

Mexico: Guide to industrial parks



Area Development Site and Facility Planning

February 1, 1999 | Bastian, Lisa A

In today's competitive global economy, investing in Mexico to produce goods for exporting makes excellent business sense. Just ask over 60 percent of the Fortune 500 companies that have established flourishing operations in the country's modern, worldclass industrial facilities.

The Mexican Association of Industrial Parks (AMPIP is its Spanish acronym) is the major factor behind many of these corporate success stories. Comprised of more than 80 industrial parks and developers with developed sites in 42 cities, AMPIP represents nearly one third of Mexico's 200-plus industrial parks.

AMPIP locales-- renowned for their prosperity-oriented, nurturing environments -- are home to more than 1,200 industrial plants and 400,000 employees. Park tenants tend to be companies recognized as respected leaders in their industries, such as Sony, Daewoo, Lucent Technologies, Philips Consumer Electronics, AT&T, Ford, Kellogg, Delphi Automotive Services, and Colgate.

According to AMPIP's President Jaime Bermudez, a whopping 60 percent of foreign investment goes into the country's manufacturing sector, an area which continues to grow steadily. Today manufactured goods represent 86 percent of the country's exports.

"That's a big change when you look at statistics a decade ago," he relates. "Back then 80 percent of our exports were petroleumbased; now oil represents only 10 percent of exports. In a very short time Mexico has made a truly amazing transformation by turning itself into an industrial powerhouse envied around the world."

Evidence of that power is the fact that more than 33,000 companies now export from Mexico. By far, the auto industry reigns king. Presently half million Mexicans work for eight of the world's largest automakers. These firms are part of a long list of manufacturing and assembly companies creating such diverse products as

automobile motors, cellular telephones, surgical instruments, furniture, guided missile components, pianos, radios, sensors, pagers, and windshields. Businesses most attracted to AMPIP industrial parks produce electronics, chemicals, auto parts, textiles, and apparel goods.

From 1994 to 1998 the United States was responsible for 54 percent of all direct investment flowing into Mexico; England, 8 percent; Germany, 4 percent; Holland, 6 percent; Japan, 4 percent; India, 5 percent; and Canada, 5 percent. In 1998 alone Mexico received approximately \$9 billion in foreign investments and was recognized as the secondmost-favorite country in the world (fourth consecutive year) for attracting these kinds of investments. In fact, 20 percent of the respondents to a recent Area Development survey said they plan on opening a new facility in Mexico. (See chart inside.)

Why all this global attention? What are the reasons for the country's incredible economic growth and new transcontinental influence? Chalk it up to the Mexican government's openness to a free-market economy specifically, the power of the North American Free Trade Agreement (NAFTA).

NAFTA Increases Sophistication of Workers, Plants, and Exports

Since its birth five years ago in January, NAFTA has continued to financially benefit thousands of American, Canadian, and Mexican businesses. "it essentially defines Mexico as the manufacturing base supplying both of our trade partners," says Bermudez.

Currently the United States is Mexico's biggest client, and Mexico is the United States' secondlargest trading partner. In 1998 Mexico imported about \$124 billion in goods and exported an estimated \$120 billion in goods. That's outstanding news for Americans, since for every \$1 billion in goods Mexico imports, 20,000 new jobs are created in the United States, according to the U.S. Department of Commerce.

Another plus for NAFTA: In recent times it has been credited for protecting Mexico from the dearth of economic problems affecting emerging global markets and from sinking oil prices.

NAFTA and the country's proximity to the United States have encouraged foreign industries to participate in Mexico's thriving "maquiladora" production-- sharing program. Under Mexican law this program allows a facility to be 100 percent foreign-owned and only requires duty to be paid on a product's "value" added in Mexico. Last year the maquiladora industry boasted 4,000 plants and more than a million direct workers. Companies in AMPIP parks generate 45 percent of the

maquiladora employment and export more than 40 percent of all maquiladora goods shipped to the United States.

New laws impacting the maquiladora program will be implemented in 2001. In essence, Bermudez says they'll be the catalyst for small- and medium-sized suppliers outside of Mexico to relocate to the country to be near their larger clients. Underlying this activity is a desire to comply with new "origin" regulations and be part of "just-in-time" production programs adopted by many manufacturers.

These laws are the impetus for the hundreds of site-- inspection visits tallied yearly and the dozens of inquiries answered monthly by AMPIP from suppliers contemplating moving to Mexico soon. "Clearly our nation is now recognized as a global economic hot spot," Bermudez points out. "We're attracting savvy, forwardthinking companies that desire to be dominant players in the export game."

Thanks to NAFTA, easy access to North American markets also has persuaded many European and Asian manufacturers (primarily electronics, textiles, and auto parts) to invest billions of dollars in Mexico. Bermudez says his country will sign a NAFTA-type trade agreement with European nations in the near future, which should encourage more investment from that continent's firms, especially medium-sized ones.

Additionally, Mexico has signed international treaties establishing it as a primary trading partner with most Latin American countries, whose demand for U.S. imports (by way of Mexico) is skyrocketing. "Exports to our Latin American neighbors have grown about 200 percent in the past three years," he explains. "These trade relationships have earned Mexico the nicknames 'The Gateway South' and 'The Gateway North.'"

Mexico's Skilled, Plentiful, and Globally Competitive Labor Force

Supported by a probusiness government, Mexico's work force is another gigantic magnet drawing substantial foreign investment. In a country rapidly approaching a population of 100 million, more than 50 percent of the people are below 25 years of age. Rafael J. McCadden, AMPIP's director, says this young labor pool is "easily trainable, eager to learn and, as those already with Mexican operations can attest, made up of superb workers." McCadden says Mexico's government is placing a strong emphasis on education, since it is a key element for economic development.

Foreign companies are gratified to learn Mexico's colleges and universities graduate a steady supply of competent, "home-grown" professionals in all fields -- including individuals with cutting-edge knowledge and skills perfect for today's sophisticated

manufacturing environments. Additionally, the nation's technical schools are committed to working hand-in-hand with companies to meet their specific labor needs by providing customized, on-the-job training.

Mexico's relatively inexpensive labor costs and its favorable rate of exchange with the U.S. dollar also are cited as key economic benefits to foreign investors. (Presently the average daily salary of a maquiladora plant worker is US\$12.)

Furthermore, McCadden explains that as the nation's manufacturing plants become more high-tech, Mexican employee productivity increases simultaneously. "Our workers produce at world-class quality levels, as evidenced by the large number of ISO-9000 and other quality award designations in plants throughout every industry in Mexico."

Combined, he says, these human resource factors help contribute to the "healthy bottom lines our foreign-- investor companies enjoy. In turn, their prosperity stories help us attract a substantial number of new investors each year. Mexico proves every day how success really does breed success."

AMPIP Provides

Connections to World-Class Sites and Services

"AMPIP's main goal is to promote Mexico as an optimal destination for foreign manufacturers interested in benefiting from NAFTA," says McCadden. "Growing by an average of seven new members each year, our association consists of parks offering the most rigid standards in operations and construction." Companies are pleased to discover AMPIP parks are not only strategically located, "but also offer the appropriate technology, labor, utilities, transportation, services, and other factors required to achieve optimum efficiency."

Specifically, AMPIP infrastructure guarantees include electricity, water, sewage, storm drainage, telephone and other communications services, plus public lighting, paved streets, and attractive landscaping. Most member parks offer natural gas and water treatment plants; and many provide daycare centers. Moreover, licenses and permits are obtained faster inside AMPIP parks, mainly because of the association's discerning attention to quality and detail.

Headquartered in Mexico City, the 12-year-old AMPIP employs an English-speaking staff providing expert advice on purchasing, leasing, and construction; feasibility studies and shelter programs; as well as legal, engineering, accounting, insurance, and other consulting services. "We work hard to ensure every company is located in

the AMPIP industrial park bestsuited for its unique needs and wants," continues McCadden.

No matter where they're situated, however, all manufacturing plants benefit in some way by Mexico's fasttrack commitment to expand and upgrade vital transportation and telecommunications infrastructures. For example, an abundance of multimodal cargo terminals are "popping up in strategic locations throughout Mexico," McCadden relates. Additionally, this year, railroads and airports will undergo a dramatic revitalization as they begin to be privatized. Also in 1999, governmentcontrolled gas, telecommunications, electric energy, and petrol-chemicals industries will benefit from new laws allowing private firms to enter these sectors.

McCadden advises companies interested in locating in a Mexican industrial park to inquire if it's been certified, meaning it meets certain quality factors related to infrastructure, services, location, etc. "This year new Mexican standards (which also are internationally valid) go into effect. Every industrial park - including AMPIP parks -- eventually will be reviewed by a standards authority." AMPIP facilities are expected to pass certification "with flying colors."

Gain the Competitive Edge With Mexico's Best Industrial Parks

If your company is contemplating a move to Mexico, don't take chances with the site selection process. Instead, partner with AMPIP, the nation's esteemed industrial park association with the proven formula for finding the best site match possible.

Information on AMPIP's parks can be found on its web site at www.ampip.org.mx.

"Our group of renowned private developers is dedicated to providing the finest manufacturing, infrastructure, and financial services to foreign companies investing in Mexico," says

Bermudez. "Be assured that the sound decision to locate in an AMPIP park will increase a firm's ability to be competitive, increase profitability, and gain market share."

[Sidebar]

Antonio J. Bermudez Industrial Park in Cd. Juarez, Chih., is the first and biggest industrial park in Mexico with the largest concentration of foreign companies and employees. The park has well-established infrastructure, services, and modern communications systems and features a fire station and two day-care centers.

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Antonio J. Bermudez Industrial Park

Ana Margarita Bermudez E.

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Colonia Partido Romero

Cd. Juarez, Chih., Mexico 32030

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American Industries International, with a track record of more than two decades, exists to facilitate the establishment and successful start up of worldwide customers in Mexico. Our expertise guarantees the most competitive, timely, high-quality, trouble-free operations, as already proven by more than 70 satisfied Fortune 500 clients.

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American Industries International

Gaeta Barrett, El Paso, TX- 1-800-822-9885 Jose Enriquez, Juarez, Mexico: (52-16) 29-26-00 Alberto Villarreal , Chihuahua City, Mexico:

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Adro Lan, Mexico Cpr. Mexico:

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[Sidebar]

CIESA offers shelter programs, construction, logistics, and human resource services at its three industrial parks: La Silla and Pueblo Nuevo, located in the Monterrey metropolitan area, and Modulo Industrial de America, located in Nuevo Laredo bordering Texas. CIESA clients include Lucent, Emerson, GE/Fuji, Bausch and Lomb, and Lithonia Lighting.

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CIESA

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[Sidebar]

Santa Maria Industrial Park is a highquality development located in Saltillo, Coahuila. It consists of more than 1,000 acres with all utilities and infrastructure. The park is an excellent place for automotive manufacturers/suppliers since it is just minutes away from the General Motors and Chrysler assembly plants. It is also located next to local training facilities. Santa Maria clients include Magna

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International and Oxford Automotive.

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Santa Maria Industrial Park

Victor Mohamar

Constructors Devise

Satillo, Coahuila, Mexico C.P.

25260

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E-mail: davisa@coah1.telmex

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Dynatech Industrial Parks Network - strategically located in the city of Hermosillo, Sonora, in the northwest of Mexico - provides a stable and productive work force, complete infrastructure, communications, and services. The location of our parks in urban areas near workers' housing enables tenant companies to eash secure

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ample labor supplies.

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Dynatech Industrial Parks

Magnolia Mendoza, Director

Obrero Mundial 9 Sur

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Las Americas Industrial Parks:

Have you ever thought about establishing your company in Mexico? Do it now!
Contact us -we have plenty of experience helping international companies establish in northern Mexico. Just ask some of our clients: Alcoa-Fujikura Ltd., Thomson Consumer Electronics, Johnson Controls, OR Mossberg, and Border Apparel.

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Las Americas Industrial Parks

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Tres Naciones Industrial Park

Location - San Luis Potosi -A city of 900,000 people in the heart of Mexico

Labor - More than 100 years of industrial experience and excellent labor relations

Lif - Universities, tech schools, great Quality climate, recreation

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350 acres: Lease -> Sale -> Shelter

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Tres Naciones Industrial Park

Cecilia Sanchez

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[Sidebar]

FIDEPAR - State of Mexico

The state of Mexico's north corridor offers 12 industrial parks, strategically located with access to the largest market in Latin America and more than 22 million consumers. Each development has state-of-the-art infrastructure, allowing the easy settlement of your company. You are welcome to visit and invest with us.

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In our parks, your plants grow! FIDEPAR

Tel: (52-72) 16-63-33, 16-54-24, 16-50-95

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Parque Industrial internacional, comprising 8,000 acres bordering California and Arizona, incorporates the most advanced masterplanning concepts with high-quality electricity and ample water and land for easy development.

We can accommodate any special needs, no matter what size plot or buildings.

Parque Industrial Internacional

Ave. Madero 606 San Luis R.C. Son., Mexico

Tel: (52-653) 4-52-13 and (52-653) 4-52-14

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Supra Industrial Park is located in the state of Chihuahua, which is at the border between the east and west coasts and the home of one-third of Mexico's maquila plants. Electronics, automotives, plastics, and textiles are the fastest-growing industries. Chihuahua has an abundant, highly educated, productive, and skilled

manufacturing work force.

[Sidebar]

Supra Industrial Park

Ave. Zarco No. 2815

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[Sidebar]

La Primavera, Mexico's only private "new city," is adjacent to Culiacan, Sinaloa, with 2,000 acres surrounding a lake of 700 acres, 10 miles of waterfront, a future golf course, parks, schools, and 350 acres for an industrial park with all services and enclosed by a large water channel. There's plenty of labor, lower wages, and the lowest turnover. Land cost is just U.S.\$2 per sq. ft.

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La Primavera

Enrique Coppel/Roberto Montalvo

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[Sidebar]

The Grupo Bermudez organization has been a pioneer in industrial development in northern Mexico for more than 30 years and today owns and operates eight industrial parks in the state of Chihuahua, Mexico, and one in El Paso, Texas.

Translated into employment generated, it brings the total to more than 50,000 jobs distributed among less than 100 Fortune 500 industrial corporations.

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Grupo Bermudez

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[Sidebar]

Amistad Industries, Inc. is an industrial developer concentrating on the manufacturing needs of foreign investors in Mexico. Real estate, land development, design, and construction of world-class facilities and shelter or subcontract services are part of the turnkey package we can offer in any Amistad location.

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Amistad Industries, Inc.

P.O. Box 1462

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Web: www.lalaguna.com/amistad

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Bernardo Quintana Industrial Park

is Queretaro's world-class, fastest-growing industrial development.

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* Strategically located on the NAFTA highway (57), 15 kms from Queretaro city and 220 kms from downtown Mexico City

* Market of 34 million people within a 150-mile radius

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* Modern infrastructure -Abundant labor force .44 companies operating successfully

* Excellent quality of life Call us: We are expecting you/,

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FIDEORO

Hidalgo #66

Centro Historico C.P. 76000

Queretaro, Oro., Mexico Tel: (52-42) 12-76-50

Fax: (52-42) 12-76-51

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[Sidebar]

STIVA Airport Industrial Park, the best location in Monterrey, is designed especially for companies that want to establish or expand their operations in Mexico. It provides world-class industrial development with all utilities and infrastructure and offers build-to-suit projects and lease or purchase options.

[Sidebar]

STIVA Industrial Developments

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Intermex has 25 years of experience in industrial park development, more than eight million sq. ft. in build-to-suit and "spec" building construction projects, shelter manufacturing/administrative support services, and contract manufacturing and joint ventures such as mold making and metal stamping. More than 100 clients are located in our eight industrial parks in Chihuahua's five principal cities as well

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as in Guadalajara and Monterrey.

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Intermex Parques Industriales

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Yucatan Industrial Park specializes in industrial parks, build-to-suits, and lease facilities. Our Yucatan Industrial Park is modern and safe and offers a complete infrastructure package. It has the largest number of operating facilities serving the maquiladora industry, with companies from the United States, Italy, Canada, and Hong Kong.

[Sidebar]

Yucatan Industrial Park

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G.P. Industrial Developments can help if you are interested in world-class industrial parks in northeast Mexico with

* Site selection services

*Free advice on how to do business in Mexico

* Design, engineering, and construction

* Built to suit for sale or lease

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[Sidebar]

Parque Industrial El Tepeyac is a high-quality, well-conceived industrial park in the state of Queretaro, Mexico. El Tepeyac, just two hours north of Mexico City, provides access to 41 percent of Mexico's population within a three-hour drive. Ample labor, water, and power are available. Queretaro offers low turnover rates (7 percent per year) and a high standard of living. Johnson Controls and BASF have chosen to operate in El Tepeyac.

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Parque Industrial El Tepeyac

O'Donnell Mexico

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PARQUE OPCION is a 1,359-acre industrial park strategically located in central Mexico close to the nation's largest market - Mexico City -and to the border. It is accessible to the United States via the Mexico-Laredo Federal Highway 57 - better known as the NAFTA Corridor - and the northwest railway system.

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PARQUE OPCION

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