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UNCLASSIFIED January, 1992

MEXICO FACT SHEET

BASIC DATA

1,958,201 sq. km. Area Population (1990) 88 million Population density per sq.km. 42 Official language Spanish Mestizo Ethnic groups 79% Indian 11% Caucasian 10% Life Expectancy 66 years Major Religion Roman Catholic 93% Main Cities and metropolitan population:

- Mexico City 19.3 million - Guadalajara 3.4 million - Monterrey 3.1 million

II POLITICAL

Type of Government:

Federal Republic, operating under a centralized structure, 31 states, 1 Federal District (Mexico

Current Government (elected 1988)

President Foreign Minister Ruling Party

Carlos Salinas de Gortari Fernando Solana

Institutional Revolutionary Party (PRI), which currently holds 60 of 64 seats in the Senate and 263 of 500 seats in the Chamber of Deputies

Opposition Parties

Several opposition parties share 200 seats (out of 500 total) reserved for the opposition and allocated on the basis of proportional representation

III ECONOMY

Per Capita GDP (1990) Economic Growth Rate (1989)Inflation Rate (CPI) (1990)

US \$3,254 Dept. of External Affairs Min. des Affaires extérieures 2.5%

30.4% CFD 21 1993

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Total External Debt

(1990)

Debt held by Canada

US \$93 billion

Commercial Banks: Cdn \$5.6

billion

EDC & CWB: Cdn \$661.3 million

ODA: nil

Foreign Reserves (1990)

US \$9.2 billion

Unemployment Rate (1989) 12-20%

Underemployment

Rate (1989)

35-50%

Currency (Dec 1990)

US \$ = 2949 pesos, approx.

FOREIGN TRADE (In US\$/Billions) 1988 1989

Total Exports * \$20.6 \$22.4 Total Imports * \$18.9 \$23.4 Trade Balance * \$ 1.7 \$-1.0

* Excluding trade conducted in the in-bond (maquiladora) industry, which is mostly with the USA. Inclusion would increase the USA's share of Mexican trade to over 80%.

Major Markets:

USA 67.3%, Japan 5.9%, (1988 - percent average) Canada 5.1%, Spain 4.7%, France 2.7%, F.R. Germany

2.1%.

Major Suppliers

USA 68.5%, F.R. Germany 6.2%, (1988 - percent average) Japan 5.9%, France 2.3%, Canada 2.0%, U.K. 1.9%, Brazil 1.6%.

V TRADE WITH CANADA (C\$ millions)	1987	1988	1989	1990 (Nov)
Exports to Mexico	522	488	603	`557 [°]
Imports from Mexico	1174	1320	1698	1,632
Balance	-652	-832	-1095	-1.075

Major Canadian Imports from Mexico (1989)

motor vehicle automotive parts and engines, tv/radio/sound telecommunications equipment and parts, office and digital process equipment, precious metals and alloys, other metal ores, crude oil.

Major Canadian Exports to Mexico (1989)

motor vehicle and engine parts, oilseed, dairy

products, wheat, sulphur, wood pulp, steel plate/sheet and strip, telecommunications equipment and parts, potash.

Canadian Direct Investment (1989):

US\$ 361 million (representing 1.4% of total foreign investment in Mexico) Major Canadian companies include Placer-Dome, Mitel, Northern Telecom, Noranda, Moore Corp.,

Bata Shoes, Canada Wire,

Cominco.

VI CANADIAN AID

No CIDA bilateral aid program.
Embassy administers Canada Fund of \$350,000
Extraordinary Canadian aid for 1985 earthquake of \$3.8 million.

VII OTHER

Canadian visitors to 550,000
Mexico (1989) (Mexican Ministry of Tourism)

Mexican visitors to Canada (1989)

75,000

Mexican Immigration to Canada (1989)

1,000

Work permits for Mexicans per year

6,000 (5,000 of which are for

the Mexican Seasonal

Agricultural Workers' Program

- MEXSWAP)

Diplomatic Relations Established

April 27/44

Canadian Embassy, Mexico City (21 Canada based staff, 55 local staff)

Canadian Honourary Consulates: Acapulco, Cancun, Guadalajara, Mazatlan, Puerto Vallarta, Tijuana

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MEXICO - COUNTRY SUMMARY

Geography

Mexico, the third largest country in Latin America (after Brazil and Argentina) is one-fifth the size of Canada. The extremely varied topography of the country ranges from low desert plains and jungle-like coastal strips to high plateaus and rugged mountains. From a low desert in the north, the plateau rises to 2,400 metres above sea level near Mexico City.

Mexico's climate is generally more closely related to altitude than to latitude. Most of Mexico is dry; only about 12% of the total area receives adequate rainfall in all seasons. Temperatures range from tropical in the coastal lowlands to cool in the higher elevations.

Mineral resources are plentiful, especially silver, gold, copper, lead, zinc, molybdenum and coal. Mexico is a major producer of oil and natural gas.

People

Mexico is the most populous Spanish-speaking country in the world and the second most populous country in Latin America (after Brazil). More than half of the people live in Central Mexico; however, significant internal population shifts have occurred over the last few decades - less than 40% of the population still live in rural areas. The majority of the people are "Mestizos" (of mixed Spanish-Indian blood).

History

An advanced Indian civilization existed in Mexico prior to the Spanish conquest. The major Indian cultures were the Olmec, the Maya, the Toltec, and the Aztec. Herman Cortes conquered Mexico in 1519-21 and founded a Spanish colony which lasted nearly 300 years. Independence from Spain was proclaimed by Father Miguel Hidalgo on September 16, 1810, and the Republic was established on December 6, 1822.

Mexico was led for much of the next quarter century by General Santa Anna, a chaotic period which included a ruinous war with the USA resulting in Mexico losing half its territory. After the deportation of Santa Anna, the presidential terms of Benito Juarez (1858-71), a full-blooded Zapotec Indian, were interrupted by the period of the Empire. Archduke Maximilian of Austria, installed as Emperor of Mexico in 1865 by Napoleon III of France, was deposed by Juarez and executed in 1867. General

Porfirio Diaz was President during most of the subsequent period until 1910.

Mexico's drastic social and economic problems finally erupted in the Revolution of 1910. Prominent leaders in this revolution - some were rivals for power - were Francisco I. Madero, Venustiano Carranza, Pancho Villa, and Emiliano Zapata. Under the aegis of President Carranza the Constitution of 1917 was passed - and is till in effect. It was Plutarco Elias Calles, who on stepping down from the Presidency in 1928 virtually decreed into existence the Revolutionary Party which (under various names - first the National Revolutionary Party, Mexican Revolutionary Party and now the Institutional Revolutionary Party PRI) has ruled Mexico without interruption since 1929.

Government

The Constitution of 1917 provides for a federal republic with a separation of powers into independent executive, legislative, and judicial branches of government. Mexico has 31 States and a Federal District. Each State is headed by an elected Governor. Powers not expressly vested in the Federal Government are reserved to the States; the States' powers are much less extensive than are those of Canadian Provinces.

The executive branch is dominant. Executive power is vested in the President who promulgates and executes the laws of the Congress and, by delegation from the Congress, legislates by executive decree in certain economic and financial fields. He is elected by universal adult suffrage for a six-year term and may not hold office a second time. There is no Vice-President; in case of the removal or death of the President, a provisional president is elected by the Senate. The current President of Mexico or, more correctly, of the United Mexican States, Carlos Salinas de Gortari was inaugurated on December 1, 1988.

Congress is composed of a Chamber of Senators and a Chamber of Deputies. Consecutive re-election to the Congress is prohibited. Sixty-four Senators (two from each State and the Federal District) are elected to six-year terms. The Chamber of Deputies has 300 members elected by majority vote in single-member constituencies and 200 seats are shared among opposition parties on the basis of proportional representation. Deputies serve three year terms.

The July, 1988, Presidential election resulted in victory for Carlos Salinas de Gortari, the former Secretary of Programming and Budget. The election results represented a radical departure from the uncontested political dominance exercised by the PRI during its 59 continuous years in power.

Salinas won only 50.4% of the vote, compared to over 70% by all his predecessors. The 64 seat Senate, which previously had only PRI representation, now includes four opposition members. The PRI won only 260 of the 500 seat Chamber of Deputies and no longer commands the two-thirds majority required to amend the constitution. Also for the first time, left-wing parties within the National Democratic Front Coalition constitute the major element of the opposition. State elections in July, 1989, resulted in the election in Baja California of a Governor from an opposition party (PAN) whose victory was recognized by the PRI.

The 1988 campaign was conducted in difficult political and economic circumstances in which there was widespread scepticism, both domestically and abroad, about the ability of the existing Administration to address the issues effectively. Salinas has accomplished a remarkable turnabout in one year through shrewd and decisive political action coupled with a mix of socio-economic policies which have led many Mexicans to believe that past economic difficulties may soon be resolved and that real political democracy and pluralism may be around the corner. Shortly after his inauguration, Salinas courageously moved to arrest the leader of the powerful oil workers union (nominally for illegal possession of arms), one of Mexico's most prominent businessmen (for illegal stock trading) and, Mexico's most wanted drug trafficker. An agreement of support was negotiated with the PAN, and a first step in political reform has been passed by the Congress. These and other actions have done much to establish the President's political and moral credibility. Further reduction of Mexico's international debt, agricultural reform, and trade access negotiations with the U.S. now remain the most important issues facing the President.

Economy

Mexico is one of the more advanced developing countries. Its primary sector accounts for some 13% of GDP (gross domestic product), manufacturing for 23% and services for 64%. Unemployment and under-employment affect up to 60% of the population and together with fiscal evasion have created a black market economy estimated at 35-40% of GDP.

Mexico has faced major economic problems since the early 1980's (dropping oil prices, high external debt, high inflation) and has been following a comprehensive economic adjustment program since 1987, aimed at reducing inflation and correcting external balances. This has resulted in a sharp decrease in inflation (from 160% in 1987 to just under 20% in 1989). Real growth in 1989 was in the range of 2.5% to 3%.

The government has introduced policies to modernize and curtail its role in the economy. The financial sector is being restructured to allow commercial banks more autonomy and to allow a free determination of interest rates. Regulation of foreign investment is being loosened. The government is privatizing the banking industry, deregulating the trucking industry and privatizing government owned companies in the telephone, airlines and oil industries.

Mexican authorities have successfully negotiated the extension of the Pact for Economic Stability and Growth with the business, labour and agricultural sectors until January 31, 1991. The pact is a set of austerity measures aimed at reducing inflation by combining tight fiscal and monetary policies with wage, price and exchange rate controls.

Substantial reflows of private capital (estimated at U.S. \$3.4 billion in 1989) are evidence of increased confidence in the economy. Major U.S. and Canadian banks are, however, pessimistic about Mexico's longer-term growth and balance of payment prospects and they were less forthcoming than expected in providing new financial resources under the Brady Plan.

Since joining the GATT in 1986, Mexico has emerged as one of the most constructive LDC players in its attempt to secure better market access to developed country markets.

The economic adjustment program is expected to continue to produce positive results in 1990, assisted by higher than anticipated oil prices and lower international interest rates. Mexico is predicting 25.0% inflation in 1990 and 3.5% growth in GDP, a substantial improvement over performance in the 1980's.

Foreign Policy

Mexican foreign policy has been guided since the end of the Revolution by three main principles: non-intervention, respect for the self-determination of peoples, and pacific resolution of international conflicts. Based on these principles, Mexico has traditionally played an active role in international diplomacy, especially since the early seventies when President Echeverria made serious efforts to turn Mexico into a moral leader for the Third World. Today, Mexico continues to play a leading role in various international and regional organizations, as well as the Rio Group.

Canada/Mexico Relations

Canada's relationship with Mexico is broader and more substantial than our relationship with any other nation in Latin America.

Our new emphasis on Latin America and relations with key countries like Mexico is matched by Mexico's President publicly noting Canada as one of the four countries with which Mexico should intensify relations. Several recent meetings of political leaders on the margins of international conferences, the success of the Joint Ministerial Committee meeting held in Ottawa in January, 1990, the visit of the Prime Minister to Mexico in March, and the visit of the Minister for International Trade in April are signs that both countries are making solid efforts to intensify the political and economic relationship.

Though bilateral trade dropped during the mid-1980's, it is now showing signs of recovery. In 1989 two-way trade totalled \$2.3 billion with Mexico having a positive balance of \$1.095 billion, an increase from the previous year of approximatley 25 percent. This is Canada's largest trading relationship with any country in the region. Canada's leading exports to Mexico are agricultural products and Mexico's main export to Canada is automobile parts. Canada is currently Mexico's third largest export market. Approximately 160 Canadian companies have established joint ventures in Mexico and Canadian direct investment in Mexico totals approximately U.S. \$350 million. Presidents Bush and Salinas have announced their intention to negotiate a free trade pact which may include Canada.

Canada's direct bilateral assistance to Mexico is limited to the \$350,000 allocated for the Canada Fund for Local Initiatives. However, after the 1985 earthquakes Canada provided \$3.8 million for post-earthquake reconstruction and rehabilitation. Canada also provides assistance to Mexico through non-governmental organizations, industrial cooperation programs and the International Development Research Centre.

Approximately 550,000 Canadians travelled to Mexico in 1989 while the number of Mexicans visiting Canada was is in the range of 70,000 to 75,000. Approximately 6,000 Mexicans enter Canada a year on work permits, mainly under the Mexican Seasonal Agricultural Workers' Program.

CANADA-MEXICO TRADE RELATIONS

Mexico is Canada's largest trading partner in Latin America. Two-way trade totalled over \$ 3 billion in 1991, and has grown appreciably since the mid-1980's. Canadian exports to Mexico have, however, declined by 25% in 1991 due to lower sales volume of traditional agricultural, metal and mineral commodities.

Enhanced Canada-Mexico economic relations have become more promising since 1988, when the Government of Mexico initiated a number of important measures to reform the economy. As a result of these policies, inflation has been reduced from 120% per year to under 20%. Economic growth is averaging 4% per year under the administration of President Salinas. Capital inflows, much in the way of repatriation of Mexican capital, have increased to over \$4 billion per year. Total imports are expected to grow by nearly 40% in 1991, making Mexico a market of immediate opportunity for Canadian exporters and one of the fastest growing market areas in the world.

Canadian exporters are already taking advantage of these new trade measures to increase their presence in Mexico. Over 1500 exporters have visited the Commercial Division of the Embassy in Mexico City since October 1, 1990, which augurs well for expanded sales of Canadian products and services. Canadian exports to Mexico exceeded \$ 600 million in 1990 based on sales of agricultural, mineral and industrial commodities, automotive engines and parts, and telecommunications equipment. Exports of manufactured products have increased at a rate of 10-15% in 1991, however, reductions in purchases by Mexico of traditional products such as skim milk powder, oilseeds, mineral commodities (sulphur) and iron and steel products are expected to adversely affect overall sales levels during the current year.

Increasing Opportunities for Canadian Exporters

This trend notwithstanding, market reforms and a desire by the Mexican private sector to upgrade its technological capability and global competitiveness, will result in increased opportunities for Canadian technologies, products and services in the near term. Canadian exporters in the telecommunications, plastics, automotive, machine tooling and metalworking sectors have demonstrated that they can effectively penetrate the Mexican market, with notable sales resulting from increased marketing efforts. Agro-industrial products, in particular processed foods and similar high-end consumer goods, also offer significant market opportunities for Canadian firms in Mexico.

The recently concluded Canada Expo 92 - Monterrey, at which over 200 exporters participated, demonstrated unequivocally

the large number of opportunities available to Canadian firms in the Mexican markets. On-site sales of over \$ 2 million and projections of over \$ 50 million in new business over the next 12-18 months augur well for improved export performance by Canada in the near term.

It is expected that Canada-Mexico two-way trade could exceed \$ 5 billion per year by the latter part of this decade. Improved access to Mexico, as a function of both its dynamic growth and greater liberalization envisaged under NAFTA, will provide increased opportunities for Canadian exporters to participate fully in local economic development. Firms such as Northern Telecom, MITEL, Sydney Steel of Nova Scotia, Husky Injection Moulding in Bolton, Ont., Genicanam Ltee. of Ste. Hyacinthe, Que., Norev Canada of Sudbury, Ont., Pro-Eco Engineering in Mississauga, Valiant Machine Tool of Windsor, Dare Foods in Kitchener, Woodlyn Farms in Delaware, Ont., X-Can Grain from Winnipeg, and Chemetics Ltd. in Vancouver i.a. are among the exporters actively engaged in the expansion of already significant sales levels in Mexico, working principally with customers in the private sector.

Support for Private Sector Marketing Efforts

Expanding Canadian manufactured exports to Mexico have benefited from strong support from EAITC. Government initiated trade promotion activities have been organized across sectoral lines, with mining equipment, telecom, computer software, agriculture and food products, plastics, metalworking and machine tooling, and advanced technologies, including geographic information systems, featured prominently in the fifteen (15) events implemented annually in Mexico by the Department. This program has been a key element in the introduction of small and medium sized Canadian firms to the Mexican market, where we anticipate future export growth to result.

The Export Development Corporation (EDC) also play a key role in supporting Canadian marketing efforts. EDC currently has available over US \$ 750 million in commercial lines of credit with Mexican commercial banks, development banks and state corporations such as PEMEX and CFE, the state oil and electrical companies respectively, to facilitate the procurement of Canadian products and services. These financing mechanism have proved particularly crucial in supporting market entry by new exporters, who have been able to direct their customers to Mexican banks in order to access EDC credit facilities.

The Business Cooperation Program of CIDA (CIDA INC) has also assisted a growing number of Canadian firms in Mexican market efforts. The requirement to engage in joint venture and technology transfer agreements with Mexican partners has, in particular, emerged as a key consideration for Canadian firms seeking to expand

into Mexico. Strategic partnerships intended to improve local technological capabilities through a long-term presence by Canadian experts or transference of necessary technologies with commensurate training of Mexican staff are increasingly the modus operandi for commercial relationships between the private sector in both countries.

CIDA has also played an important role in the support for project preparation work by Canadian consulting engineers in Mexico, in particular environmental protection and control projects related to air and water pollution, hazardous waste disposal and rehabilitation of wetlands in proximity to industrial and residential areas. It is hoped that studies supported by CIDA will become the object of project implementation financed by international financial institutions such as the World Bank and InterAmerican Development Bank, or through bilateral sources such as the EDC.

New Initiatives

An important measure in the expansion of Canada-Mexico economic relations is the anticipated increase in Canadian direct investment which will expand exports and commercial linkages between respective private sectors. Canadian direct investment in Mexico has continued to grow in 1991, and now totals approximately \$ 500 million. New opportunities resulting from the privatization program of the Salinas administration are expected to attract increased Canadian capital to Mexico, with mining, agro-industry and food, the environment and tourism development likely sectors of concentration for Canadian entrepreneurs. A program to encourage Mexican investment in Canada is also being developed.

The improving economic climate in Mexico, coupled with continued market reforms and the streamlining of regulations covering trade and investment anticipated under NAFTA, make this a key market of opportunity for Canadians "in our own backyard." EAITC has organized a trade promotion program in Mexico directed at specific sectoral opportunities, to introduce as wide a cross-section as possible of potential exporters to the marketplace. The CANADA EXPO 92 - Monterrey in January, helped to increase private sector linkages with important potential customers in the north of Mexico, with other events directed at private sector clients in Mexico City, Guadalajara, the Gulf Coast (oil and gas) and other key industrial centres. A total of eighteen (18) sectoral promotional initiatives are planned in 1992/93.

Conclusion

If we are to capitalize on existing opportunities in Mexico, and give depth to heightened economic relations as

envisaged under NAFTA, it is essential that the Canadian private sector act now to position itself effectively in this growing market.

We believe that this message, based on the number of exporters and investors now visiting Mexico, is beginning to be heard by the Canadian business community. We expect that their success will be reflected in improving export and investment performance with Mexico in the short-to-medium term.

Canada - Mexico Merchandise Trade Exports and Imports

(Thousands of Canadian Dollars)

	Exports to Mexico	Imports from Mexico	Total Two-Way Trade
1985*	398,740	1,325,999	1,724,739
1986*	403,583	1,163,433	1,567,016
1987	530,168	1,165,406	1,695,574
1988*	500,800	1,327,729	1,828,529
1989	603,100	1,698,400	2,301,500
1990	593,700	1,729,800	2,323,500
1991	440,800	2,574,000	3,014,800

^{&#}x27; Includes re-exports

Source: Statistics Canada, Merchandise Trade Statistics.

CANADA-MEXICO EXPORT/IMPORT STATISTICS 1990-1991 (\$C '000s)

EXPORTS TO MEXICO	1990	1991
Motor Vehicle Parts	82,100	81,972
Iron and Steel Products	67,700	43,009
Newsprint	15,900	34,489
Wheat	8,400	25,038
Telecoms, Rel. Equip/Parts	51,400	22,790
Sulphur	28,800	18,868
Aircraft and Parts	39,100	18,450
Paper Products	11,000	17,624
Petroleum Oils	5,100	16,109
Asbestos	13,400	15,989
Sub-Total	322,900	294,338
Others	270,800	146,416
TOTAL EXPORTS	593,700	440,754

IMPORTS FROM MEXICO	1990	1991
Motor Vehicles and Parts	564,002	1,439,259
Engines and Parts (incl. Ignition Sets)	389,379	339,989
Radio, Telephone, Audio, Equipment and Parts	146,572	143,225
Data Processing Machines and Parts	177,815	127,166
Petroleum Oils	56,804	97,606
Fruits, Coffee and Nuts	68,485	76,008
Air Conditioners, Fans, Equipment and Parts	32,030	58,334
Vegetables	79,306	48,546
Carpets, Fabrics and Yarn	27,813	30,077
Kitchen Appliances, small	13,670	23,317
Sub-Total	1,555,876	2,383,527
Others	173,972	190,445
TOTAL IMPORTS	1,729,848	2,573,972

CANADA-MEXICO MERCHANDISE TRADE EXPORTS (\$,000 Cdn)

EXPORTS TO MEXICO	1988	1989	1990	1991
Motor Vehicle Parts (incl. Engine Parts)	71,000	90,300	82,100	81,972
Iron and Steel Products	41,000	91,900	67,700	43,009
Newsprint	7,000	6,600	15,900	34,489
Wheat	38,000	0	8,400	25,038
Telecoms, Rel. Equip/Parts	16,000	30,700	51,400	22,790
Sulphur	37,000	30,300	28,800	18,868
Aircraft and Parts	5,000	40,100	39,100	18,450
Paper Products	п.а.	6,900	11,000	17,624
Petroleum Oils	n.a.	0	5,100	16,109
Asbestos	8,000	10,500	13,400	15,989
Wood Pulp	36,000	23,500	27,500	15,299
Milk Powder	42,000	45,800	72,500	13,370
Cattle, Live	7,000	9,600	7,200	11,518
Office/Data Proc. Equip.	12,000	4,500	2,600	10,283
Meat	9,000	17,700	14,800	5,803
Articles of Rubber	13,000	8,400	5,900	3,768
Potash	15,000	2,100	2,000	2,427
Pulses	1,000	6,600	5,700	0
Rape or Colza Seeds	56,000	59,300	0	0
Sub-Total	414,000	484,800	461,100	356,806
Others	74,000	118,300	132,600	83,948
TOTAL EXPORTS	488,000	603,100	593,700	440,754

Source: Statistics Canada, Merchandise Trade Statistics



CANADA-MEXICO MERCHANDISE TRADE IMPORTS (\$,000 Cdn)

IMPORTS FROM MEXICO	1990	1991
Automotive parts, materials & accessories	436,265	722,859
Automotive vehicles	127,737	716,400
Engines & engine parts	300,187	235,174
Radio, telephone, audio, equipment & parts	146,572	143,225
Data processing machines & parts	177,815	127,166
Ignition wiring sets	89,192	104,815
Petroleum oils	56,804	97,606
Fruits, coffee & nuts	68,485	76,008
Air conditioners, fans, equipment & parts	32,030	58,334
Vegetables	79,306	48,546
Carpets, fabrics & yarn	27,813	30,077
Kitchen appliances, small	13,670	23,317
Articles of glass (non-automotive)	12,806	15,672
Beer, wine & spirits	14,020	15,503
Springs (iron or steel)	10,411	15,083
Toys	12,552	12,158
Photocopy machines & parts	3,508	5,893
Sub-Total	1,609,173	2,447,836
Others	120,675	126,136
TOTAL IMPORTS	1,729,848	2,573,972

Source: Statistics Canada, Merchandise Trade Statistics



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