

FREQUENT ASKED QUESTIONS ABOUT INDUSTRIDATA

Where did you get the information?

The sources for locating businesses and obtaining the information are very diverse: directories, chambers and associations, various newspapers, many business magazines, the Bolsa Mexicana de Valores, company annual reports, large numbers of pages on the Internet and direct research, mainly of the names of executives. The latter is done by phone each year. For the present edition it was made from November of 2011 up to February of 2012.

How reliable is the information?

We call the 100% of the companies, we always try to get real and reliable information as possible and also intersects with other directories available. However, since the data generally come from other sources, there can be some mistakes and omissions. At the middle of the year we include the changes detected. When a company does not provide or ratifies the information after several attempts, mainly for security reasons, is indicated as an observation.

How much information varies over time?

In Mexico, about 2% of companies with 100 or more employees, change address and 5% change phone number, each year. The e-mails change much more.

2% of companies disappear or reduce its staff and 1% merge.

As executives, approximately 25% change every year, that is, 2% monthly.

Because of this, it is advisable to buy back the products, often as appropriate for each company.

How many changes are mitigated?

To mitigate the effect of the above, we offer to update, without charge, the address of the headquarters, telephone and specific executives, if requested by e-mail. This for a period of six months from the date of acquisition.

Also, we put in our webpage the changes detected in the directory to download.

Why not include personal e-mails of executives?

they are not included by the high volatility that have, by the difficulty to obtain them and the very low response they have.

Are they included all companies with 100 or more people?

Does not include export in-bond industrias because, although many are large, their purchases in the country are generally very small — about 2% of inputs, on average — so most are not attractive to suppliers of goods and services.

Also excluded are, in general, nonprofit organizations and many government owned.

Of the rest, including about 30% of them, comparing against the figures of companies registered in the Instituto Mexicano del Seguro Social by size. We make an ongoing effort to find additional companies and to include them in the directory.

As commentary, the small size companies are more difficult to detect, as those in small towns or rural areas.

We consider that the companies concerned represent the main market for items, and services.

Who buys the INDUSTRIATA?

Items are purchased mostly by large companies, universities, embassies, government agencies. For reference, 29% of the 500 companies of Expansion magazine, are our clients. They use the directory for studies and especially to promote products and services.

Who is Mercamétrica Ediciones, SA?

Mercamétrica Ediciones, S.A. is a pioneering company, 100% Mexican, with more than 35 years dedicated to the development of directories and databases of companies in Mexico.