

doc  
CA1  
EA89  
94M21  
ENG

M M A R Y M A R K E T O P P O R T U N I T Y

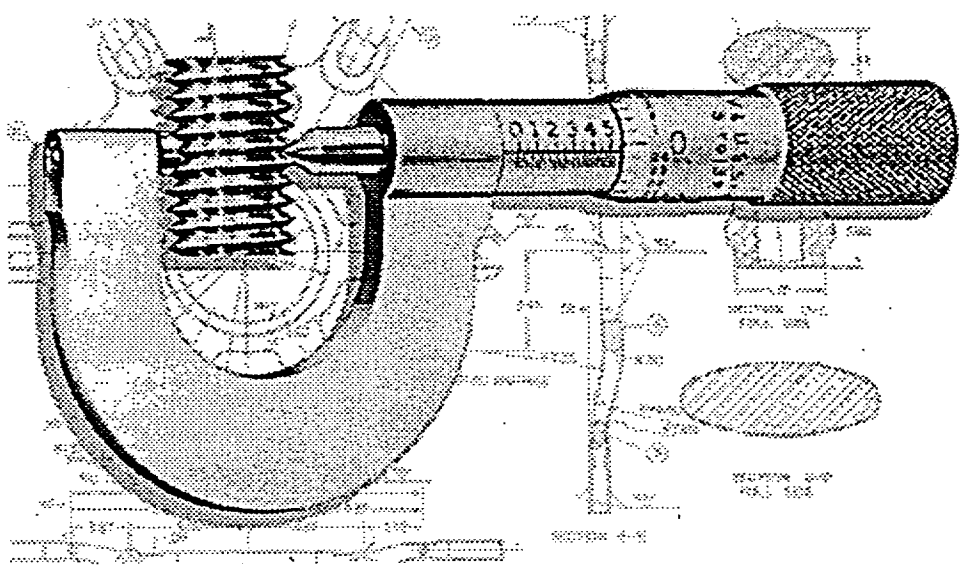
# ie Mexican Custom Toolmaking Sector

## THE OPPORTUNITY

Custom tools are used by manufacturers to shape or form parts made of materials such as plastic, rubber or metal. Included are the tools and dies used to punch, stamp and form metal; or moulds and dies to shape or form plastic and rubber.

Mexico's efforts to modernize its manufacturing industries and make them internationally competitive are causing a substantial and growing demand for custom tools and custom toolmaking. This creates an excellent opportunity for Canadian producers, because Mexico imports more than 90 percent of the custom tools it needs.

Mexican consumption of custom tools more than doubled over the past two years to reach an estimated US \$266 million in 1993. Market growth for 1994 is expected to fall off to less than three percent because of a sluggish economy but sustained growth is forecast, beginning in 1995.



Canadian suppliers have not yet made major inroads in the Mexican market: 1993 exports were less than US \$14 million. Canada is still viewed as a distant country, but this perception is changing rapidly as more information about Canada and its industries is disseminated in Mexico. Canadian producers are

perceived as technologically advanced and have a reputation for fair business practices. Potential exporters of custom tools can take advantage of this reputation when doing business or choosing a partner in Mexico.

### SUMMARY REPORT

The Department of Foreign Affairs and International Trade has prepared this summary report on the **Mexican Custom Toolmaking** 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

© Minister of Supply and Services  
Canada, 1994  
Cat. No. E73-9/13-1994-1E  
ISBN 0-662-22184-2

### HIGHLIGHTS

**The custom toolmaking sector in Mexico offers excellent opportunities for Canadian suppliers:**

- Mexican government programs have increased the level of competition and fostered modernization of industries that use custom toolmaking;
- Mexico has no significant domestic custom toolmaking industry and imports more than 90 percent of its needs;
- the plastics industry is growing rapidly, as plastics are substituted for other materials; and
- numerical control is still in its infancy and offers long-run growth as the metalworking industry upgrades its infrastructure.



## THE DRIVE TO MODERNIZE

Mexico became a member of the GATT in 1986, and beginning in the late 1980s, the government embarked on a sweeping program of economic transformation. Tariffs were lowered, and non-tariff trade barriers were dropped in an effort to foster modernization of Mexican industry. Policies of privatization and deregulation opened up more and more sectors of the economy to global competition.

As one of the principal providers of the technology needed for this modernization, the machinery and equipment industry in Mexico has grown substantially, consistently outperforming GDP. This trend is expected to continue as industry adapts to the newly-competitive environment, especially under the NAFTA.

The demand for custom tools is derived from the use of machine tools to fabricate product shapes. The volume of custom tools consumed by a manufacturing industry is a function of the type of machinery and materials used and the volume and variety of shapes involved.

As new machinery has been introduced, the demand for custom tools and custom toolmaking has risen accordingly. The two biggest users of custom tools are the metalworking and plastics industries. In metalworking, numerically controlled machinery is still in its infancy. The need to improve product quality and consistency has created a strong interest in numerical control, but capital costs have been an obstacle for many smaller companies. As a result, there is a promising market niche for products that adapt existing conventional machine tools to numeric control.

The plastics industry is also modernizing and at the same time adapting to demands for new products. Mexico is far behind the rest of North America in its per capita consumption of plastics, and this sub-sector therefore has considerable growth potential. New production

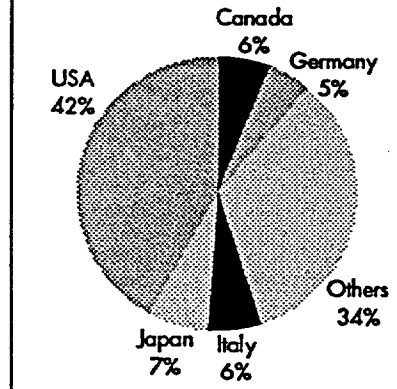
methods have been introduced as injection methods are gradually being replaced by extrusion and blowing. New plastic resins, technical plastics and engineering resins are rapidly growing in popularity. All of these developments lead to growing demands for custom tools.

## THE ROLE OF IMPORTS

Mexico is highly dependent on foreign suppliers for the custom tools needed to modernize its manufacturing sector. Domestic production grew rapidly from US \$17 million in 1991 to an estimated US \$39 million in 1994, but this was still less than 10 percent of consumption. Domestic production is divided among more than 600 establishments, and is limited, for the most part, to very basic products. Mexico exports only very small quantities of custom tools.

Canada's exports of custom tools to Mexico rose from US \$8.5 million in 1992 to almost US \$14 million in 1993. Canada's share of the import market fell slightly in 1993 to about six percent. The market has traditionally been dominated by the United States, Germany, Italy and Japan but their shares all fell in 1993, reflecting strong performances by new competitors entering the market.

CUSTOM TOOLS IMPORT MARKET SHARES, 1993

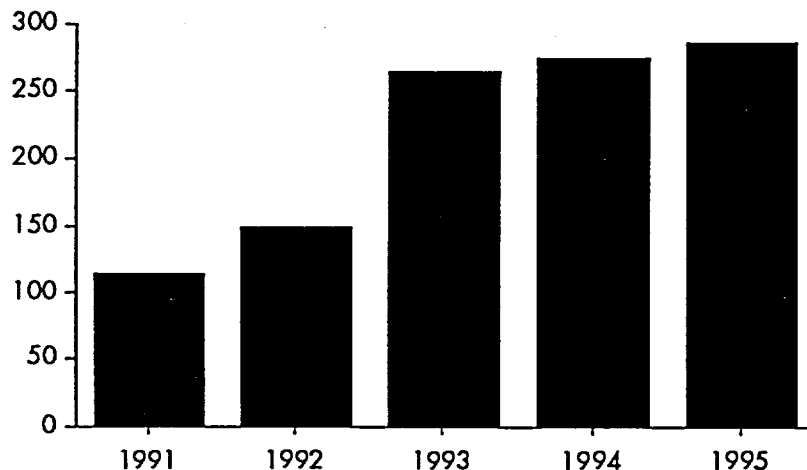


## CUSTOMERS IN THE METALWORKING INDUSTRY

The volume of production in the Mexican metalworking industry declined in 1992 and 1993 as a result of an overall deceleration in economic growth. As a consequence, purchases of machine tools fell by about 12 percent in 1993. This industry is highly sensitive to the health of the economy, especially the automotive and capital goods industries. GDP growth fell from 3.6 percent in 1991 to 2.5 percent in 1992, and 2.8 percent in 1993. GDP growth for 1994 is projected at 3.6 percent.

THE MEXICAN CUSTOM TOOLS MARKET, 1991 TO 1995

US \$ millions



Source: Canadian Embassy in Mexico.



The metalworking industry is facing strong pressure to improve quality and productivity. Customers are demanding uniform quality, compliance with international standards, lower production costs, just-in-time deliveries, and above all, reliable local service and maintenance programs. This market pressure is the driving force behind the expanding market for custom tools, especially those associated with numerical control.

### CUSTOMERS IN THE PLASTICS INDUSTRY

The Mexican plastics market has grown by about 150 percent over the past three years, and imports have been the primary source of new machinery. Plastics and rubber processing machinery imports were up by 159 percent in 1992 alone, although the rate of increase fell off to 15.2 percent in 1993. Imports from Canada grew by 47 percent in 1992 and 20 percent in 1993.

Demand is expected to continue growing as the industry modernizes, and plastics are substituted for other materials. Household appliances and vehicle parts are particularly dynamic markets.

Seventy percent of the plastics industry is located around Mexico City. There are currently about 400 companies using blow-moulding technology. These are mainly small companies making bottles, containers, automotive parts and household products.

### SPECIFIC PRODUCT OPPORTUNITIES

Mexico's imports of custom tools for the years 1991 through 1993 fall into 29 different classifications under the Mexican tariff classification system. Canada exported products to Mexico over this period in all but seven categories (see table on the next page). A large and growing proportion of imports are classified as "other". This suggests that the

### MAJOR USERS OF CUSTOM TOOLS IN MEXICO

#### Metal Forging Industries

- Castings
- Forgings
- Metal moulding
- Custom machining
- Iron and steel

#### Metal Working and Engineering Industries

- Plastics industry
- Food industry
- Ceramic industry
- Household appliances
- Metal furniture
- Automotive industry
- Iron and steel industry

#### Finished Goods and Durable Consumer Goods Machinery Industries

- Machine tools
- Food processing machinery
- Metalworking machinery

classification system has not adequately captured recent changes in the product mix.

The trend towards the use of numerically-controlled machine tools is an

important factor driving the demand for specific types of custom tools (see chart). Even though the overall demand for machine tools fell in 1993, the demand for numerically controlled equipment continued to rise. Numerically controlled equipment rose from about 16 percent of total machine tool imports in 1991 to almost 26 percent in 1993.

### MARKET ENTRY STRATEGIES

The market for custom tools and custom toolmaking consists largely of small to medium-sized enterprises. In most cases, the best way of entering this market is to engage the services of a Mexican agent or distributor. Often, the companies selling machine tools also act as distributors for custom tools.

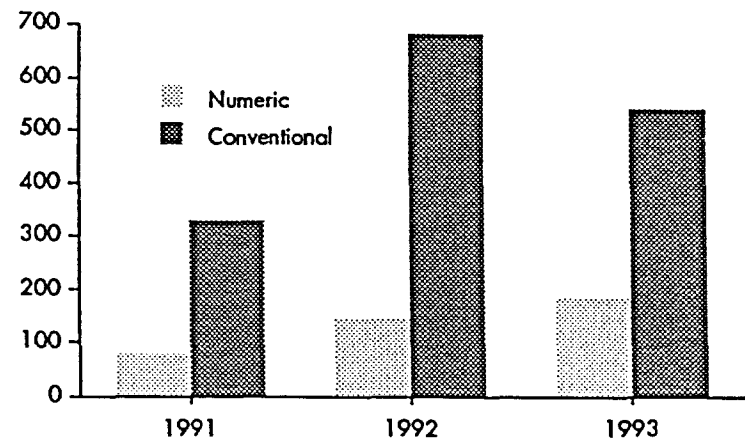
Large distributors have offices in Mexico City, Guadalajara and Monterrey, and have sales agents for other industrial centres. They usually have well-equipped technical staff, but they serve a large portfolio of products and suppliers. Some Canadian exporters prefer to have agents with strengths in specific

regions or market niches.  
Min. des Affaires Étrangères

FEV 5 2004

### MEXICAN IMPORTS OF MACHINE TOOLS

US \$ millions



Source: Secretaría de Comercio y Fomento Industrial (SECOFI), Secretariat of Commerce and Industrial Development, Banco Nacional de Comercio Exterior (Bancomext), Mexican Foreign Trade Commission.



66169327

**MEXICAN IMPORTS OF CUSTOM TOOLS FROM CANADA  
(US \$)**

Class #	Moulds and Dies	1991		1992		1993	
		Canada	Total	Canada	Total	Canada	Total
8207.20.01	Dies with working part of diamond	0	1,161,196	0	346,021	0	278,327
8207.20.02	Extrusion dies other than 8207.20.01	21,455	1,457,543	7,803	781,484	67,645	984,886
8207.20.03	Drawing dies other than 8207.20.01	0	315,235	0	630,603	0	315,917
8207.30.01	Matrices, punches and hollow punches	0	0	0	0	0	0
8207.30.02	Foundry moulds, hot or cold	0	2,168,403	11,915	1,205,462	3,081	882,076
8207.30.03	Progressive hollow punches	0	9,593,858	250,567	3,195,990	73,416	2,958,273
8480.20.01	Mould bases	2,102	135,444	619	230,610	44,255	1,619,953
8480.30.01	Plastic moulding patterns	0	116,465	0	98,382	632	393,829
8480.30.02	Paper/cellulose moulding patterns	0	0	0	290,294	0	88,231
8480.30.99	Other patterns	17,051	1,456,679	5,664	750,543	28,503	885,779
8480.41.01	Injection or compression types	2,300,855	9,253,029	481,248	23,661,568	30,857	20,125,627
8480.41.99	Others	0	3,079,465	15,058	4,248,429	109,381	4,720,541
8480.49.01	Iron moulds	0	132,887	0	27,408	0	83,915
8480.49.02	Automobile parts moulds	0	37,877	0	789,525	7,953	462,239
8480.49.99	Other metal moulds	3,948	1,958,967	40,617	1,611,847	15,274	5,420,936
8480.50.01	Glass moulds	3,643	5,573,952	37,826	7,227,160	0	5,239,105
8480.50.02	TV screen centrifuge moulds	0	18,968	0	0	0	0
8480.50.99	Other glass moulds	0	81,631	0	169,052	1,904	515,630
8480.60.01	Moulds for mineral materials	0	1,598,104	0	2,041,575	735,768	3,916,952
8480.60.99	Other moulds	105,347	1,063,731	3,562	990,778	139,100	3,403,183
8480.71.01	Injection or compression plastic moulds	1,641,074	15,999,493	925,535	20,154,673	502,311	36,137,453
8480.71.02	Injection or compression rubber car tyre moulds	0	530,642	0	284,319	2,075	367,947
8480.71.99	Other moulds	4,456,420	37,794,463	5,233,604	46,414,580	11,362,702	77,953,747
8480.79.01	Cylindric iron moulds for centrifuges	0	129,869	0	32,599	0	4,897
8480.79.02	For tyre vulcanising	162,999	1,465,050	505,156	3,675,540	267,127	2,248,486
8480.79.03	For tyre inner tubes	0	64,782	0	360,523	12,611	31,423
8480.79.04	Copper moulds for continuous processes	21,161	2,267,262	0	513,073	0	305,908
8480.79.05	For thermoplastic resin blow extrusion	114,456	1,895,965	731,815	3,821,870	63,729	3,270,959
8480.79.99	Other moulds	19,701	8,246,666	242,415	14,724,180	377,265	33,361,191
	<b>Total Imports from Canada</b>	<b>8,870,212</b>		<b>8,493,404</b>		<b>13,845,589</b>	
	<b>Total Imports from all countries</b>		<b>107,587,626</b>		<b>137,738,088</b>		<b>232,977,110</b>
	<b>Canadian market share</b>	<b>8.24%</b>		<b>6.17%</b>		<b>5.94%</b>	

Source: *Secretaría de Comercio y Fomento Industrial (SECOFI)*, Secretariat of Commerce and Industrial Development, *Banco Nacional de Comercio Exterior (Bancomext)*, Mexican Foreign Trade Commission.  
Note: 1993 data is preliminary.

Among the principal reasons for choosing a North American supplier, besides price and quality, is the perception that proximity facilitates rapid response and effective solutions when problems arise. The agent must be prepared to deliver this kind of service, but regular visits by the manufacturer are essential to assure clients of the company's commitment to sustained service.

The Canadian Embassy in Mexico can supply the names of potential agents or distributors.

Many industrial associations and chambers of commerce publish newsletters or trade magazines which can be used to publicize product information and advertise for potential representatives.

A joint venture with a Mexican producer is another type of market entry strategy used by some Canadian exporters. Most partnerships of this type involve the transfer of Canadian technology to Mexico, in exchange for assured access to an established market. In general, it takes more time and expense to establish this type of

strategic alliance than it does for simpler arrangements with agents or distributors.

Trade shows and trade missions provide opportunities to meet directly with potential customers, representatives and distributors. Since custom tools have applications in almost every industry, it is important to select events that cater to the type of end user that will be most interested in the product.

Whenever possible, working samples of the product should be displayed at a trade show. Spanish language



Trade Show	Date	Place	Organizer
<b>EXPO METALMECANICA '94</b>	November 18-20	EXPO GUADALAJARA Av. Mariano Otero 1499 44550 Guadalajara, Jalisco México	Cámara de la Industria Metálica de Guadalajara Santa Rosa de Lima 4262 Fraccionamiento Camino Real 44550 Zapopan, Jalisco México Tel.: 622-8783 Fax: 647-7171
<b>MEXIPLAST '94</b>	November 1994	Palacio de los Deportes México, D.F. México	PCI MEXICO Yautepec 133 Col. Condesa 06140 México, D.F. México Tel.: 553-0559 Fax: 256-3354
<b>PLASTIMAGEN '95</b>	February 1995		OPREX Av. de las Palmas 751, Piso 4 Col. Lomas de Chapultepec 11000 México, D.F. México Tel.: 520-7588 Fax: 520-7388

videos are an alternative. Usually, trade shows include seminars which are open to exhibitors to present technical innovations. This is an excellent medium to reach a targeted audience, but direct invitations should be made to ensure a good attendance. When the presentation is made in a language other than Spanish, a bilingual glossary of technical terms should be provided to the translator in advance. Handouts and technical literature should always be in Spanish.

Trade missions put the supplier in contact with potential buyers, representatives and distributors on a one-to-one basis. The success of a mission depends on the quality of the screening by the local organizer based on profiles provided by the supplier. A trade mission should include a minimum of three days for Mexico City and at least two days each for Monterrey and Guadalajara.

## 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

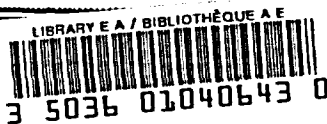
The **Commercial Division of the Embassy of Canada** in Mexico City promotes trade with Mexico. There are several trade commissioners at the Embassy, and there is a

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: 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 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 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.

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 ser-

vices, 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 cover 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

Public Information  
Tel.: (613) 598-2739

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

**Banco Nacional de Comercio Exterior (Bancomext)**, Mexican Foreign Trade Commissions in Canada offers credits, export guarantees and counselling services for those seeking to do business in Mexico. Credits are available for export, import and project financing. Counselling covers fiscal, financial, marketing and legal aspects of commercial transactions. *Bancomext* also sponsors trade fairs, international exhibitions and trade



missions. For further information contact any of the following offices:

**Mexican Foreign Trade Commissions in Canada**

**Mexican Foreign Trade Commission**

*Banco Nacional de Comercio Exterior (Bancomext)*  
1501 McGill College, Suite 1540  
Montréal, PQ H3H 3M8  
Tel.: (514) 287-1669  
Fax: (514) 287-1844

**Mexican Foreign Trade Commission**

*Banco Nacional de Comercio Exterior (Bancomext)*  
2 Bloor Street East  
Suite 3032  
Toronto, ON M4W 1A8  
Tel.: (416) 922-5548  
Fax: (416) 922-1746

**Mexican Foreign Trade Commission**

*Banco Nacional de Comercio Exterior (Bancomext)*  
200 Granville Street, Suite 1365  
Vancouver, BC V6C 1S4  
Tel.: (604) 682-3648  
Fax: (604) 682-1355

**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

**KEY CONTACTS IN MEXICO**

**Mexican Association of Machinery Distributors**

*Asociación Mexicana de Distribuidores de Maquinaria (AMDIMA)*  
Tenayuca 107  
03600 México, D.F.  
México  
Tel.: 604-8654/8753  
Fax: 604-0628

**National Association of Plastic Manufacturers**

*Asociación Nacional de Industrias del Plástico A.C. (ANIPAC)*  
Dr. Vértiz 546  
Col. Narvarte  
03020 México, D.F.  
México  
Tel.: 566-7466, 538-1302  
Fax: 566-5017, 519-8526

**Mexican Foundries' Association**

*Asociación Mexicana de Fundidores Región Occidente A.C.*  
Av. 16 de Septiembre 730  
Despacho 1404  
44180 Guadalajara, Jalisco  
México  
Tel.: 658-3748  
Fax: 614-5740

**Chamber of the Metallurgical Industry of Guadalajara**

*Cámara de la Industria Metalúrgica de Guadalajara (CIMEG)*  
Santa Rosa de Lima 4262  
Apartado Postal 5-853  
Fraccionamiento Camino Real  
45040 Zapopan, Jalisco  
México  
Tel.: 22-8783/8677  
Fax: 647-7171

**Manufacturers Chamber of Commerce of Nuevo León**

*Cámara de la Industria de la Transformación de Nuevo León (CAINTRA)*  
Av. Fundidora 501  
Cintermex, Primer Nivel 95-A  
64010 Monterrey, Nuevo León  
México  
Tel.: 369-0200  
Fax: 369-6413

**National Chamber of Industrial Transformation**

*Cámara Nacional de la Industria de la Transformación (CANACINTRA)*  
Sección 69 (Forging and stamping companies)  
Sección 103 (Custom tool factories)  
Av. San Antonio No. 256, Piso 3  
Col. Ampliación Nápoles  
03849 México, D.F.  
México  
Tel.: 563-3400  
Fax: 598-8020



**Regional Chamber of Industrial Transformation of the State of Jalisco**

*Cámara Regional de la Industria de la Transformación del Estado de Jalisco (CAREINTRA)*

Bruselas 626  
Col. Moderna  
44190 Guadalajara, Jalisco  
México  
Tel.: 811-1107/3350  
Fax: 811-1207

**Mexican Investment Board**  
*Consejo Mexicano de Inversión (CMI)*

Paseo de la Reforma 915  
Col. Lomas de Chapultepec  
11000 México, D.F.  
México  
Tel.: 202-7804  
Fax: 202-7925

**Secretariat for Commerce and Industrial Development**

*Secretaría de Comercio y Fomento Industrial (SECOFI)*

*Sub-Secretaría de Industria e Inversión Extranjera*

Alfonso Reyes 30, Piso 13  
Col. Hipódromo Condesa  
06140 México, D.F.  
México  
Tel.: 286-1471  
Fax: 553-5690

**National Confederation of Industrial Chambers**

*Confederación de Cámaras Industriales (CONCAMIN)*

*Dirección de Comercio Exterior y Asuntos Internacionales*

Manuel María Contreras No. 133  
Col. Cuauhtémoc  
06500 México, D.F.  
México  
Tel.: 566-7972  
Fax: 535-6871

**MEXICAN MEDIA LIST**

Companies considering promoting their products and services in Mexico might consider the use of these publications. The listing of a publication is not an endorsement.

*Noticiero Industrial*  
Goldsmith 28, Despacho 302

Col. Polanco  
11560 México, D.F.  
México  
Tel.: 280-6122  
Fax: 280-1644

Free monthly magazine for all type of industries, very widely spread throughout Mexico. Also publishers of *Boletín Industrial and Reportero Industrial Mexicano*.

*Panorama Plástico*  
Editorial Corzo S.A. de C.V.  
Insurgentes Sur 594-202

Col. del Valle  
03100 México, D.F.  
México  
Tel.: 543-2031, 523-2203

*Plastinoticias*

Grupo Latinoamericano  
Colima 436, Piso 2  
Col. Roma  
06700 México, D.F.  
México  
Tel.: 286-3113, 553-4688

**Tade Publishing**

29501 Greenfield Road,  
Suite 120  
Southfield Michigan 48076-5870  
U.S.A.

Tel.: (313) 552-8583  
Fax: (313) 552-0466  
Mexican CNC and Directory of Mexican Machinery.

*Transformación*

*Cámara Nacional de la Industria de la Transformación (CANACINTRA)*

Av. San Antonio No. 256  
Col. Nápoles  
03849 México, D.F.  
México

Tel.: 563-3400  
Fax: 598-8020

Monthly magazine reaching all industrialists in Mexico.

*Utilaje*

Boulevard M. Avila  
Camacho 1994-404  
Col. San Lucas Tepetitlacalco  
54055 Tlalnepantla  
Estado de México  
México

Tel.: 398-6436/7053  
Fax: 398-7369

Compendium of custom machinery and technology. Monthly publication with prices, types and uses of new and used machine tools.

