How to tap Mexican Business Information Sources

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ABSTRACT

Publication of business information sources in Mexico is growing fast. This growth is probably faster than the one of traditional academic-oriented sources. However, despite this growth, Mexican companies and international corporations demand greater and better information sources to monitor their environments due to the free trade agreement with The US and Canada. An evaluation of the most important sources and organizations devoted to the publication of business information are included in this paper, as well as an analysis of companies' demand of more comprehensive information services. The paper aims to be a pragmatic overview on how to tap Mexican business information.
NAFTA'S IMPACT ON MEXICAN BUSINESS

The earthquake that shook Mexico City in 1985, also shook the country’s economic policies. The country has had a closed economy directed by government since the postwar period, which came to a halt with the financial crisis of 1982. Government began moving to adopt the liberal economic policies in 1985. The first step was to join The General Agreement on Trade and Tariffs (GATT). A major step at the time. Now, Mexico is concluding a free trade agreement with the US and Canada.

These two major changes have meant that Mexico has open up the economy to free trade. The government is restructuring the economy and deregulation and privatization of most government businesses are taking place.

Mexican private companies are restructuring themselves and changing their traditional inward looking practices. They have already efficiency gains. Foreign investment has increased and is flowing steadily to take advantage of the Mexican market potential, which is large enough for companies to develop significant market position.

BUSINESS INFORMATION DEMAND INCREASE

The restructuring of Mexican companies has meant that they demand more and better information. Some of these companies have merged with foreign companies who are used to use information.

Foreign investors are eager to have more data on economic and political matters from Mexico.

Some companies and academic organizations are taking up this demand. Therefore, business information is blooming in Mexico, yet it lags behind the present increased demand for greater information.

COMPANIES' SECRECY

Mexican companies are not used to disclose their information. Most of them consider information release as harmful. They reckon that most types of data are strategic. Therefore, financial and
manufacturing output information are difficult to find, unless a company is listed in the Mexican Stock Exchange. Public companies` information, therefore, is available.

Government statistics have improved in the last ten years. The National Institute of Statistics, Geography and Informatics (INEGI) has improved their data collection methodology. Data collected by this organization is relevant to the business sector. It has demographic information, economic, and industrial productions statistics.

INEGI conducts periodical surveys to assess the different industrial sectors. It publishes various quarterly publications with GNP, inflation, services, industry, assembly, and metals.

Recent changes in government statistics collection have assigned the function of collecting inflation statistics to INEGI; a function that was a responsibility of the Central Bank (Banco de México). The Consumer Prices Index is now a responsibility of INEGI, a survey which serves as a base to determine inflation.

The Mexican Central Bank is responsible of collecting information on the country`s finances.

INEGI`s information is mostly in printed form. Some data is sold in magnetic disks, and recently released a CD-ROM with the 1990 Census information.

INEGI`s information is highly valuable and comprehensive, unfortunately is not online or in optical disks.

CONSULTING

Consulting firms are booming in Mexico, foreign consulting firms are expanding their business, and new ones are arriving. NAFIN is compiling a directory of consulting firms. Hopefully, it will be published soon.

EXPORT DATA

Export and Import statistics are compiled by the Bank of Foreign Trade (BANCOMEXT) and by the Mexican Treasury Department. There
are some information sources that have been published, like the Mexican Exporters Directory that is offered in magnetic tape, printed version. Other publications are on foreign demand of Mexican products. Advise to exporters and to potential exporters is offered.

**STANDARDS, PATENTS AND BRANDS**

These information records are compiled by SECOFI, the Mexican Department of Trade and ... They fall into their responsability to authorize them.

**BARRIERS TO ACCESS MEXICAN INFORMATION**

Data is scattered in different agencies.
Poor data collection
Few reference sources
Information at national level is fairly available.
At the state level information become scarce.
At the county level information is almost none-existent

**HOW TO OBTAIN MEXICAN INFORMATION**

- Command of Spanish is a need.
- A contact is usually a need.
- Most information searches may require field work.
- An understanding of political and government regulations is usually necessary.
- State and county data require field work.
- Information can be found after being referred a few times.

**BUSINESS INFORMATION IS A NEW NEED**

- Local companies are not used to compete.
- Mexican companies have low demand of BI.
- Companies are reluctant to disclose information.
- Information intelligence is none-existent.
CHARACTERISTICS OF BUSINESS SOURCES

- Information sources are still scarce
- New editions are slow.
- Access from abroad is still limited.
- Some information brokers are appearing?
- Sources available are just a handful.
- Reference sources are mainly for academics
- New trade journals are appearing

MAIN GOVERNMENT INFORMATION PROVIDERS

INEGI
Banco de México
SECOFI
BANCOMEXT

MAIN PRIVATE INFORMATION PROVIDERS

INFOSEL
El Financiero
INFOTEC
Mercamétrica
ITESM Business information centers
Bolsa Mexicana de Valores
Trade Chambers
Industry unions

BOOKDEALERS

SABSA
LEIGH
Información Científica
Puvil Libros
A SELECTION OF BUSINESS

REFERENCE SOURCES

by

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Mexico
NEWSPAPER INFORMATION

The Mexican Press - CD-ROM. (CDPRESS: La prensa mexicana en disco compacto. ?)


Business newspaper: El Economista.

Business newspaper: El Financiero. 1988--.


News clipping service: INFOSEL. Compendio noticioso Recortes periodísticos sobre varios temas. Monterrey, NL: INFOSEL, 199?.

Online business information: INFOSEL. Infosel financiero, (información en línea). Monterrey, NL: INFOSEL, 199?.


DIRECTORIES

National directory of Mexican exporting companies:

National directory of industries:

Zip code and telephone directory:
IBCON. Código postal y telefónico. México: IBCON, 1992?.
Directory of information centers:
IBCON. Directorios de centros de información. México: IBCON, 1992?.


Mexican government directory:
IBCON. Directorio de gobierno. México: IBCON, 1992?.

Directory of government-financed building works:
IBCON. Directorio de obras sociales. México: IBCON, 1992?.

Directory of Mexican largest buyers:
IBCON. Directorio de grandes compradores. México: IBCON, 1992?.

Directory of emergency services:
IBCON. Directorio de urgencias. México: IBCON, 1992?.

Mexican companies` directory:

Directory of franchises:

Marketing information of the 80 largest Mexican cities:

Information of the largest companies:

Information of medium-sized companies:

Companies` information by postal areas:
Maquiladora directory:

Marketing map of the Mexican Republic:
WILSA. Mapa mercadotécnico y económico de la República Mexicana. México: Wilsa, 199?.

Marketing map of Mexico City and the Metropolitan Area:
DISCOS COMPACTOS


CDPRESS: La prensa mexicana en disco compacto. ?


CENTROS DE INFORMACIÓN
EMPRESARIAL

J. Lau 2o. Simp. Reg. de Bib. - AMBAC/NL

Centros de Información de Negocios ITESM

Centros Internacionales de Competitividad ITESM

Centros de Estudios Estratégicos.

Sistema de Información Industrial, CONCAMIN.

MILLENIUM. Asociación de empresarios con sede en Guadalajara.
SERVICIOS DE INFORMACION
PARA NEGOCIOS

J. Lau 2o. Simp. Reg. de Bib. - AMBAC/NL

Strategic Intelligence Systems.

ICQ Network, Inc. - Servicio de información a micro, pequeñas y medianas empresas.

Servicios de información de El Financiero.

Servicios de Información de INFOSEL.

Información y asesoría sobre comercio exterior - BANCOMEXT.

Banco de México - Mayores servicios de información.

Network, base de datos sobre oportunidades comerciales - World Trade Center.
NEWSPAPERS

Most newspapers from México City have a national coverage of news. The best newspapers are **El Financiero** for business information, **Excelsior** for middle ground points of view, and **La Jornada** which has a good political coverage. Besides newspapers from Mexico City, there is a an excellent paper with business news from Monterrey, the second industrial center of the country.

LEADING NEWSPAPERS

**EL FINANCIERO**
Best for national business news.
Mexico City.

**EL ECONOMISTA**
National business and economics news.
Mexico City.

**EL HERALDO DE MEXICO**
National general news.
Mexico City.

**EL NACIONAL**
National government oriented news.
Mexico City.

**EL NORTE**
Northeastern business and general news
Monterrey, NL.

**EL SOL DE MEXICO**
National general news.
EL UNIVERSAL
National general news.

EXCELSIOR
Excellent national middle ground coverage

LA JORNADA
Good national coverage of politics.

NOVEDADES
National general news.

THE NEWS
General news in English.
FEDERAL GOVERNMENT MINISTRIES

1. AGRICULTURAL COMMUNAL LANDS, MINISTRY FOR Reforma Agraria, Secretaría de la (SRA).

2. AGRICULTURE AND WATER RESOURCES, MINISTRY OF Agricultura y Recursos Hidráulicos, Secretaría de (SARH).

3. COMMUNICATIONS AND TRANSPORT, MINISTRY OF Comunicaciones y Transportes, Secretaría de (SCT).

4. ENERGY, MINES AND GOVERNMENT COMPANIES, MINISTRY OF Energía, Minas e Industria Paraestatal, Secretaría de (SEMIP).

5. FISHING, MINISTRY OF Pesca, Secretaría de (SEPESCA)

6. FOREIGN RELATIONS, MINISTRY OF Relaciones Exteriores, Secretaría de (SRE).

7. FEDERAL GENERAL COMPTROLLER, MINISTRY OF Contraloría General de la Federación, Secretaría de (SEFOGEF).

8. HEALTH, MINISTRY OF Salubridad y Asistencia, Secretaría de (SSA)
9. **LABOR MINISTRY OF**
   Trabajo y Previsión Social, Secretaría de (STyPS)

10. **PUBLIC EDUCATION, MINISTRY OF**
    Educación Pública (SEP).

11. **STATE DEPARTMENT**
    Gobernación, Secretaría de.

12. **TRADE AND INDUSTRIAL PROMOTION, MINISTRY OF**
    Comercio y Fomento Industrial, Secretarías de (SECOFI)

13. **TREASURY DEPARTMENT**
    Hacienda y Crédito Público, Secretaría de (SHCP).

14. **TOURISM, MINISTRY OF**
    Turismo, Secretaría de (SECTUR).

15. **URBAN DEVELOPMENT AND ECOLOGY, MINISTRY OF**
    Desarrollo Urbano y Ecología, Secretaría de (SEDESOL).