Fuentes del Pedregal
14140 México, D.F.
México
Tel.: 568-1720, 645-3969/5466
Fax: 645-5466

Secretariat of Fishing

Secretaría de Pesca (SP)
Av. Alvaro Obregón, No. 269
Piso 6
Col. Roma Sur
06995 México, D.F.
México
Tel.: 208-9970, 211-0053
Fax: 208-1834

Secretariat of the Interior

Secretaría de Gobernación (SG)
Abraham González, No. 48, Piso 1
Col. Juárez
06699 México, D.F.
México
Tel.: 566-8188
Fax: 591-0892

Secretariat of Foreign Affairs

Secretaría de Relaciones Exteriores (SRE)
Ricardo Flores Magón, No. 1
Piso 19
Col. Guerrero
06995 México, D.F.
México
Tel.: 782-3660/3765
Fax: 782-3511



Secretariat of Tourism

Secretaría de Tourism (SECTUR)
Presidente Masaryk, No. 172, Piso 8
Col. Polanco
11587 México, D.F.
México
Tel.: 250-8171/8228
Fax: 254-0014

National Telecommunications Company

Telecomunicaciones de México
(Telecom)
Eje Central Av. Lázaro Cárdenas
No. 567, Piso 11 ala Norte
Col. Narvarte
03020 México, D.F.
México
Tel.: 519-4049, 530-3492
Fax: 559-9812

National Telephone Company

Teléfonos de México S.A. de C.V.
(Telmex)
Parque Vía, No.198, Piso 11
Col. Cuauhtémoc
06599 México, D.F.
México
Tel.: 222-5158, 564-1520, 535-2041
Fax: 203-5104

Central Bank of Mexico

Banco de México S.A.
Tacuba No. 4, Piso 1
Col. Centro
06059 México, D.F.
México
Tel.: 512-5817/237-2378
Fax: 237-2370

Banco Nacional de México (Banamex)

Av. 5 de Mayo, No. 2, Piso 5
Col. Centro
06059 México, D.F.
México
Tel.: 512-2266/5817
Fax: 510-9337

Banco Comercio (Bancomer)

Av. Universidad, No. 1200
Col. Xoco
03339 México, D.F.
México
Tel.: 621-3653/5922
Fax: 621-3265, 604-1111

Business and Professional Associations in Mexico**Electric and Electronic Communications Engineers Association**

Asociación Mexicana de Ingenieros en
Comunicación Eléctrica y Electrónica
Balderas, No. 94
Col. Centro
06070 México, D.F.
México
Tel.: 512-5300

National Chamber of the Computer Programming Industry

Cámara Nacional de la Industria para
Programas para Computadoras
Insurgentes Sur, No. 1677-204
Col. Guadalupe Inn.
01020 México, D.F.
México
Tel.: 524-0657/7682
Fax: 524-0657

National Chamber of the Electronic and Electric Communications Industry

Cámara Nacional de la Industria
Electrónica y de Comunicaciones
Eléctricas
Guanajuato, No. 65
Col. Roma
06700 México, D.F.
México
Tel.: 574-7411

Mexican Association of Electric Transmission Manufacturers

Asociación Mexicana de Fabricantes
de Conductores Eléctricos A.C.
Sonora, No. 166, Piso 1
Col. Hipódromo Condesa
06100 México, D.F.
México
Tel.: 533-4441, 207-2254
Fax: 286-7723

National Chamber of the Radio and Television Industry

Cámara Nacional de la Industria de
Radio y Televisión
Horacio, No. 1013
Col. Chapultepec Polanco
11560 México, D.F.
México
Tel.: 250-2221/2896
Fax: 250-2577

National Chamber of the Cable Television Industry

Cámara Nacional de la Industria de
Televisión por Cable
Monte Albán, No. 281
Col. Narvarte
03020 México, D.F.
México
Tel.: 682-0173/0298
Fax: 682-0881

Strategic Services for the Electronic Industry

Servicios Estratégicos para la Industria
Electrónica
Nuevo León, No. 54-501
Col. Hipódromo Condesa
06100 México, D.F.
México
Tel.: 256-1426

Technical Radio Transmission Engineers Association

Asociación Mexicana de Ingenieros
Técnicos en Radiodifusión
Eugenia, No. 240, Despacho 4
Col. Narvarte
03020 México, D.F.
México
Tel.: 539-1596

National Chamber of Electric Manufacturers

Cámara Nacional de Manufacturas
Eléctricas (CANAME)
Ibsen, No. 3
Apartado Postal 10527
Col. Chapultepec Polanco
01560 México, D.F.
México
Tel.: 280-6658/6042
Fax: 280-1966

National Chamber of Industrial Transformation

Cámara Nacional de la Industrias de
la Transformación (CANACINTRA)
Av. San Antonio, No. 256, Piso 3
Col. Nápoles
03849 México, D.F.
México
Tel.: 563-3400
Fax: 598-8020

