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Profile Of Electronics Industry

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According to a report released Oct. 15 by the Mexican Investment Council (Consejo Mexicano de Inversion), electronics industry sales receipts in 1990 surpassed US$9 billion. Exports accounted for 55% of the total. The electronics industry currently ranks as Mexico's third largest (by sales), following petroleum and automobiles. At present, suppliers of electronic components, parts and other equipment number 525. The domestic-foreign investment split in these companies is 60-40. Transnationals currently managing subsidiaries in Mexico include Hitachi, Sony, Matsushita and NEC (Japan); Samsung (South Korea); RCA, Zenith, Hewlett Packard, ATT, Motorola and IBM (US); Ericsson (Sweden); Alcatel (France); Phillips (Holland); Siemens (Germany); and, Olivetti (Italy). Computers and computer equipment account for 60% of Mexico's electronics exports. The sub-sector registered a 95.5% growth rate in the first half of 1991 compared to the same period last year. Next in the export sales ranking is office equipment (led by photocopiers), followed by telecommunications equipment, audio and video equipment, and electronic parts and components for industrial applications. (Source: Agence France-Presse, 10/15/91)

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