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Market study on the Mexican market
for safety and security related
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MARKET STUDY ON THE MEXICAN MARKET FOR
SAFETY AND SECURITY RELATED PRODUCTS

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

1. BACKGROUND

The Mexican market for security and safety related products has traditionally represented good opportunities for foreign manufacturers and suppliers of these items, since the majority of demand is covered by imports. The increasing number of job-related accidents has translated into a growing awareness for the need for more and better security and safety precautions and equipment. The government has approved a series of regulations to improve the quality of industrial and commercial safety and has introduced new campaigns to help prevent accidents. The above, together with the rise in general criminal activity throughout Mexico, and in Mexico City in particular, has translated into an increased demand for security and safety related equipment and products by commercial and industrial establishments and by private users.

2. ECONOMIC ENVIRONMENT

With the objective of reducing the inflation rate, the Mexican authorities implemented a stabilization program in 1988, called the Economic Solidarity Pact, which features traditional austerity measures, entailing tight fiscal and monetary policies and unorthodox measures, such as price, wage and exchange rate controls. This program has been the cornerstone of Mexico's economic policy over the past four years, and has recently been extended to January 1993. It has resulted in a drastic reduction of the inflation rate, from an annual rate of 159% in 1987 to 19.7% in 1989. Inflation rebounded to 29.9% in 1990 but was brought down to 18.5% in 1991 and is expected to be of 10% to 12% in 1992. At the same time, interest rates have fallen substantially to the present 17%, and the peso-dollar devaluation rate has been set at Mex\$0.2 pesos a day or 2.4% per annum.

Along with the objective of consolidating the progress made in price stabilization, Mexico's macroeconomic policy in 1992 aims to reaffirm gradual and sustained economic recuperation, basically by establishing the necessary conditions to encourage national and foreign investment and by stimulating local demand, and to strengthen the improvement in living standards of the poorest segment of society through the Solidaridad program.

Domestic economic activity recovered for the third consecutive year in 1989, after the 1986 recession, with a gross domestic product (GDP) growth rate of 3.1%. In 1990 it grew 3.9% and another 3.6% in 1991 to reach \$280.3 billion (1). With an 82.8 million population, per capita GDP was estimated at \$3,385 in 1991. Additionally, manufacturing output grew by 5.2% in 1990 and

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

3% in 1991 in real terms, private investment and consumption expanded 13.6% and 5.2% respectively and public investment was up 12.8%. During the 1992-1994 period, the GDP is expected to maintain an average annual growth rate of 4%-5%. Preliminary figures place GDP growth at 4% for 1992.

In an effort to revitalize and open the Mexican economy, the Mexican Government undertook a series of structural changes, including the accession to the General Agreement on Tariffs and Trade (GATT) on August 24, 1986 leading to an extensive trade liberalization process: import permits were eliminated on all but 325 of the total 11,950 tariff items based on the Harmonized System adopted in 1989. Official import prices are no longer applicable, nor the 5% export development tax, and import duties were lowered from a maximum of 100% in 1982 to 20% in January 1988. The weighted average tariff rate is now 10.4%. The automotive and computer industries have also been liberalized, through the elimination of prior import permits, to allow free entry of products in these industries. The approval of the North American Free Trade Agreement will further strengthen trade between Canada, the United States and Mexico.

According to official data from the Mexican Secretariat of Commerce and Industrial Development (SECOFI), Mexico's trade balance dropped once again in 1991 to a \$10.4 billion deficit from -\$3 billion in 1990. Exports increased by 2.6% in 1991, from \$26.8 billion to \$27.6 billion, while imports grew 22.2%, from \$29.8 billion to \$38 billion in 1991, having already increased 27.2% in 1990 from \$23.4 billion in 1989.

Total Mexican imports from Canada increased 24% in 1989, then decreased 1.5% in 1990 and again by 26% in 1991. Total Canadian exports to Mexico amounted to Cdn\$594 million in 1990 and Cdn\$440.8 million in 1991, while total Canadian imports from Mexico were valued at Cdn\$1,730 million in 1990 and Cdn\$2,574 million in 1991. According to Mexican figures, in 1990, 1.6% of Mexico's imports came from Canada, while 0.8% of its exports were to Canada. This makes Canada Mexico's sixth largest exporter and fifth largest importer.

3. MARKET ASSESSMENT

The total market for safety and security products experienced a major surge of 27.3% in 1990, reaching \$119.8 million, as compared with \$94.1 million in 1989. Already in 1989, the market had increased 17.5% and 16% in 1988. This growth pattern has clearly been driven by the continuous increase in imports, which have grown an average of 52% annually since 1987 in response to Mexico's trade liberalization policies, the general economic growth of the country, the reduced inflation and devaluation rate of the peso vis a vis the dollar and other foreign currencies, the general rise in awareness regarding safety and security, and a general backlog in demand for these products. In the years to

come, these same factors will continue to influence the market positively and sustain the estimate of an overall market growth of 8% through 1994.

TABLE 1
APPARENT CONSUMPTION OF
SAFETY AND SECURITY PRODUCTS
 (US\$000)

	1988	1989	1990	1994p	90-94 GROWTH
Production	21,938	22,314	24,640	28,825	4%
+ Imports	64,094	76,267	105,759	140,684	7.5%
- Exports	5,914	4,982	10,632	7,483	-
TOTAL	80,118	93,599	119,767	162,026	8%

Source: Import-exports data published by secretaría de Comercio y Fomento Industrial (SECOFI).

3.1 DOMESTIC PRODUCTION

Local production of security and safety related products is limited to the more basic types of equipment and systems, with a low value added and which do not require sophisticated technologies, such as gloves, masks, protective clothing, signs for industry, hospitals and highways, cabinets for fire fighting equipment, extinguishers, pipes, etc. In most cases, local manufacturers are representatives of foreign companies or have licensing arrangements with foreign manufacturers. In the case of products incorporating more sophisticated technology, an important part of components is imported and the final product is assembled in Mexico. There are still many types of equipment not produced domestically due to the lack of technological capabilities required. Most domestic manufacturers are located in the Mexico City metropolitan area or in Monterrey, Mexico's third largest city located in the northern state of Nuevo León.

Mexico's exports are concentrated in extinguishing compounds for fire extinguishers, security apparel and gloves, locks, strong boxes, fire extinguishers, safety valves, signaling equipment and ammunition. Exports have fluctuated significantly between 1988 and 1990, decreasing from \$5.9 million in 1988 to \$5 million in 1989, but increasing again in 1990 to \$10.6 million. This is not so much related to fluctuations in production, but rather to re-exports of products imported into Mexico and then sold to other countries, mostly to Latin America.

Following is a list of some local manufacturers of security and safety products:

COMPANY

3M de México
 American Optical
 Calzado van Vien
 Disven Seguridad
 Equipos Industriales FAR
 Garmant
 Grupo Vacanze
 Guantes Industriales Hermex
 Guillén Industrias
 Industrias de Hule Galgo
 Industrias de México
 Jemali Industrial
 MAK Extinguisher de México
 Philadelphia de San Luis
 PRODIN
 Productos Adex
 Protectores Plásticos
 Seguridad Ind. la Oriental
 Seguridad Industrial Infra
 Surtidora de Industrias México
 Total Mexicana
 Unimex
 Zejave
 Ziur

PRODUCTS

hearing protectors & masks
 eye protection
 safety footwear
 safety clothing
 safety clothing
 eye protection
 safety clothing
 safety clothing
 safety clothing
 safety clothing & footwear
 safety clothing
 safety clothing
 fire extinguishers
 fire extinguishers
 safety clothing
 safety clothing
 safety clothing
 safety clothing
 helmets & masks
 safety clothing
 fire extinguishers
 safety clothing
 safety clothing
 safety clothing

3.2 IMPORTS

The imported share of the market has been fluctuating significantly in the past few years, since, while domestic production has been growing at a relatively steady rate, imports have grown rapidly in response to the factors noted in Section 3. While imports represented 80% of the total market in 1988, and an even lower proportion in 1987, by 1990 they represented 88% of the market, or \$105.8 million. In the years to come, they are expected to grow at a faster rate than domestic production, or 7.5% as compared to 4% for the latter, and reach \$140.7 million in 1994.

Imported industrial, commercial and personal safety and security equipment and products will experience an increased demand related to the growing pace of the industry and a general concern for worker's accidents. In addition to these factors, economic conditions generally favor imports through a relatively cheap dollar, and imported products are usually favored over locally manufactured ones because they incorporate more sophisticated technologies and/or are of a superior quality and are often more price competitive.

The following table lists total imports by category between 1988 and 1990.

TABLE 2
IMPORTS OF SAFETY AND SECURITY RELATED PRODUCTS
(US\$000)

	1988	1989	1990
Fire extinguishing preparations	595.8	207.2	602.0
Fire extinguisher tubes	135.3	228.6	175.5
Fire extinguishers	1049.6	1588.5	1561.7
Lifesavers	263.8	369.3	337.5
Hearing protectors	226.7	251.2	378.5
Rubber gloves & rubber apparel	2202.8	1826.8	2173.8
Protective garments - leather	462.7	408.6	302.2
Plastic ID cards	746.2	609.7	1247.9
Security footwear	1676.4	2835.6	3993.4
Security helmets	1049.2	1398.6	1324.2
Locks & keys	4614.1	8397.0	12298.8
Car locks	245.5	432.1	673.1
Safety belts	982.5	1804.9	2268.2
Car safety belt mechanisms	535.9	1348.1	1191.7
Automatic door closing mech.	386.5	867.3	1123.6
Safety boxes	335.0	849.6	911.8
Safety valves	4886.0	7305.5	12391.7
Horns for cars	584.3	1280.3	1125.5
Security & portable lamps	655.8	471.9	662.8
Microphones & loudspeakers	8963.8	12371.0	11488.3
Radio eq.	2655.2	2109.3	3596.0
Closed circuit TV systems	2783.1	2659.4	3674.4
Signaling apparatus	6072.9	9313.1	24619.9
" roads & trains	825.0	581.0	478.1
Parts thereof	1092.7	1706.1	1637.3
Lightning protectors	1859.4	3245.3	2090.0
Fire engines	3253.5	2342.6	1826.4
Armoured vehicles	11.1	126.9	0
Spectacles	1768.2	1563.2	2461.1
Protective masks	3932.9	3889.1	3371.5
Round registers	198.7	287.3	248.2
Arms	9043.8	3591.8	5523.6
TOTAL	64094.4	76266.9	105758.7

Source: SECOFI

The largest import category corresponds to signaling apparatus and equipment, which comprises visual signalling equipment, such as lamps, sound signalling equipment, including burglar and fire alarms, sound detectors, indicator panels, sirens, and safety and traffic control equipment for railway, tramway and roads. This category is followed by safety valves for use in a variety of apparatus, equipment and industries; locks and keys for industry, commerce, home and car; microphones and loudspeakers (2) and

2. Although not all imports of microphones and loudspeakers were included, some of them may not be for safety and security use.

other electronic equipment, such as radios and closed circuit television systems; safety belts; apparel, footwear and other personal safety items.

Items in the above table that have undergone the highest growth rates during the 1988-1990 period are signaling equipment, hearing protectors, ID cards, locks, security belts, automatic door closing mechanisms, strong boxes, safety valves, radio and CCTV equipment and safety glasses and masks.

The United States has traditionally been the largest foreign supplier of safety and security related products to Mexico, with a 68% import market share, followed by Japan (electronic equipment, extinguishers), Germany (valves, fire fighting equipment & vehicles), Italy (signaling apparatus, alarms), France (signaling apparatus) and Spain. The predominance of American-made products in Mexico is mostly due to geographical proximity, which allows to abate transportation costs and to speed up delivery time and availability of spare parts. American products are also typically better known to the Mexican end-users and they meet with Mexican standards.

Canadian products have not enjoyed an important share of the Mexican import market, as evidenced by total exports to Mexico of Cdn\$2.4 million in 1991 and Cdn\$1.2 million in 1990, although they have shown a growing trend in the last few years. On the other hand, Canadian imports from Mexico have been growing and reached Cdn\$13.9 million in 1991. The following table lists Canadian exports of security and safety related products to Mexico.

TABLE 3
CANADIAN EXPORTS OF SECURITY AND SAFETY
PRODUCTS TO MEXICO
(Cdn\$000)

	1988	1989	1990	1991
Rubber clothing	231	219	127	255
Safety headgear	0	14	4	0
Locks	44	840	169	49
Automatic door closures	0	4	0	0
Safety valves	16	7	1	1
Visual signalling eq.	0	58	117	535
Sound signalling eq.	1	0	0	0
Radio equipment	366	751	598	942
Burglar & fire alarms	7	3	3	0
Parts for signalling eq.	0	23	195	370
Indicator panels	0	0	0	84
Signalling devices transport.	31	0	0	0
Glasses & goggles	28	20	27	121
TOTAL	724	1,939	1,241	2,357

Source: Statistics Canada - International Trade Division

4. BEST SALES PROSPECTS

Items that have been identified as good sales prospects in Mexico include:

- Access control devices
- Automatic safety valves
- Burglar and intrusion alarms
- Car alarms
- CCTV cameras and monitors
- Combination locks
- Credit card verification systems
- Document destroyers/shredders
- Electronically or electrically operated locks
- Fire alarms
- Fire extinguishers: foam, chemical, sprinklers, grenades
- Fire fighting vehicles
- Fire and acid resistant apparel
- Industrial goggles
- Lifesavers
- Monitoring devices
- Non lethal weapons
- Personal ID systems
- Radiation detection equipment
- Radio communication systems
- Respiratory protective equipment
- Safes and strong boxes
- Smoke detectors
- Testing and measuring instruments
- Warning safety systems

5. SECURITY REGULATIONS

The Mexican Constitution and the Federal labor Law are the basic laws regulating security on the job. They state, most importantly, that the employing firm will be responsible of the work related accidents and illnesses of its workers and will cover all costs of preserving the worker's life and health. It will also maintain the appropriate preventive security measures in order to avoid accidents, and train its workers in the use of security devices and measures.

In addition to the above general principles, in 1934 the rules on hygiene on the job were passed; in 1954 the rules on prevention of work related accidents; in 1954 the rules on security in mines; and in 1978, the general regulations on security and hygiene on the job. The latter are the more comprehensive regulations and include standards on building specifications, fire abatement equipment, maintenance and security devices on machinery and equipment, specifications on materials handling and transportation, electrical installations, handling of toxic and explosive substances, personal protection and general conditions

regarding the working environment as to lighting, noise, pollution, etc.

The Labor Law determines that each company has to create a Mixed Commission for security and Hygiene, which should include both workers and employers, in order to assess the existing risks, prevent accidents, inform and train workers and supervise the proper use of safety measures. Additionally, there has to be a department of work medicine to periodically evaluate and diagnose the worker's health and recommend any further action, and a department of security and hygiene to study the working environment in order to detect danger and install preventive measures.

In addition to these rules, the Ministry of Labor has published 45 Official Mexican Norms (NOM) defining the specifications of the above listed general items. Most of these have only been passed in the past five years, reflecting the country's interest in establishing and enforcing job security measures in order to reduce the present rate of accidents. The knowledge and application of these norms will translate into an increased demand for security and safety related products.

6. INDUSTRIAL SAFETY

The official bodies involved in industrial security are the Ministry of Labor (Secretaría del Trabajo), which regulates, supervises and sanctions all matters related to security on the job; the Ministry of Commerce (Secretaría de Comercio y Fomento Industrial), which has to inspect all security devices in order to certify that they cover the NOM specifications; and the health sector, namely the Ministry of Health (Secretaría de Salud), the Institute for Social Security (Instituto Mexicano del Seguro Social - IMSS) and the Institute for Public Worker's Social Security (Instituto de Salud y Seguridad Social de los Trabajadores del Estado - ISSSTE), who actually take care of the workers having had a work related accident or illness.

The IMSS is the largest Mexican institution insuring workers against work related accidents and illnesses. All privately owned companies are bound by law to inscribe their workers in the IMSS. The premium to be paid amounts to 15% of each worker's salary, 10% to be paid by the employer and 5% by the worker. At present IMSS insures over ten million workers, and provides medical assistance to an additional 25 million family members of insured workers and two million retirees and their families. The ISSSTE covers an additional 2.1 million workers and six million family members and retirees. Other institutions, such as PEMEX, the Secretariats of Defense and Marine, state governments, banks and private institutions insure an additional two million. All in all, only half of Mexican workers are insured against work related accidents and illnesses.

The following table shows work related accidents and illnesses reported by IMSS on its affiliates between 1985 and 1990.

TABLE 4
WORK RELATED ACCIDENTS

	1985	1986	1987	1988	1989	1990
Workers insured (000)	7233	6978	7266	7654	7910	8876
Work related accidents & illnesses (risks) (000)	569	633	624	598	588	606
Risks per 100 workers	7.9%	9.1%	8.6%	7.8%	7.4%	6.8%
Average # of incapacity days per risk	18.4	18.6	19.1	20.3	20.5	20.8
Permanent incapacity per 1000 workers	2.2	2.8	2.6	2.3	2.2	1.9
Death rate per 10,000 workers	2.0	2.4	2.2	2.2	1.6	1.5

Source: IMSS

As can be seen in the above table, the incidence of work risks, which include accidents on the job (84% of risks), accidents on the way to work (15.5%) and illnesses (0.5%) has been dropping since 1986, from 9.1% to 6.8%, although the total number of risks, because the number of workers insured has grown significantly. The average time the worker remains out of work as a result of the accident has been increasing mostly because medical coverage has been lengthened to better service injured workers. The gravity of accidents has been decreasing, as measured by a drop in both mortality and incapability rates resulting from work related risks. All of these indicators point towards an improved medical coverage and assistance and improved safety measures on the job.

Of total work related risks, the vast majority (97%) have occurred in urban areas, in particular in Mexico City (20%) and the states of Mexico, Jalisco and Nuevo León, mostly because this is where the majority of the 587,610 industrial firms insured against job related accidents are located, although the incidence of risks as a percentage of total workers insured is slightly lower in Mexico City but highest in the other states.

The industries reported with the highest occurrence of accidents in 1989 were as follows:

Construction and civil engineering	9.4%
Social security	3.5%
Agricultural machinery manufacturing	3.0%
Metal product manufacturing	2.9%
Electrical & rail transportation	2.6%

Distribution of foods and beverages	2.4%
Steel industry	2.1%
Textile manufacturing	2.1%
Plastic product manufacturing	2.1%
Supermarkets & department stores	2.0%
Clothing manufacturing	2.0%
Manufacture and bottling of soft drinks	1.9%
Foundry & blacksmith products	1.8%
Manufacture and assembly of electric and electronic apparatus	1.8%
Transportation	1.7%
Mining	1.7%
Sugar and alcohol manufacturing	1.6%
Electricity generation & distribution	1.6%
Furniture manufacturing	1.5%
Agriculture	1.4%
Automobile repair & parking	1.3%
Other economic activities	59.6%

This table clearly points towards those industries with the highest incidence of work related accidents and the areas where security measures have to be stressed, as well as potential opportunities for the sale of security related products.

The parts of the body most commonly injured in 1989 were:

Hands	27.0%
Legs	22.2%
Arms	11.2%
Feet	9.2%
Trunk	7.8%
Head and face	7.1%
Eyes	6.5%
Spine	5.7%
Other	3.3%

The most common types of injuries were:

Wounds	32.4%
Contusions & bruises	31.3%
Sprains	15.3%
Fractures	6.8%
Burns	4.2%
Strange body effects	4.6%
Luxations	2.6%
Other	2.8%

The most common reasons for accidents and illnesses cited were:

Mistakes when securing or preventing accidents	37.2%
Lack of attention to supporting base	19.8%
Dangerous positions and attitudes	10.9%
Third party mistakes	6.9%

Incorrect use of the body	5.9%
Insecure mixing or placing	4.6%
Not using personal protection eq.	3.6%
Other	11.1%

The physical risks to which workers were most commonly exposed were:

Dangerous methods or procedures	49.7%
Public danger (transport/traffic)	13.5%
Work environment danger (lighting, noise, ventilation)	9.2%
Danger due to placement of materials and equipment	8.3%
Defects of agents (bad construction, slippery, worn out)	6.6%
Inadequate protection	3.0%
Other	9.7%

All of the above figures point towards major deficiencies in industrial security measures, ranging from sheer inexistence to malfunctions of installed equipment and human mistakes. Both the government and the industry are aware of these facts but, despite an increasing effort in regulating security on the job, both in quantity and quality, companies have delayed investments in this area due to reasons ranging from ignorance and lack of interest, insufficient training as to the use of security measures, inconsistency and wrong selection of equipment, to financial difficulties faced by many medium and small companies.

7. FIRES

The total number of fires registered in Mexico increased 43.5% between 1977 and 1981, when it reached an all time high of 17,060. Since then, increased security measures have brought about a gradual decline bringing fires down to approximately 15,700 per annum. Most of these fires were registered in Mexico City. The total number of fires can be distributed as follows:

Public areas	31.3%
Homes	27.5%
Commercial establishments	8.1%
Forests & parks	7.8%
Service related establ.	6.2%
Industrial establishments	4.6%
Sown lands	2.4%
Other	12.1%

The number of victims taken by fires has fluctuated year to year, but averages 6,500 annually, including deaths (20%) and injuries (80%), while material losses amount to as much as \$80 million.

In order to fight fires in Mexico City, there is an active corps of 750 firemen and a total of 1,700 firemen in case of emergency. There are seven fire stations located throughout the city and 135 fire engines are constantly on call. Fire department authorities and airport officials have expressed their interest in modern fire fighting and fire abatement equipment in order to modernize and increase their existing facilities.

8. SECURITY

In addition to industrial safety, security measures have become of great importance. In Mexico City alone, reported robberies were 63,210 in 1990, slightly below those reported in previous years. However, according to police representatives, reported thefts only represent some 30% of total cases (if not less), which would mean that robberies in Mexico City are closer to 200,000, without counting pickpockets. Of all reported cases (most of which are reported in order to collect on insurance policies), 30% correspond to car robberies, while the balance corresponds to break-ins into homes and industrial/commercial establishments. In general, people are protecting their properties more carefully by installing alarms in their cars and homes. Most cars now being sold in Mexico actually are supplied with a door alarm from the manufacturer.

General criminal activity has reportedly decreased in 1990, but had been increasing steadily before. The total number of accused delinquents in Mexico City was 134,205 in 1990, down from the maximum 174,128 reported in 1988. In addition to robberies, the most common crimes in 1990 were injuries (21,204), damages to third party property (19,057), homicides (4,563) and threats (6,039).

One of the main problems Mexico City officials face in resolving the crime problem, is the insufficient number of policemen. Even though the Department of the Federal District (Departamento del Distrito Federal - DDF) more than doubled the number of policemen in 1988, from 28,135 to 65,628, and further increased it to 66,311 in 1990, and has maintained 4,715 patrol cars for traffic and public order supervision, it is estimated that, in order to reduce criminal activity in Mexico City, new investments have to be made to train new police forces and to supply them with new, more updated arms and equipment in order to secure the safety of the city's inhabitants. Therefore, the local police will continue to represent a major buyer of equipment and supplies.

9. MARKET ACCESS

As a result of Mexico's accession to GATT, the Mexican government has gradually opened the economy to international markets. Tariffs have been lowered from a maximum 100% in 1983, to 20% since December, 1988. The official price system has been totally

eliminated and import permits are required on only 198 of the total 11,812 items in the Mexican Harmonized Tariff System.

The import climate for security and safety equipment and products has improved significantly as a result of this commercial liberalization. Maximum duty rates have been reduced to 20% and prior import permits are not required on items in this study. Therefore, imports are subject to an ad valorem duty of maximum 20% assessed on the invoice value. In addition, a customs processing fee of 0.8% is assessed on the invoice value. A 10% value added tax (recently reduced from 15%) is then assessed on the cumulative value of both taxes in addition to the invoice value. Some manufacturers who use imported inputs for their products under a Mexican Government approved manufacturing plan may have the duty and/or VAT waived or rebated. Raw materials, intermediates and machinery for use in manufacturing or assembling products for export are generally eligible to be imported either duty free or under bond.

Formerly, in order to bid on tenders and sell to a government agency or decentralized company, foreign manufacturers required having a local resident agent and to have the foreign supplier registered and accepted by the Secretariat of Planning and Budgeting (Secretaría de Programación y Presupuesto - SPP). As of July 1991, the above requirement for prior registration with SPP has been eliminated.

The new procedures now in force require the foreign supplier to have a local agent or representative and it has to be registered through his local representative as an accepted supplier with each government ministry and/or decentralized agency according to the international tender requirements under review.

International tenders financed by the World Bank or the International Development Bank are open to all member countries of these institutions. More recently, the World Bank, where its credits are involved, has required that bid documents should also include an affidavit confirming that the Canadian company is a bona fide Canadian company with an official residence in Canada and that Canada is recognized as a contributing member to the World Bank.

There are no official metric requirements applicable to imports into Mexico. However, since the metric system of units is, by law, the official standard of weights and measures in Mexico, importers will usually require metric labeling for packaged goods, although the English system is also used. Dual labeling is acceptable. Imported products should be labeled in Spanish containing the following information: name of the product, trade name and address of the manufacturer, net contents, serial number of equipment, date of manufacture, electrical specifications, precautionary information on dangerous products, instructions for use, handling and/or product conservation and mandatory standards. Mexico adheres to the International System of Units

(SI). Electric power is 60 cycles with normal voltage being 110, 220 and 400. Three phase and single phase 230 volt current is also available.

Prepared by:
Caroline Vérut for the
Canadian Embassy
Mexico City
March 1992

**APPENDIX I:
INDUSTRIAL CHAMBERS AND ASSOCIATIONS**

**ASOCIACION DE DISTRIBUIDORES DE EQUIPO CONTRA
INCENDIO DE LA REPUBLICA MEXICANA, A.C. (ADECIRMAC)
(FIRE FIGHTING EQUIPMENT DISTRIBUTORS ASSOCIATION)**

Mariano Z. Martínez 5
54940 Tultitlán, Méx.
Phone: 872-34-70 872-23-74
Fax: 872-35-69
Contact: Lic. Arturo Ortega S.
Presidente

**ASOCIACION MEXICANA DE HIGIENE Y SEGURIDAD, A.C.
(MEXICAN SECURITY AND HYGIENE ASSOCIATION)**

Lirio 7
Col. Sta. Ma. La Ribera
06400 México D.F.
Phone: 547-85-87 547-86-08
Fax: 547-19-26
Contact: Ing. Jorge Suárez Peredo R.
Gerente General

**APPENDIX II:
USEFUL GOVERNMENT MINISTRIES AND AGENCIES**

DEPARTAMENTO DEL DISTRITO FEDERAL

Superintendente Gral. Santiago Tapia Aceves
Secretario General de Protección y Vialidad
Liverpool 136 - Piso 12
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**INSTITUTO DE SEGURIDAD Y SERVICIOS SOCIALES
DE LOS TRABAJADORES DEL ESTADO (ISSSTE)**

Lic. Emilio Lozoya Thalmann
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Phone: 606-73-83 606-82-58

INSTITUTO MEXICANO DEL SEGURO SOCIAL
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Col. Juárez
06698 México D.F.

Lic. Emilio Gamboa Patrón
Director General
Phone: 211-47-28 211-38-53
Fax: 211-26-23

Lic. Guillermo Ruíz de Teresa
Subdirector General de Abastecimiento
Phone: 211-32-98

SECRETARIA DEL TRABAJO Y PREVISION SOCIAL

Lic. Arsenio Farell Cubillas
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Anillo Periférico Sur,
Blvd. Adolfo Ruíz Cortines No. 4271 - Edf. A - Nivel 9
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14149 México D.F.
Phone: 645-55-91
Fax: 645-29-62

Dr. Juan Antonio Legaspi Velazco
Director General de Medicina y
Seguridad en el Trabajo
Av. Azcapotzalco La Villa No. 209
Edif. C -
Col. Sto. Tomás
02020 México D.F.
Phone: 394-29-40 394-40-10
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SECRETARIA DE MARINA

Eje 2 Oriente - Tramo H. Escuela Naval Militar 861
Col. Los Cipreses
04830 México D.F.

Almirante C.G. Demn. Luis Carlos Ruano Angulo
Secretario de Marina
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Phone: 684-81-88 678-64-11

Contraalmirante C.G. Demn. Alfredo Alexander Santín
Director General de Seguridad Social
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Phone: 684-81-88 ext. 2501

Capitán de Corbeta S.N.M.C. Juan M. Mirós Martínez
Director General de Sanidad Naval
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SECRETARIA DE LA DEFENSA NACIONAL

Gral. de Div. D.E.M. Antonio Riviello B.
Secretario de la Defensa Nacional
Blvd. Manuel Avila Camacho
Esq. Av. Industrial Militar - Piso 3
Col. Lomas de Sotelo
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Phone: 557-06-13 557-19-32

Director General del Instituto de Seguridad Social
Para las Fuerzas Armadas Mexicanas
Av. Industria Militar 1053 - Piso 4
Col. Lomas de Sotelo
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**APPENDIX III:
POTENTIAL AGENTS AND DISTRIBUTORS**

ACCESORIOS ELECTRICOS, S.A. DE C.V.

Tóchtli 221
Col. Sn. Antonio
02760 México D.F.
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Fax: 352-22-49
Contact: Ing. José A. Chehúan
Director General

AMERICAN OPTICAL DE MEXICO S.A. DE C.V.

Av. san Andrés Atoto 1658
Col. Naucalpan de Juárez
Estado de México
Phone: 576-7033
Fax: 358-3576
Contact: Octavio Rubio
Luis Moreno

CORNE, S.A. DE C.V.

Humberto Lobo 151-1 Norte
Col. del Valle
66220 Garza García, N.L.
Phone: (83) 35-73-56
Fax: (83) 35-72-96
Contact: Ing. Patricio Sada
Director General

DATOMEX INDUSTRIAL, S.A.

Blvd. M. Avila Camacho 1994-405
Col. Sn. Lucas Tepetlalcálc
54055 México D.F.
Phone: 398-58-28
Fax: 398-49-65
Contact: Ing. Jorge Elizalde G.
Gerente General

DESARROLLO INTEGRAL EN COMPUTACION S.A.

Donatello 53 bis
Col. Insurgentes Mixcoac
03920 México D.F.
Phone: 611-15-17
Fax: 611-38-94
Contact: Humberto M. de la Vega López

DETECTORES, S.A. DE C.V.
Tabasco 152
Col. Roma
06700 México D.F.
Phone: 533-55-03
Fax: 533-41-61
Contact: Vicente Contreras V.
Presidente

DISTRIBUIDORA DE ALARMAS CYNRI, S.A.
Xocotitlán 6023
Col. Aragón Inguarán
México D.F.
Phone: 751-7218 751-6126
Fax: 751-0465
Contact: Lucy Guzmán
Olga Mejía

ELEMENTOS ELECTRICOS, S.A.
Victor Hugo 25 P.B.
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03560 México D.F.
Phone: 539-66-33
Fax: 539-32-48
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Director General

FOMENTO AZUCARERO DEL CENTRO, S.A. DE C.V.
Domicilio Conocido
Apartado Postal 3
46600 Ameca, Jal.
Phone: (375) 800-15 801-70
Fax: (375) 809-00
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Encargada de Importación

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Col. Industrial Vallejo
02300 México D.F.
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06500 México D.F.
Phone: 208-34-11 208-47-14
Fax: 208-69-57
Contact: Angel Talavera Centeno

GRUPO PRISA, S.A.
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03310 México D.F.
Phone: 574-98-45 574-81-04
Fax: 688-48-76
Contact: Dr. Rodrigo Muñoz O.
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GRUPO PROVEEDOR INDUSTRIAL IMPEX, S.A. DE C.V.
Delia 125-E
Col. Guadalupe Tepeyac
07840 México D.F.
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Calz. Echegaray 16
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53340 Naucalpan, Mex.
Phone: 373-88-87 373-89-82
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Av. de las Alamedas 5
Col. Izcalli del Valle
Fracc. Ind. Sn. Antonio
54900 Tultitlán, Mex.
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Col. Sn. Pedro de los Pinos
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Fax: 598-60-36
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Director General

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FORESTALES AGROPECUARIAS**

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Col. del Valle

03100 México D.F.

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MATERIALES Y REPRESENTACIONES LAGACERO, S.A. DE C.V.

Cuauhtémoc 965 Norte

27000 Torreón, Coah.

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Santa Ana 26

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Phone: (36) 31-64-82 31-13-15

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NUCLEOELECTRONICA, S.A. DE C.V.

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01710 México D.F.

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Alejandro Palacio

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Av. Acueducto 197
Col. Centro
58000 Morelia, Mich.
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Fax: (451) 2-66-23
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Bob McLaughlin

**SICISA, SISTEMAS CONTRA INCENDIOS Y
SEGURIDAD AMBIENTAL, S.A. DE C.V.**

Vía Dr. Gustavo Baz 379
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53300 Naucalpan, Mex.
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TKC SISTEMAS S.A. DE C.V.

Av. del 57 No.76
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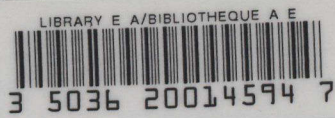
TOTAL MEXICANA, S.A. DE C.V.

Carr. Tlalnepantla-Cuautitlán 1100
Col. Tultitlán
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Gerente de Importaciones

TRANSMISIONES Y SEGURIDAD, S.A. DE C.V.

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44900 Guadalajara, Jal.
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