

How to tap Mexican Business Information Sources

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JESUS LAU, Ph.D.

Senior Researcher
Centro de Estudios Estratégicos.
ITESM - Campus Toluca
Apdo. 1101
50000 Toluca, Edomex
México

Tel. 52(72)74-09-99

Fax 52(72)74-11-78

Internet: JLAUVMTECTOL.TOL.ITESM.MX

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 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. Advice 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 responsibility 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

Dr. Jesús Lau

ITESM - Campus Toluca

Mexico

NEWSPAPER INFORMATION

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

News clippings service. **ECONODIARIO/DIARIO DE DIARIOS.** Compilado por Comunicación y Análisis. Año XIX, 199?- . Diario.

Business newspaper: **El Economista.**

Business newspaper: **El Financiero.** 1988--.

Business news service: El Financiero. **INFOFIN** (Servicio noticioso). México: INFOSEL, 1992).

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?.

Business news on CD-ROM: INFOSEL. **INFOMEXICO,** Disco compacto. Monterrey, NL: INFOSEL, 1993.

Education news on CD-ROM: UNAM. **SINF: Banco de referencias hemerográficas** (Disco compacto). Colima, Col.: Universidad de Colima, 1992.

DIRECTORIES

National directory of Mexican exporting companies:

Banco Nacional de Comercio. Exterior, SNC. **DIRECTORIO DE EXPORTADORES MEXICANOS.** México: El Banco, 1991. Available in print and diskette.

National directory of industries:

Canacindra México. **DIRECTORIO NACIONAL DE INDUSTRIALES.** México: Canacindra, 1991.

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?.

Directory of US largest importers: IBCON. **Directorios de clientes para exportar a los Estados Unidos.** 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:

INFOTEC. Kompass México 1993. México: INFOTEC, 1993.

Directory of franchises:

Mercamétrica. Directorio de franquicias. México: Mercamétrica de Ediciones, 1992.

Marketing information of the 80 largest Mexican cities:

Mercamétrica. MERCAMETRICA DE 80 CIUDADES MEXICANAS. México: Mercamétrica de Ediciones, 1992.

Information of the largest companies:

Mercamétrica. Industridata de empresas grandes. México: Mercamétrica de Ediciones, 1992.

Information of medium-sized companies:

Mercamétrica. Industridata de empresas medianas. México: Mercamétrica de Ediciones, 1992.

Companies` information by postal areas:

Mercamétrica. Industridata zonificado. México: Mercamétrica de Ediciones, 1992.

Maquiladora directory:

SOLUNET. The twin plant guide. México: SOLUNET, 1992?.

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:

WILSA. Plano mercadotécnico de la Ciudad de México y Area
Metropolitana. México: Wilsa,
199?.

JESUS

DISCOS COMPACTOS

Archivo General de la Nación. **Legislación al Día (DIALEX)** (Disco compacto). Colima, Col.: Universidad de Colima, 1991.

Banco Mexicano de Comercio Exterior. **Revista de Comercio Exterior** (Disco compacto). Colima, Col.: Universidad de Colima, 1993.

Centro Interamericano de Estudios de Seguridad Social. **BICISS: Bibliografía de Seguridad Social** (Disco compacto). Colima, Col.: Universidad de Colima, 1992.

Cámara de Diputados del H. Congreso de la Unión. **Legislación Federal Mexicana** (Disco compacto). Colima, Col.: Universidad de Colima, 1992.

CDPRESS: La prensa mexicana en disco compacto. ?

INEGI. **CODICE 90 (disco compacto)**. Aguascalientes, Ags.: INEGI, 1992.

INFOTEC. **Kompass México 1993** (Disco compacto/impreso). México: INFOTEC, 1993.

INFOSEL. **INFOMEXICO**, Disco compacto. Monterrey, NL: INFOSEL, 1993.

Secretaría de Comercio y Fomento Industrial. **TLC** (Disco compacto). Colima, Col.: Universidad de Colima, 1993.

Secretaría de Relaciones Exteriores. **Tratados internacionales** (Disco compacto). Colima, Col.: Universidad de Colima, 1993.

Suprema Corte de Justicia de la Nación. **Poder judicial de la federación: jurisprudencia y tesis aisladas 1917-1992** (Disco compacto). 2a. ed. Colima, Col.: Universidad de Colima, 1992.

Suprema Corte de Justicia de la Nación. **Poder judicial de la federación: jurisprudencia y tesis aisladas 1917-1992, por salas** (Disco compacto). Colima, Col.: Universidad de Colima, 1992.

Suprema Corte de Justicia de la Nación. **IUS histórica: Jurisprudencia de la Primera, segunda, tercera y cuarta época** (Disco compacto). Colima, Col.: Universidad de Colima, 1993.

UNAM. **SINF: Banco de referencias hemerográficas** (Disco compacto).
Colima, Col.: Universidad de Colima, 1992.

OTRAS FUENTES

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

Banco de México. **SIE-BERNOULLI-BANCO DE MEXICO** (Vía satélite).
México: El Banco, 1990.

Banco Nacional de Comercio Exterior, SNC. **BASE DE DATOS: EXPORT DATA**. México: BANCOMEXT, 1992.

Bolsa mexicana de valores e Instituto Mexicano de Capitales.
ANUARIO FINANCIERO BMV. México: BMV, 1990.

Hugo Ortíz Dietz. **México: Banco de Datos**. México: El
Inversionista Mexicano, 1986.

Macro Asesoría Económica S.C. **Realidad económica de México**.
México: Macro Asesoría..., 1990.

Nacional Financiera. **La economía mexicana en cifras** (anuario).
México: NAFIN, 1965.

SINEFI: Sistema de información econo-finanzas. Base de datos
actua lizada mensualmente. Garza García, NL. 1993.

CENTROS DE INFORMACION**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 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, Secretaria 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).