



Mexico: Overview of the Security Industry

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Summary

Mexico is the fifth largest country in the Western Hemisphere and the 14th largest in the world. Mexico also has the fastest growing security market in Latin America. InfoAmericas' analysis reveals that Brazil, Mexico, Colombia and Argentina are the four largest security markets in the region¹. Mexicans are looking for new ways to protect themselves from criminal and corporate attacks. Criminal offenses are a serious problem throughout the entire country. The security business is booming in Mexico, as a war between drug cartels escalates and law enforcement agencies' strategies capture the attention of the public. The demand for security systems in Mexico is driven by the public's overwhelming concern for their safety.

The safety and security market in Mexico over last two years has been an important priority for the Mexican Government (Federal, State and Local), private sector and citizens. The issue is so large that it is difficult to quantify, forecast or clearly measure progression. The safety and security market in Mexico is complex and involves many sub-sectors, including national security, industrial security (safety), electronic security, security services (personal protection, consulting, etc.), security systems, law enforcement products and services. Nevertheless, it is one of the most dynamic sectors with an estimated average growth of 12.5% in 2006.

Since 2006, Mexican authorities heavily invested in security measures to restore a sense of security among the population. President Calderón has continually committed to improve the security situation. In the government's plans he devised a strategy for the period of 2006-2012 that includes a reliable and trusted police force to lower crime rates throughout the country. President's Calderón efforts to strengthen the Federal Police Force, eliminate corruption and create transparency in the judicial system will create a demand for security products and equipment. He recognizes the importance of national security as a driver to attract foreign investment.

I. Market Overview

Market Conditions

The security conditions in Mexico over the last few years have been affected by a growing number of crimes and by the expansion of drug cartels in the country. Several years ago, former administrations recognized the increase in drug trafficking and tried to take measures to curb the increase. However, it appears that drug cartels have built allies within various Mexican governmental agencies and have taken advantage of the lack of coordination among law enforcement agencies. As a result, the drug cartels have used these opportunities to expand their criminal activities to other parts of the country.

Public safety is one of the most important tasks for Calderón's administration. The administration clearly understands that significant economic growth will not be achieved without progress in reducing the crime rate. The general public has little confidence in law enforcement agencies since they are perceived to be corrupt. Citizens, corporations, non-governmental organizations have demanded at all levels of government that the authorities stop the growing crime rate.

Report prepared with the collaboration of our intern Kimyata Fairley, November 2007

¹ <http://www.infoamericas.com>

Based on a 2006 ICESI Survey on Insecurity, the population felt unsafe in the areas of: public transportation (78.2%), streets (73.8%), markets (63.3%), highways (60.2%), and malls (50.5%)². The Mexican population perceives that public areas are now just as unsafe as bars, nightclubs or other areas that are normally associated with criminal activity. (Figure1)

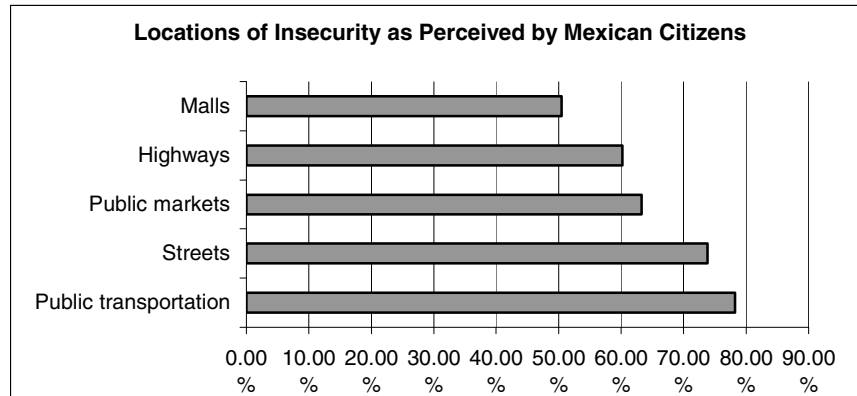


Figure1. Source: ICESI, Fourth Survey on Insecurity 2006, ENSI-4

The security market has two significant market segments: law enforcement and the private sector. Both of these segments demand systems and solutions in order to protect lives, properties and assets. As public security improves, the demand for security and safety solutions will be less general and competition will become more specific among both domestic and foreign suppliers. Over the last two years many small companies have initiated operations to offer security products and service. These businesses often distribute leading trade brands and have been successful by obtaining impressive expansion³.

Despite the complex government procurement processes, which are often slower than private sector procurement processes, there remains high demand and opportunities to sell law enforcement products and equipment to the Mexican government. Within the private sector, banks, large corporations and builders of “intelligent” buildings demand a variety of solutions that are supplied by Mexican integrators and distributors. Personal security products are one of the most dynamic market segments, particularly for access controls and CCTV, but also for private guard services.

Calderón Strategy

The current administration in Mexico is seeking to retake the control of the security situation through the combination of several strategies to reduce criminal activity, to combat drug trafficking and to respond to the public’s demand for better law enforcement agencies. Part of these strategies include better salaries for the police and military; replacing corrupt police officers; anti-corruption campaigns; increase professional training of the police corps; and providing more funding for equipment and training. The Mexican government has also launched an ambitious program called Platform Mexico, which will unify information from various law enforcement agencies and create a national database with information about known criminals, which will be shared by all levels of government. The program will support better communication among law enforcement agencies and will increase the effectiveness of the government’s security strategies.

The Platform Mexico program was announced at the beginning of 2007 and has two main components: a) the Technological Infrastructure Update Program (including the reinforcement of the National Telecommunications

² Citizens Institute of Insecurity Studies, A.C. (ICESI) 2006, Fourth Survey on Insecurity, [http:// www.icesi.org.mx](http://www.icesi.org.mx)

³ Arcila Julian 2007 “The Other Mexican Revolution” *Ventas de Seguridad*, Volume 11, (Num. 4) p. 92. Accordingly with the author there are 1,500 integrators companies offering security installation services.

Network) and, 2) the creation of a “Criminal Information System” including an Automated Fingerprint Identification System (AFIS). As a result, Mexican State Public Safety Officials have regular meetings to share information about their programs, crime prevention, prisoner registries and their staff member listings in order to share all available information. Other ministerial meetings among top State Ministers of Public Safety have produced agreed actions plans to be carried out by the police. In addition, this cooperation has led to the development of several registries on personnel, lost and recovered vehicles, prisoner fingerprints, and public safety vehicles. As part of the telecommunications update, the federal Ministry of Public Security (SSP) expanded the coverage for both the 089 and 066 numbers to the entire country⁴.

In April 2007, President Calderón announced the creation of a “coordinating body” formed by senior officials from the Federal Police, within SSP, to coordinate the operations of PFP (Preventive Federal Police) and AFI (Federal Investigations Agency, part of the Office of the Attorney General –PGR-)⁵. This coordinating body is expected to create synergies in intelligence, mobilization, better use of resources, and collaboration in the research process. Mexico has more than 1,600 police officials at the federal, local and county levels of the government, which has caused power conflicts among police operations⁶. Nevertheless, the coordinating body requires police officers to cooperate in order to achieve the best results, by avoiding duplication of tasks, by reducing corruption and by combating criminal activity throughout the country. If the coordinating body is successful, law enforcement agencies will have regained the confidence of the Mexican public.

In 2007, Calderón’s administration reinforced the Mexican police institutions in two main areas: by requesting larger budgets in 2008 for key security areas: a USD 3.3 billion request for the Mexican Ministry of Defense (SEDENA) and USD 1.2 billion request for the Mexican Ministry of Navy (SEMAR), as well as increased budget request for the National Security and Research Center (Centro de Investigación y Seguridad Nacional - CISEN)⁷. The 2008 public security budget request was 39.4% higher than the 2007 request. In addition, President Calderón has also instructed the PGR to release regular reports to the Mexican public on the programs to improve the mechanisms for achieving safety and justice. President Calderón feels that it is crucial for the Army, Navy, and law enforcement agencies to participate in the fight against crime.

Drug Trafficking Combat

Drug trafficking has been recognized as a major public health problem, as well as one of the hardest matters to resolve without demanding direct social groups participation. Of the 20,000 primary and secondary public schools, drugs affect around 45% of the schools. A special program “Safe School” was recently implemented to search students’ backpacks to destroy any drugs and to eliminate the growing consumption observed in 11 to 15 years old. Other programs include “Súmame”, “Integral Prevention”, and “Cleaning Mexico” have created collaboration among different Ministries, such as the Ministry of Health and the Ministry of Education.

In 2007 several drug shipments were confiscated by the PGR and the SSP; and further police actions are designed to restore the stability and security in the country. SSP plans to continue to replace officers found to be corrupted and has plans to recruit new officers through open competition. At the same time, drug cartels continue to try to keep their influence within Mexican law enforcement agencies by offering bribes to police officers.

President Calderón’s administration has asserted better control over Mexico’s crime rate in just the last few months than previous governments had over the past decade. In the first half of 2007, 928 tons of marihuana was confiscated; an increase of nearly 29% from the first half of 2006⁸. In addition, 50 tons of cocaine was confiscated

⁴ Op Cit. 1st. State of the Union Report.1.3.2National System of Public Security, p.4

⁵

www.pgr.gob.mx, Office of the Attorney General (PGR) 2006:Telephone reports at the National Center of Citizens Attention (CNAC) p. 1

⁶ Op Cit. 1st. State of the Union Report 1.3.1. Police Corps, p.1

⁷ Ministry of Interior (SEGOB), Mexican Federal Register (DOF) December 13th, 2007

⁸ President Calderón’s Office (Presidencia de la República).2007 1st. State of the Union Report.1.1.3. Organized Crime, p.2

between January and mid-December 2007⁹. In March 2007 over USD 205 million in cash was seized; Mexican authorities stated that the money was a product of money laundering.

In last quarter of 2007, despite the efforts of Mexican law enforcement agencies, drug trafficking cartels have taken counter offensive actions to frighten authorities. The drug cartels have murdered a significant number of policemen, as well as State and County officials, in order to rebel against the pressure to stop their illegal operations. The fight against drugs will not easily be won in the near future. Mexican law enforcement agencies are developing a long-term, coordinated effort to control the violence levels.

Current Environment

Despite a growing crime rate, Mexico's murder rate dropped by a third over the past decade, according to a criminal watchdog surveillance group¹⁰. However, other offenses such as robberies (including car robbery), outdoor attacks, house robberies and general injuries, remain as some of the most common crimes. (Figure 1)

In 2006, according to the National System of Public Security, Mexico City had the highest level of robberies reported at 78,200, followed by the State of Baja California (59,400), the State of Chihuahua (35,000) and the State of Nuevo León (26,400)¹¹. In 2006, kidnapping was particularly critical in the State of Tlaxcala (270 reports) and rape reports (2,800) were extremely high in the State of Mexico¹².

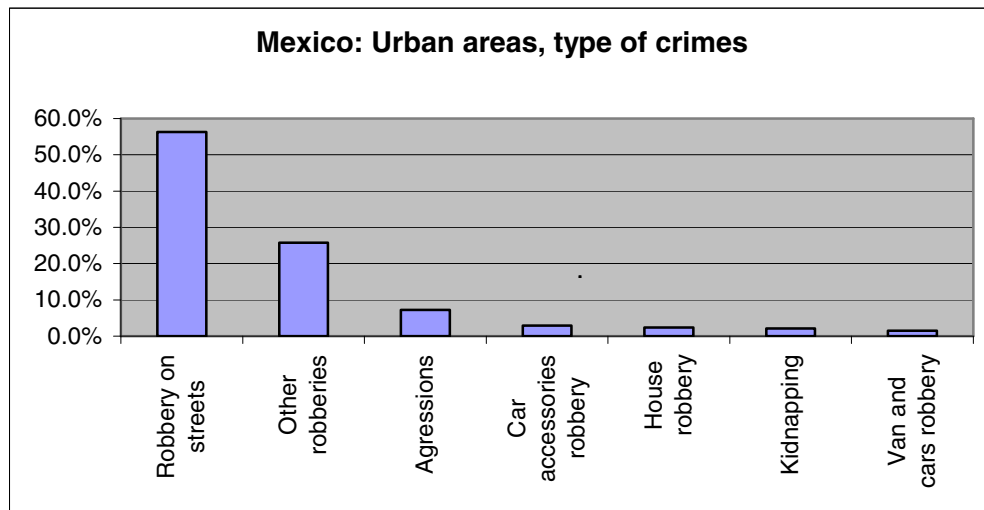


Figure 1. Source: ICESI, Fourth Survey on Insecurity 2006, ENSI-4

ISECI announced that the nationwide number of criminal offenses can vary widely: from 20,000 to up to 150,000 per year, but it is important to note that only 18% of all crimes are reported by the victims¹³. This is largely due to two reasons: 1) the loss of time that a report causes, and 2) the citizens' distrust in authorities and the justice system. In some urban cities in 2005, ICESI found that seven out of ten people felt unsafe. In the case of Mexico

⁹ El Economista, 2007 "Add 50.3 tons of cocaine in 2007". Internet Edition 12.19.2007

¹⁰ Op Cit, ICESI

¹¹ National System of Public Security (SNSP) and National Council of Population (CONAPO) 2006. Robbery: Registry at the Ministerio Publico Offices of the Mexican States. Mexico City, p. 1

¹² Op Cit, ICESI

¹³ ICESI April 26, 2007 Conference "The Challenge of Security: a key issue for Mexico's Development" Mexico City.

City this ratio was of nine out of ten and eight out of ten in the cities of Ciudad Juárez, Acapulco y Nuevo Laredo¹⁴.

Better security conditions have been a top priority in the Mexican government's agenda, both for economic and business growth, as well as and for the country's social stability. Corruption levels within law enforcement have dropped due to stricter policies at the Ministry of Public Security (SSP) that call for the dismissal of corrupt officers. SSP has also initiated training programs where ethics and honor principles are stressed in the day-to-day operations of the police force.

Market Data

Economic growth during the first semester of 2007 was steady with an average increase of 2.7%. In the second quarter of 2007 the economy grew 2.8%. The average growth for 2006 was 4.8%. Annual economic growth for 2007 is expected to reach an increase of 3.75%¹⁵. However, the actual economic growth will be greatly affected by the U.S. economy. The inflation rate has been difficult to keep below 3% as originally forecasted due to the impact of higher international oil prices on the economy. In the month of November 2007, the Bank of Mexico (Banxico) reported that the Index of Consumer Prices was 0.71% and the forecast goal of an annual inflation rate of 3% will be postponed until late 2008 and the annual rate of inflation for 2007 will be announced in early 2008¹⁶.

In 2006 Mexico's GDP which is divided in three main divisions experimented balanced growth: Agricultural and Fishing (4.8%), Industry (5%) and Services (4.8%). There are four sectors that comprise the industrial division of the economy: mining; manufacturing; construction; and electricity, gas and water. It is important to emphasize that the construction sector (6.9%) led the industrial growth. The services division (communications, transportations, and warehousing) contributed an increase of 9.1% to the country's GDP.

Mexico's manufacturing sector has been erratic over the last two years. In 2006, seven of nine manufacturing industries recovered from a period of flat performance such as metallic products, machinery and equipment - which jumped from 1.5 to 10%. In comparison with textiles and wood products continued to decline. The 2008 economic forecast is conservative, nonetheless INEGI suggests that in the next six months economy will experience modest growth¹⁷.

¹⁴ Op Cit, ICESI 2006 Survey.

¹⁵ www.inegi.gob.mx National Institute of Statistics, Geography and Informatics (INEGI), 2007. Economics, Summary Charter. Timely Information by day. Internet edition.

¹⁶ Bank of Mexico (BANXICO)

¹⁷ Editorial "El Economista" Newspaper , Finance Section 12.07.2007

Mexico: GDP by Manufacturing Industry
(Annual percentage variation)

	2005	2006
I. Food products, beverages and tobacco	2.6	2.6
II. Textile, cloths and leather	-3.0	-1.0
III. Wood and wood products	-0.7	-0.9
IV. Paper, printing and editorial	1.5	3.5
V. Chemical substances, oil derivative, plastics and rubber products	0.6	2.4
VI. Minerals products non metallic, without oil and coal	3.5	5.2
VII. Basic metallic industries	2.0	2.8
VIII. Metallic products, machinery and equipment	1.5	10.0
IX. Other manufacturing industries	0.4	3.7
Total	1.4	4.7

Source: INEGI, National Accounts System of Mexico

Safety and security equipment is not represented in Mexican government statistics as an individual industrial sector. Part of the local production of the Safety and Security sector is incorporated in the manufacturing industries of metallic products and other manufacturing industries, as shown in the chart above. There no available information for the domestic production of safety and security equipment.

The Security and Safety market size in 2006 was estimated at USD 3.7 billion. Other sources estimated that the Safety and Security market had an average annual growth of approximately 13% in 2006¹⁸. The market value can be summarized as follows:

USD\$ Million	Security and Safety Market	
	2005	2006 e/
Total Market Size	3,230	3,714
Total Local Production	1,485	1,707
Total Exports	812	934
Total Imports	2,395	2,754
Imports from the U.S.	1,658	1,906

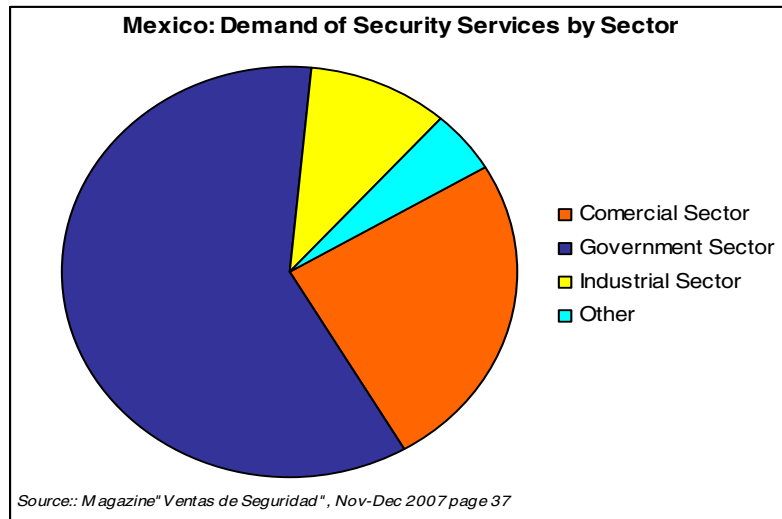
e/ estimated

Source: USCS, Country Commercial Guide 2007, with information from National Bank of Foreign Commerce (Bancomext), Official Mexican Import/Export Figures, INEGI, Association of Business Owners of the Mexican Republic (COPARMEX), Mexico Unido contra la Delincuencia, Mexico Security Market Report, Security Industry Association (SIA)

In Mexico the electronic security market's main users are: the public sector (60%), the private sector (25%), the manufacturing Sector (10%), and other (5%)¹⁹. The demand of electronic security systems is clearly dominated by the government's consumption, but other potential customers are gaining relevance, such as the private sector. These users are able to find almost any global brand of electronic security products in the local market since there is almost no local production of safety and security products in Mexico.

¹⁸ Op Cit Arcila Julian 2007 "The Other Mexican Revolution".

¹⁹ Arcila Julian, 2007 "High Demand of Services in the Region". Ventas de Seguridad, Volume 11 (Num. 6) p. 37



Due to these internal conditions, the security market in Mexico will continue to grow in the short and medium term and probably close to 15% in 2008. Government, residential, commercial and industrial users will constantly consume protection systems and related-products to gain better security standards.

II. Key Suppliers

Mexico has very few manufacturers of security systems and products. It has become increasingly common for Mexican companies to be distributors and representatives of U.S. products and other international trade brands. In Mexico few resources are dedicated to technological investment on security applications. High tech security systems from the U.S. generally enjoy a positive reputation in the Mexican market. The most important global manufacturers have been in the market for several years and they are offering products that have incorporated the research and development advantages from their own headquarters' facilities.

Some of the best-known security brands and companies in the Mexican market include:

- ANIXTER: communication products (voice, video and data) and security systems
- PELCO: DVRs, video surveillance systems
- SONY: Monitoring systems, visual alarms,
- LENEL: access controls, intrusive detection fire alarms
- ADT: commercial and home alarms systems
- GE: explosive and narcotics detection, access controls, fire detection
- SAMSUNG: video cameras, DVRs
- BOSCH: access controls
- HID: access controls, smart cards readers
- SECURITON: video surveillance, alarm systems
- EVAX SYSTEMS: voice evacuation systems for industrial safety
- PANASONIC: CCTV, alarms perimeter surveillance
- VICON: video surveillance systems
- CYTEL: GPS
- RESSER: GPS

Mexican consumers have started to demand complete solutions and are moving away from buying individual products. This has created an increase in the number of Mexican firms that are able to serve as integrators for foreign companies in order to sell a complete security solution.

In 2006, the United States supplied 51% of all Mexico's imports with a value of USD 130.4 billion. After the U.S., Mexico's main suppliers are: China (10%), Japan (6%), South Korea (4%) and Germany (3.7%)²⁰.

Mexico: Imports By Country

Billions of US Dollars
January – December

	2004	2005	2006	2007*
World	197.3	221.8	253.1	181.9
United States	110.9	118.5	130.4	91.1
China	14.4	17.6	24.4	18.6
Japan	10.6	13.0	15.2	10.4
South Korea	5.2	6.4	10.6	7.5
Germany	7.1	8.6	9.4	6.8

*January-August 2007

Source: World Trade Atlas Internet Edition, Dec. 2007

In terms of electrical machinery imports under HS 85 category, the top twelve products imported by Mexico from the U.S. are represented in the following chart. HS 85 accounts for 15.1% of all Mexico imports from the U.S. and the top three imported products are represented by HS: 853690, 853890 and 8544489.

Mexico: Imports From United States

Millions of Dollars
January – December

HS Description	2004	2005	2006	% Share* 06/05	2007 Jan.-Aug.
United States	110,940	118,547	130,383	50.91	91,147
85 Electrical Machinery	20,188	18,333	19,686	15.10	12,903
853690 Crc Prtct Ap=<1000V	1,778	1,712	1,674	8.51	1,097
853890 Ot Elect App. Etc Pts	1,002	1,174	1,385	7.04	982
854449 O Ins El Cndct=<80V	730	709	878	4.46	704
852990 Other 8529	674	671	694	3.53	385
853400 Printed Circuits	813	532	561	2.86	355
850300 Parts for 8500, 8501	556	512	495	2.52	302
853650 Ot El Switch=<1000V	429	415	474	2.41	290
853710 Controls, Etc=<1000V	327	296	358	1.82	372
854430 Veh, Etc Ins Wir Set	224	221	282	1.44	222
850239 Other 8502	35	334	265	1.35	8
854011 Col Cat-Ray Tv Tub	786	556	259	1.32	47

*Calendar years; with respect to total imports

Source: World Trade Atlas Internet Edition, Dec. 2007

²⁰ World Trade Atlas Internet Edition

During the period of January to August 2007, imports from the U.S. on certain products, such as HS 85318001 (sirens) registered an increased of 8.6% with respect to the same period in 2006. Traffic lights under HS 85308002 had a tremendous growth of 100%, and components of antennas, HS 85291006, grew 7.4%.

Mexico's most important export market is the U.S. In 2006, 85% of Mexico's total exports (almost USD 250 billion) were sent to the U.S. Mexico's second export market is Canada (2%) and the third largest export market is Spain (1%). In 2006, electrical machinery (HS 85) represented the 26% of Mexico's exports to U.S. and the percentage has been steady over the last three years (2004-2006).

As in many industrial sectors, the integration of manufacturing process between Mexico and the United States is obvious. Electrical machinery is a good example of the business links shared by both countries. Raw material, spare parts, inputs and security systems are integrated both in the U.S. and Mexico. Many U.S. companies in Mexico manufacturing electrical machinery are subsidiaries of larger U.S. firms. These inter-company transactions greatly influence the bilateral trade figures.

Other competitors from Asia and Latin America (particularly from Brazil) have been very active in obtaining market share in the safety and security market in Mexico. They participate in all sector-related trade vents and offer competitive financial terms to potential clients. Some of the competitors take advantage of their U.S. distribution or logistics centers to export to Latin America.

III. Best Prospects

The greatest potential for security equipment and products can be recognized in the government, military, corporate and private sector. Some protection products, such as ballistic vest and flashlights have a tremendous market opportunity and strong competition. Simple protection devices for military and police are very popular and in high demand. Mexico is an attractive test market for sophisticated U.S. technology.

The Mexican government (Law Enforcement and Armed Forces) will require the following technology in the short and medium terms:

- Communication systems: the Mexican government is implementing an Integral Crime Prevention Strategy, including the "Criminal Information System" under the Platform Mexico program.
- Portable bomb detectors, armored doors and tracking devices against kidnappers.
- Tactical products such as body armor, helmets, flashlights
- Armored vehicles (commercial and military)
- Metals and arms detection systems
- Explosives detection systems
- Night vision devices to detect and install in vehicles

The Mexican business community will likely invest in:

- Electromagnetic (EM) technology systems; digital technology to filter noise and diminish false alarms
- Electric fence devices, motion detectors, glass break detector
- ID technologies (biometric)
- Industrial: Chemical products, such as dry powder and CO2 (carbon gas) used to combat fire
- Sprinklers and smoke detectors
- Armored vehicles
- Satellite tracking systems in commercial vehicles and private cars (GPS and RFID technology)
- Closed caption television systems (CCTV)
- Radio communication
- High tech surveillance cameras

Residential and middle-income population will likely acquire:

- Flashlights
- High tech surveillance cameras
- Smoke detectors
- Perimeter residential systems
- Intelligent systems, alarms
- Access controls
- Personal protection devices (fences, locks, special lights)

The top three markets for armored vehicles in Latin America are, in order of sales, Brazil, Mexico and Colombia. InfoAmericas' estimates that the Latin American market for armored vehicles is USD 135 million. It is estimated that the market for armored vehicles grew eight times over the period of the last eight years. Mexicans protect their vehicles against assaults rather than against kidnapping and terrorism²¹.

The Inter-Continental Association of Armored Services, A.C. (AIB) estimates that the total number of armored vehicles in the Mexico is approximately 28,000, of which 80% are vans. Sixty percent of automobiles were locally armored in the Mexico City Metropolitan area²². There are only fifteen established firms with more than ten years of operations and they maintain 60% of the market. AIB estimates that in 2008 armored vehicles will grow 20%; after experiencing an exceptionally good year in 2007.

Construction firms have been successful in obtaining significant resources to construct "intelligent" commercial and residential buildings in the largest cities in Mexico. Therefore, there is a tremendous demand for electronic security products as well as integrator services.

IV. Market Entry

Mexico has a free market economy that recently entered the trillion-dollar level. With an annual population growth rate of approximately 1%, Mexico needs to ensure the safety of all its population²³. Safety and security products and services can thrive in such an environment.

The threat of crime and terrorism in Mexico are important factors with respect to the security market. A strong bilateral relationship between the U.S. and Mexico is critical to combating terrorism and controlling the flow of illicit drugs between the two countries. In recent months, cooperation on counter-narcotics and Mexico's own initiatives in fighting drug trafficking have been unprecedented. The U.S. will continue working with Mexico as it seeks to strengthen its cooperation and anti-drug efforts.

NAFTA opened many possibilities for Mexican and U.S. businesses. Both the U.S. and Mexico seek prosperity and security as part of their bilateral agendas. It is important for U.S. companies to understand the cultural and business differences in Mexico in order to be successful in Mexico.

In the Safety and Security market, the Mexican government's consumption is significant representing 60% of the market. At the same time the private sector's demand is gaining presence as the building/construction sector demands better high tech products. Nevertheless, doing business with the government is complex if a U.S. company does not have a local partner to communicate with the government. Mexican representatives of U.S.

²¹<http://tendencias.infoamericas.com>

²² Aviles, David, 2007 President of the Intercontinental Association of Armored Services, A.C. (AIB)' President, (telephone interview 12.07.07)

²³ Annual average growth: National Council of Population (CONAPO), 2006, Demographic Situation of Mexico 2006, "National and State Demographic Situation", p.11

companies can carry inventory in-country and are able to develop successful sales strategies based on their local knowledge of the market, including after-sales service, support and warranties.

Language barriers, flexible time schedules and the lack of understanding each other differences, could damage the plans of any U.S. company interested in exporting to Mexico. Mexicans place great value on building relationships. Entering the Mexican security market involves a significant time investment in order to build strong long-term business relationships.

By 2040 Mexico could be the fifth largest economies in the world²⁴. To achieve this goal, Mexico must improve its security situation²⁵. In mid 2006 the Mexican population was 105 million²⁶ and the government must address the safety and security needs of this significant population. In order to resolve some of security issues that plague Mexico today, there are many opportunities available to pro-active U.S. companies.

U.S. companies need to invest time and must be aggressive by making contacts with reputable Mexican businesses and government officials. A first contact or visit is only a first step, it is important for U.S. companies to establish continual contact with potential Mexican clients and distributors in order to be successful in the Mexican market against foreign competition.

V. Trade Events

- Expo Seguridad 2008
April 22-24
Centro Banamex, Mexico City
<http://www.exposeguridadmexico.com>
- Information Security 2008
May 19-21 (tentative)
Hotel Camino Real, Mexico City
<http://www.ejkrause.com.mx>
- Las Americas Security Show 2008
September 9-11
Centro Banamex, Mexico City
<http://www.lasamericassecurityshow.com>
- Mexico Fire and Safety Expo 2008
November 12-14 (tentative)
WTC Mexico City
<http://www.rocexhibitions.com>

VI. Resources & Contacts

American Society for Industrial Security (ASIS) Mexico Chapter
<http://www.asis.org.mx>

Citizen Institute of Insecurity Studies, A.C. (ICESI)
<http://www.icesi.org.mx>

²⁴ Op Cit Goldman Sachs

²⁵ COPARMEX, Entorno, 2007 "The path of Mexico demands results in security and prosperity", Editorial, Year 19, Num. 225.

²⁶ Op Cit. National Council of Population (CONAPO).

InfoAmericas

<http://www.infoamericas.com>

Inter-Continental Association Armored Services, A.C.

<http://www.aib.org.mx>

Instruments Society of Americas, (ISA) Mexico Central

<http://www.isamex.org>

Mexican Institute of Intelligent Building, A.C.

<http://www.imei.org.mx>

National Council of Private Security, A.C.

<http://www.cnsp.org.mx>

National Institute of Statistics, Geography and Informatics (INEGI)

<http://www.inegi.gob.mx>

Latin America Security Association (ALAS)

<http://www.alas.org.mx>

Ministry of Economics

<http://www.economia.gob.mx>

Ministry of Marine (SEMAR)

<http://www.semar.gob.mx>

Ministry of National Defense

<http://www.sedena.gob.mx>

Ministry of Public Security

<http://www.ssp.gob.mx>

President's Calderón Office / Presidencia de la República

<http://www.presidencia.gob.mx>

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For More Information

The U.S. Commercial Service in Mexico City can be contacted via e-mail at: silvia.cardenas@mail.doc.gov; Phone: (52-55) 5140-2670; Fax: (52-55) 5566-1115; or visit our website: www.buyusa.gov/mexico

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