

# Housing Construction

## THE OPPORTUNITY

- Although few export sales have so far been recorded, the Mexican housing sector offers important opportunities for Canadian suppliers.
- In spite of the December 1994 devaluation of the peso, the housing industry will gradually recover, fuelled by a housing deficit estimated at almost 7 million units.
- Considerable public and private investment is being channelled towards new housing construction and renovation.
- Although Mexicans have a strong preference for traditional plaster-on-masonry construction, the huge shortfall is forcing builders to examine new technologies and advanced materials.
- Do-it-yourself renovation is a new, but growing, phenomenon which is creating a demand for many specialty products.

## PREJUDICE AGAINST WOOD

Mexican building traditions are derived from the nation's Spanish and indigenous ancestry. In a society exposed to ongoing strife, stone or cement houses offered protection against fire and violence. Moreover, they were considered a

permanent asset, to be left as a legacy for future generations.

Mexicans continue to perceive masonry houses as safe and prestigious, and they are prejudiced against the use of wood for structural purposes. They regard wood as vulnerable to a wide range of hazards, including fire, termites, tornadoes, rot and earthquakes. For the most part, consumers are unaware of advances in materials and construction methods that can eliminate these potential problems.

Another consideration is that Mexicans prefer homes that require little maintenance. The predominance of owner-built homes is also a major factor. Such homes are typically built a little at a time, and concrete and brick can be left exposed as the builder finishes the project, perhaps over a period of years.

These obstacles are reinforced by the policies of mortgage lenders and insurance companies. Traditional building codes also perpetuate the belief that wooden houses are vulnerable to fire and earthquakes.

Mexican construction companies understand the true characteristics of wood-frame homes and they have worked to educate consumers.



## SUMMARY REPORT

In addition to this market summary, the Department of Foreign Affairs and International Trade (DFAIT) has prepared a market profile entitled **Opportunities in Mexico: Housing Construction**. This market information on the Mexican housing construction market has been produced and published by Prospectus Inc. under contract with DFAIT, along with other market profiles and summaries on business opportunities in Mexico. It is available from:

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The *Consejo Nacional de la Madera en la Construcción*, National Council for Wood Construction, has worked with the government to promote wood-frame construction and to train carpenters.

Although these efforts have been slow to produce results, there is growing interest in wood construction. The market in the northern border region is heavily influenced by American building practices, and wood is also more acceptable in the forested regions of the country. Prefabricated wood homes are beginning to find a market among the wealthy, especially for vacation homes. In general, relatively affluent Mexicans have a better understanding of building techniques and are more willing to innovate.

## THE HOUSING SECTOR

Construction has been the fastest-growing sector in the Mexican economy for more than a decade, and the housing sector has grown steadily at a rate of 5 or 6 percent annually. But Mexican construction firms were hard hit by the December 1994 devaluation of the peso. A shortage of capital is likely to continue to constrain the housing sector in the short run.

### *The Housing Shortage*

Mexico faces a housing shortage of crisis proportions. By some estimates, seven million new housing units are needed to adequately house the current population. Unless the rate of new construction is greatly increased, the gap will continue to grow, along with the population reaching the age of family formation. According to the World Bank, more than 800,000 new houses are needed every year to keep up with the demand, but only 600,000 are built.

## *The Housing Market*

Spending on housing for 1994 was estimated at US \$10 billion, but this excludes considerable informal housing activity. It is estimated that roughly half of all new homes are constructed by the informal housing sector. Typically, homes are owner-built without access to formal financing and often without title to the land.

It is estimated that almost half of the current annual demand is for homes valued at less than US \$15,000, while only 10 percent of the requirement is for homes exceeding US \$40,000. This pattern suggests a total housing market of about US \$17 billion, including the informal sector.

## *Technology*

The level of technology used in Mexican home building varies according to the targetted market. The majority of homes are stucco and plaster over brick, concrete block or poured concrete. Larger projects tend to use more sophisticated technologies. The biggest projects tend to be low-income housing developments, and many of them use more advanced building methods than those for individual middle- or high-end homes. On the other hand, high-end houses use more sophisticated finishings.

Most technological advances are aimed at reducing costs and construction time. Several new technologies are being adapted to the construction of low-income housing. They include polyvinyl chloride (PVC) plastic, steel panels, cellular concrete and light concrete or rolling cement plants.

## THE ROLE OF IMPORTS

Imports of construction materials have fallen dramatically as a result of the devaluation. The construction industry is in a slump and imports are simply too expensive for most builders in the current market.

Services are not included in the international trade data but industry analysts say that they have dropped proportionately. Most observers believe that imports will begin to recover gradually by mid-1996 or early 1997.

It is not possible to distinguish between imports of building materials used for housing and those for other types of construction. There are data for some prefabricated components, but Mexican imports of these products are relatively small. Total imports of wooden doors, windows, parquet panels, shingles and shakes, and prefabricated structural components were just over US \$23 million in 1994, up from US \$17.8 million the year before. The United States accounted for about 83 percent of this market. Canada's 1994 sales of these products were less than US \$200,000.

Canadian suppliers exported about US \$3 million worth of prefabricated buildings to Mexico in 1994. Most of them were silos. There were about US \$1 million in sales of other non-wood prefabricated buildings in 1993, but none were recorded in 1994.

## HOUSING BUYERS

Buyers of new homes can be divided into two groups: those who have access to financing and those who do not. For the most part, the available bank financing has been allocated to middle- and upper-class home owners. Middle-income buyers often have access to home loans from Mexico's system of mandatory pension plans, or they may get government-backed mortgages from the commercial banks. Lower-income purchasers either use government housing programs, or build their own homes with self-financing.

Prior to the devaluation of the peso in December 1994, one Mexican

analyst estimated that there are as few as 15,000 families in Mexico City that could afford to purchase a new US \$200,000 home. This compares with an estimated 600,000 buyers looking for lower-priced homes.

Almost half of the market is for homes costing US \$15,000 or less. Another quarter is in the US \$15,000 to \$25,000 range. By some estimates, self-built homes and those constructed by the informal sector account for half of the total market. Some government programs support progressive construction.

### Home Financing

Financing for home purchases is available from four sources:

- conventional bank mortgages
- pension funds
- government-backed mortgages issued by the banks
- government housing programs

Eligibility for these financing options is generally determined by income bracket, as expressed by family income in multiples of the legal minimum yearly wage (MYW). In

1994, the MYW was the equivalent of just under US \$1,700 per year. The majority of the population, about 52 percent, fall between one and five times the MYW. About 5 percent earn the MYW or less. Twenty-three percent of families earn eight times the MYW or more.

### Secretariat of Social Development

The *Secretaría de Desarrollo Social (SEDESOL)*, Secretariat of Social Development, is responsible for the government's *Plan Nacional de Vivienda*, National Housing Strategy. SEDESOL advises and assists state and local authorities in the design and enforcement of regulations, and in the preparation of urban development and land use plans.

SEDESOL's housing strategy emphasizes the expansion of commercial banks into the low- and moderate-income mortgage market. Under this policy, the major low-income housing programs are no longer directly engaged in home building. They now focus primarily on issuing mortgages to homeowners.

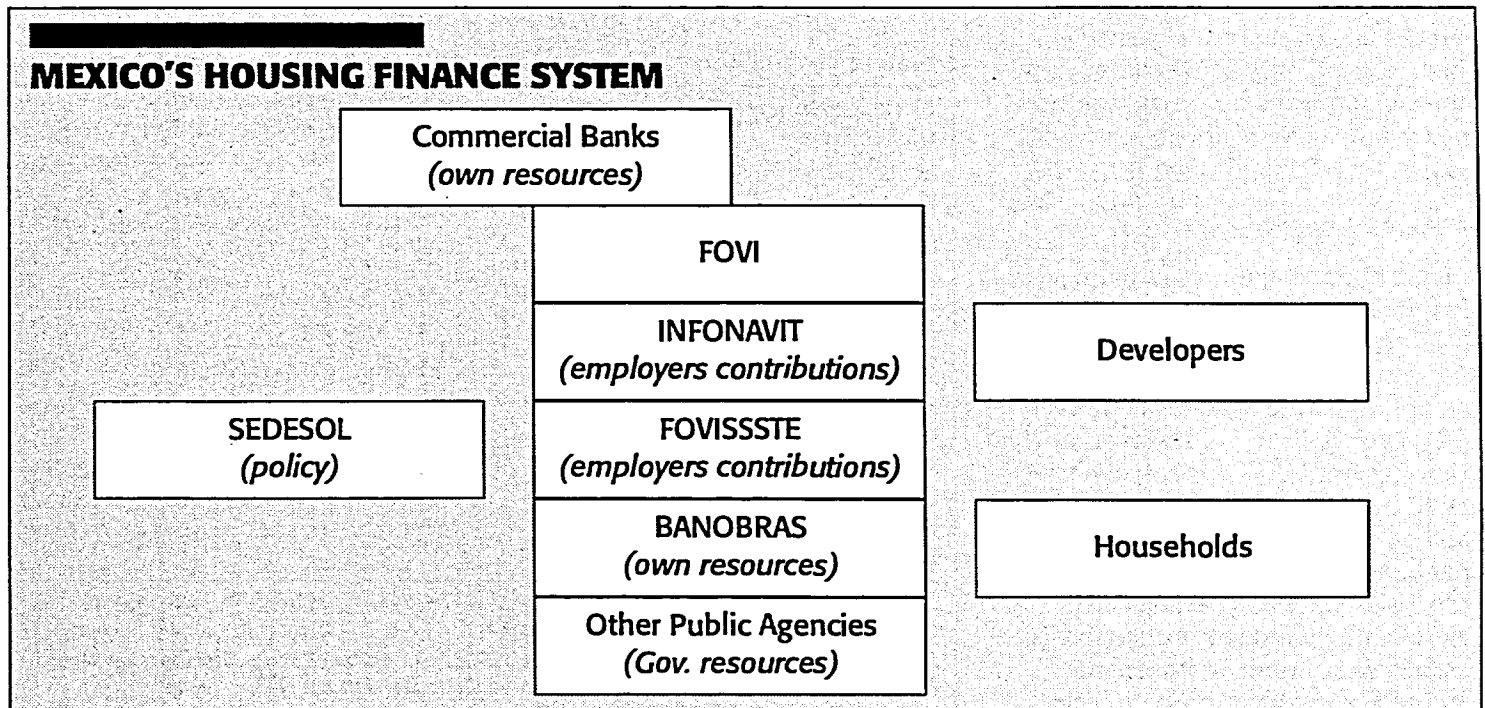
### Conventional Bank Mortgages

Even before the December 1994 devaluation of the peso, conventional bank mortgages were very difficult to obtain. The average bank mortgage was under US \$45,000 and the effective interest rate was about 25 percent. Since the devaluation, conventional bank mortgages have become virtually unavailable.

Aside from the devaluation, a major barrier to the availability of mortgages has been the lack of a secondary market for secured mortgages. Another problem is that the foreclosure process can take two-to-three years. The government is trying to speed up the settlement of conflicts.

### Government-Backed Commercial Mortgages

Commercial banks prefer to loan to people in the middle- and upper-income levels. They will, however, lend to lower-income purchasers provided that the loans are backed by the *Fondo de Operación y Financiamiento Bancario a la Vivienda (FOVI)*, Federal Housing Fund.



FOVI channels federal funds from the *Banco de México*, Mexico's Central Bank, to low-income home-buyers. FOVI-financed homes fall into two categories. Type A homes are about 33 square metres and must be sold for no more than 8.3 times the minimum yearly wage (MYW). This put the maximum price at roughly US \$14,000 in 1994. Type B are 65 square metres and can sell for up to 13.3 times the MYW.

### Pension Plans

Mexican employers contribute 5 percent of workers' salaries to pension funds. There are separate funds for private versus public sector employees:

- the *Instituto del Fondo Nacional para la Vivienda de los Trabajadores (INFONAVIT)*, Housing Pension Fund for Private Sector Employees; and
- the *Fondo de la Vivienda del Sistema de Seguridad Social de los Trabajadores del Estado (FOVISSSTE)*, Housing Pension Fund for Public Sector Employees.

Participating workers can obtain loans from these funds for building, purchasing or improving their homes. Lending is concentrated in the income range between two and seven times the minimum yearly wage (MYW).

### Public Housing Agencies

Public housing agencies at the federal, state or local government levels cater to specific market segments. The largest is the *Fondo Nacional de Habitaciones Populares (FONHAPO)*, Federal Low-Income Housing Fund. Its loans are administered by state and municipal housing authorities, and average US \$4,000 per beneficiary. Public agency loans can be used for progressive construction, serviced lots, public service installations, home improvement and self-help construction projects.

## COMPETITION

### Mexican Construction Companies

More than 10,000 construction companies are active in the formal housing sector, but only about 300 of them have annual sales of US \$4 million or more. About 20 large firms dominate the industry. Most of them are associated with large firms that also do other types of construction. Mexican home builders tend to specialize in a particular price range.

Companies associated with *Grupo Alfa* and *PROTEXA* are building 48,000 new low-income houses in the Monterrey area. *Grupo Alfa* itself is planning to build 1,000 homes for its own workers. These houses will be unusually large, at 90 square metres, and will be located in the vicinity of Monterrey.

*BADASI* is building a 7,000-home development called *La Purísima*

located at Ixtapalapa in the Mexico City area. The contract includes schools, parks, and commercial areas.

*Grupo BADASI* is a major home builder in the State of Mexico. In October 1994, the company was completing 4,000 units using concrete technology, in a development called *Jardines de la Cañada*. The 48 square metre units were priced at about US \$35,000.

### Foreign Competitors

A number of foreign construction companies, mostly from the United States, have entered the Mexican market. Of the 400 largest American contractors, 29 were reportedly active in Mexico as of early 1995.

Hebel International GmBn is associated with *Contec* in a joint venture to promote cellular concrete. This product has been well-received, despite the devaluation, but it will take time to gain widespread acceptance.

### Major Housing Finance Institutions, 1994 US \$

Feature	Commercial Banks	FOVI	Pension Funds	Public Agencies
Mortgage lending US \$ millions	\$6,176.5	\$1,088.2	\$2,984.3	\$806.3
Lending share	55.9%	9.8%	27%	7.3%
Number of loans	138,839	42,721	172,000	150,391
Main type of dwelling financed	High-cost finished dwellings	Affordable housing	Affordable housing	Serviced lots and progressive construction
Cost of units US \$	\$70,000 on average	Up to \$22,532	Up to \$42,350	Up to \$12,400
Employment status of borrower	Salaried	Salaried	Salaried/contributor	Non-salaried
Income of borrower in multiples of the minimum yearly wage (MYW)	More than 15 times MYW	Up to 15 times MYW	1 to 10 times MYW	Below 2.5 times MYW

Note: based on the July 1994 exchange rate of N \$3.40 pesos per US \$. The exchange rate in mid-1995 was just over N \$6 pesos to the US \$.

Source: *Secretaría de Desarrollo Social (SEDESOL)*, Secretariat of Social Development, Housing in Mexico, 1994, with updates from the United States Department of Commerce.

PROTEXA has entered into a joint venture with the macro-urban developer, RTKL from Dallas, Texas. Reportedly, RTKL has successfully adapted to Mexican building customs and achieved moderate success.

According to industry observers, European and Asian construction firms are now beginning to enter Mexico. They are offering special financing, and more flexible arrangements and longer payback periods than their American counterparts.

### Canadian Presence

There is very little knowledge of Canadian products in Mexico. There is a general perception that Canadian products are reliable. But the consensus in the industry is that Canadians are unfamiliar with Mexican building styles, and therefore unlikely to make major inroads in the market. Some observers also note that the political connections needed to secure contracts in Mexico, at least in the short term, are beyond the capabilities of most Canadian companies, unless they partner with local firms.

## TRENDS AND OPPORTUNITIES

Very little construction of high-income housing is expected in 1995. Most construction will be projects initiated in late 1994 to be completed by early 1996. The demand for middle-income housing is shrinking as the economic crisis forces many middle-class Mexicans to seek lower-end housing or to live with relatives.

The low-income housing market will be the first to recover, as government housing programs are re-established. Recent changes in government housing policy are expected to stimulate this market in the short run, leading to significant opportunities, especially for firms with Mexican partners.

### Renovation Materials

Of the 380,000 homes expected to be built in Mexico in 1995, more than two-thirds will be renovations. The *Secretaría de Desarrollo Social (SEDESOL)*, Secretariat of Social Development, has initiated a new program for home improvement. It combines technical advice from universities with subsidized construction materials in an effort to promote do-it-yourself (DIY) remodeling. Some American-based retailers are moving into Mexico to sell DIY materials directly.

### Wood Building Materials

Industry observers believe that wood-frame construction will be slow to gain acceptance in Mexico. Nonetheless, some of those interviewed believe that middle-class buyers are ripe for acceptance of wood-frame houses, provided that they are cheaper than masonry alternatives. Many middle-class families are now being forced to accept lower-class homes and they may well prefer wood-frame houses to the alternatives. Wood is also in demand for flooring, wall-panelling and other finishing applications.

There is a small market for imported prefabricated housing components and other value-added products for middle- to upper-income customers. Products in demand include kitchen cabinets, doors and double-glazed windows. Heating systems, carpeting, plumbing and electrical systems, and wall coverings will also find small niche markets in Mexico.

### New Building Techniques and Materials

The tremendous need for housing coupled with the shortage of capital is forcing Mexican builders to consider any technology that can reduce construction costs. Builders are investigating a range of prefabricated materials and building techniques.

Regardless of the materials used, however, the final appearance of the house must be compatible with Mexican culture and tastes. For the most part, Mexican builders are more interested in speeding up the construction of concrete buildings, than moving to alternative materials.

There is a small but promising market for prefabricated vacation homes, in the 160 to 250 square metre range. According to U.S. Department of Commerce estimates, imports of prefabricated houses rose dramatically from US \$13.8 million in 1993 to US \$88 million in 1994.

## THE REGULATORY FRAMEWORK

### New Government Housing Policies

In early 1995, the government introduced a series of programs designed to re-stabilize the economy. One of these programs, *Programa Especial para la Vivienda (PEV)* concerns the housing sector. Its main objective is to support families that are unable to pay for housing loans taken out before the devaluation. In addition, the government will try to reactivate the construction industry by channelling funds to developers.

### Taxes and Fees

Until recently, the cost of government-imposed regulations added as much as 25 percent to the cost of new housing. This includes land transfer taxes, registration fees, and charges by public notaries and lawyers. In October 1992, the Government of Mexico launched the *Acuerdo de Desregularización y Fomento a la Vivienda, Agreement to Deregulate and Promote Housing*, in cooperation with a number of professional associations. As a result of this program, average indirect costs have already dropped from 12.4 percent in 1992 to 8.6 percent

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in 1993, according to the *Secretaría de Desarrollo Social (SEDESOL)*, Secretariat of Social Development.

### **Rental Housing**

In order to attract investors, the federal government, in cooperation with local authorities, is modernizing the legal environment affecting the rental market. This will be achieved by balancing the rights and responsibilities of both parties, and by simplifying legal disputes. Rent control laws have already been revoked in Mexico City and the state of Nuevo León.

### **Agrarian Reform**

Recent amendments to the Mexican Constitution provided for a sweeping series of agrarian reforms. They will substantially increase the supply of urban land by allowing, among other things, community land transfers for the construction of affordable housing projects.

### **Foreign Ownership**

The Mexican government has the right to screen all investments that would increase foreign ownership of construction firms beyond 49 per cent. Under the North American Free Trade Agreement (NAFTA), this requirement will be relaxed after January 1, 1999. Canadian and American investors will then be able to acquire full ownership of an existing construction firm if the value of the gross assets of the firm do not exceed the NAFTA-specified thresholds. The government has introduced legislation allowing more foreign investment in the "restricted zones" along the coasts and borders.

## **MARKET ENTRY STRATEGIES**

The large shortage of housing in Mexico suggests important opportunities for Canadian home builders

and building products suppliers. According to industry experts, success in this market depends upon a selective approach to specific market niches.

- Look for opportunities to partner with a Mexican company. Mexican firms are skilled in basic building techniques but are less knowledgeable in the areas of planning, developing, financing and selling homes.
- Learn about the key financing institutions and look for upcoming auctions of housing projects.
- Consider the market for middle- and upper-income homes. Commercial financing is more readily available, and there is more likely to be a taste for less traditional housing styles.
- Investigate the market for housing in tourist resorts. There is an active market for condominium-type vacation and retirement homes throughout Mexico.
- Act as both developer and financier. Canadian firms can take advantage of financial assistance available from the Export Development Corporation and the Canadian Commercial Corporation.
- Find a local agent or distributor for building products and hardware items. Retail stores catering to do-it-yourself home remodellers are a promising alternative.

Attending trade shows is an effective method of meeting potential customers, agents and partners. Major annual shows include:

- *Muestra de la Industria de la Construcción*. Sponsored by *Conex*, this is a construction industry show focussed on building materials. The 1995 show was in Mexico City in May.
- *EXPO-CIHAC*. Sponsored by the *Centro Impulsor de la Habitación*

*y la Construcción (CIHAC)*, Centre for Promotion of Housing and Construction. Participants include suppliers of building materials and services. The 1995 show was held in Mexico City in October.

## **KEY CONTACTS**

### **CANADA**

#### **Canadian Government**

#### **Department of Foreign Affairs and International Trade (DFAIT)**

DFAIT is the Canadian federal government department most directly responsible for trade development. The **InfoCentre** should be the first contact point for advice on how to start exporting. It provides information on export-related programs and services, acts as an entry point to DFAIT's trade information network, and can provide copies of specialized export publications and market information to interested companies.

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#### **Commercial Division of the**

**Embassy of Canada** in Mexico can provide vital assistance to Canadians venturing into the Mexican market. The trade commissioners are well-informed about the market and will respond in whatever measures possible to support a Canadian firm's presence in Mexico.

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

### **Commercial Division**

The Embassy of Canada in Mexico  
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### **Canadian Consulate**

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### **Canadian Consulate**

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**International Trade Centres** have been established across the country as a convenient point of contact to support the exporting efforts of Canadian firms. 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 market research and planning, provide access to government programs designed to promote exports, and arrange for assistance from the trade commissioners in Ottawa and trade officers abroad. Contact the International Trade Centre nearest you.

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**International financing institutions**, including the World Bank and the Inter-American Development Bank, provide funds to Mexico for a wide variety of specific projects. DFAIT helps Canadian exporters interested in pursuing multilateral business opportunities that are financed by international financing institutions. For further information, call (613) 995-7251, or fax (613) 943-1100.

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### **Department of Industry**

#### **Forest Industries and Building Products**

Department of Industry  
235 Queen Street  
Ninth Floor, East Tower  
Ottawa, ON K1A 0H5  
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Fax: (613) 952-8384

#### **Canadian International Development Agency (CIDA)**

CIDA is an important possible source of financing for Canadian ventures in Mexico. A special fund is available through the CIDA under the Industrial Cooperation Program (CIDA/INC). This program provides financial contributions to stimulate Canadian private-sector involvement in developing countries by supporting long-term business relationships such as joint ventures and licensing arrangements. For more information,

call (819) 997-7905/7906, or fax (819) 953-5024.

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### **Canadian Commercial Corporation (CCC)**

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Canadian Commercial Corporation  
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Fax: (613) 995-2121

### **Revenue Canada**

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**Canada Mortgage and Housing Corporation**  
National Office  
700 Montreal Road  
Ottawa, ON K1A 0P7  
Tel.: (613) 748-2000  
Fax: (613) 748-2098

## **Business and Professional Associations**

**Canadian Construction Association (CCA)**  
85 Albert Street  
Ottawa, ON K1P 6A4  
Tel.: (613) 236-9455  
Fax: (613) 239-9526

**Association of Consulting Engineers of Canada (ACEC)**  
130 Albert Street  
Suite 616  
Ottawa, ON K1P 5G4  
Tel.: (613) 236-0569  
Fax: (613) 236-6193

**Royal Architectural Institute of Canada (RAIC)**  
55 Murray Street  
Suite 330  
Ottawa, ON K1N 5M3  
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**Canadian Council for the Americas**  
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## **Canadian Exporters' Association**

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Fax: (613) 563-9218

## **Canadian Manufacturers' Association**

75 International Boulevard  
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Tel.: (416) 798-8000  
Fax: (416) 798-8050

## **The Canadian Chamber of Commerce**

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## **Forum for International Trade and Training Inc.**

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## **Standards Council of Canada**

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## **Mexican Embassy in Canada**

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## **MEXICO**

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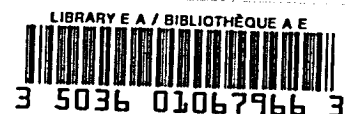
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Industria y el Comercio*

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**Housing Pension Fund for Private Sector Employees**

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Fax: 680-3388

**Housing Pension Fund for Public Sector Employees**

*Fondo de la Vivienda del Sistema de Seguridad Social de los Trabajadores del Estado (FOVISSSTE)*  
Miguel Noreña No. 28  
Col. San José Insurgentes  
03900 México, D.F.  
México  
Tel.: 680-7700/7588, 660-3556  
Fax: 593-7791

**Federal Housing Fund**

*Fondo de Operación y Financiamiento Bancario a la Vivienda (FOVI)*  
Av. Ejército Nacional No. 180  
Col. Anzures  
11590 México, D.F.  
México  
Tel.: 255-3644/4149  
Fax: 203-7304

**Federal Low Income Housing Fund**

*Fondo Nacional de Habitaciones Populares (FONHAPO)*  
Añil No. 571, Piso 2  
Col. Granjas México  
08400 México, D.F.  
México  
Tel.: 649-1964/6205/6242  
Fax: 644-4997

**Banks**

**National Bank of Construction and Public Works**

*Banco Nacional de Obras y Servicios Públicos (BANOBRAS)*  
Tecoyotitla No. 100, Piso 4  
Col. Florida  
01030 México, D.F.  
México  
Tel.: 723-6000  
Fax: 723-6108

**National Bank of Construction and Public Works**

*Banco Nacional de Obras y Servicios Públicos (BANOBRAS)*  
Viena No. 4, Piso 5  
Col. Juárez  
06600 México, D.F.  
México  
Tel.: 627-0785/0786  
Fax: 705-6217

**Mexico's Central Bank**

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

**Business and Professional Associations**

**National Council for Wood Construction**

*Consejo Nacional de la Madera en la Construcción, A.C.*  
Quintana Roo No. 141-603  
Col. Hipódromo Condesa  
06170 México, D.F.  
México  
Tel.: 564-1124/5007  
Fax: 277-6715

**Promotion Centre for Construction and Housing**

*Centro Impulsor de la Construcción y la Habitación, A.C. (CIHAC)*  
Av. Minerva No. 16  
Col. Crédito Constructor  
03940 México, D.F.  
México  
Tel.: 661-0844, 662-5085  
Fax: 661-0600

**National Association of Distributors of Construction Materials**

*Asociación Nacional de Comerciantes de Materiales para la Construcción de la República Mexicana, A.C.*  
José María Velasco No. 21  
Col. San José Insurgentes  
03900 México, D.F.  
México  
Tel.: 593-4995  
Fax: 593-6047

**National Chamber of the Construction Industry**

*Cámara Nacional de la Industria de la Construcción*  
Periférico Sur No. 4839  
Col. Parques del Pedregal  
14010 México, D.F.  
México  
Tel.: 665-0424, 424-7400  
Fax: 606-6720

**National Chamber of Commerce of Mexico City**

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

**National Chamber of  
Manufacturing Industry**  
*Cámara Nacional de la Industria de  
Transformación (CANACINTRA)*  
Av. San Antonio No. 256  
Col. Ampliación Nápoles  
03849 México, D.F.  
México  
Tel.: 563-3400  
Fax: 598-9467

**The Canadian Chamber of  
Commerce in Mexico**  
*Cámara de Comercio de Canadá en  
México*  
c/o Bombardier  
Paseo de la Reforma No. 369  
Mezzanine  
Col. Juárez  
06500 México, D.F.  
México  
Tel.: 729-9903, 207-2400  
Fax: 208-1592

**American Chamber of Commerce  
in Mexico**  
*Cámara Americana de Comercio en  
México, A.C. (AMCHAM)*  
Lucerna No. 78, Piso 2  
Col. Juárez  
06600 México, D.F.  
México  
Tel.: 724-3800  
Fax: 703-2911

### **Mexican Companies**

**Grupo Alfa**  
Av. Gómez Morín No.1111  
Col. Carrizalejo  
66254 Garza García, Nuevo León  
México  
Tel.: 335-3535  
Fax: 335-8135

**Grupo Protexa, S.A. de C.V.**  
Carretera Monterrey – Saltillo  
Kilómetro No. 339  
Apartado Postal 2933  
66350 Santa Catarina, Nuevo León  
México  
Tel.: 336-3030  
Fax: 336-2964

**Houston Purchasing Office –  
IMXPORT**  
Tel.: (713) 820-3300

**Constructora Contec**  
Bulevar Temoluco  
Módulo 75, No. 222-302  
Col. Acueducto de Guadalupe  
07270 México, D.F.  
México  
Tel.: 391-4074  
Fax: 389-4259

**Ingenieros Cíviles Asociados, S.A. de  
C.V. (ICA)**  
Minería No. 145  
Col. Escandón  
11800 México, D.F.  
México  
Tel.: 272-9991  
Fax: 272-9991 ext. 3868

**Gutsa Construcciones, S.A. de C.V.**  
Av. Revolución No. 1387  
Col. Campestre San Angel  
01040 México, D.F.  
México  
Tel.: 662-7346  
Fax: 662-2471

### **Trade Shows**

**Muestra de la Industria de la  
Construcción**  
c/o Conex, S.A.  
Calzada de las Aguilas No. 101-302  
Col. Los Alpes  
01710 México, D.F.  
México  
Tel.: 593-9500/6231  
Fax: 593-9946

**"Expo-CIHAC 96"**  
**Promotion Centre for Construction  
and Housing**  
c/o Centro Impulsor de la  
Construcción y la Habitación  
(CHIHAC)  
Av. Minerva No. 16  
Col. Crédito Constructor  
03940 México, D.F.  
México  
Tel.: 661-0844, 662-5085  
Fax: 661-0600



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