Insuring a new crop of drivers

M exico has over 100 mil-
lion people, but less than 20 per-
cent of them own a car. In the past four years, the number of drivers
in cars has increased by more than 30 per-
cent. This is the result of a new crop of
drivers that has emerged. The young generation, which includes more
and more girls, is now taking to the roads.

The auto insurance sector, which
is highly regulated, has seen strong growth in recent years. The number
of policies issued has increased by about 15 per-
cent per year. This growth is mainly due
to the increase in the number of drivers.

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"The relationship between Japan and Mexico spans 400 years ago," says Michio Tanaka, executive director of Cen-tro de Distribucion Nikko, responsible for the Nikko branch in Mexico City. "Tanaka says. "They can count on auto parts companies can trust us to be a major supplier to automotive sector as an ideal distribution partner. Tribucion Nikko has positioned itself as Nissan, Mazda, Toyota and Honda increasing investment in Mexico in recent years. Increased need for automotive spare parts from China.

"Myself from everyone else in the market, we are in a very competitive mar-ket, with our young and strong team we are committed to becoming the Mexican leader in the auto parts business in 10 years," says Tanaka. "This is finding the ideal partner capa-ble of supporting this growth. One particular industry, the antici-pating client needs: the key to success. We make it a point to invest the time and effort for our clients. If we don't listen to them, we can produce products but cannot ensure a relationship. The secret to growth in Mexico is to listen and then create solutions tailored to our custom-ers," continues.

"For Japan, it is a perfect time to invest in Mexico — a country with strong potential in many booming sectors," says Masashi Oshimo, Country Manager, Agfa HealthCare Mexico. "With Daikin McQuay, it has also been driven by the Mexican arm of Daikin Industries in Tokyo. The group main-ly adheres. With established roots in Mexico since 1972, the company's immediate benefits, but on our clients' long-term growth," he continues.

"Japanese and international auto parts companies trust us to build our brand in Mexico, they can count on us for excellent and efficient service," says Yvesneath Tanaka, Director General, Centro de Distribucion Nikko.

"For Daikin McQuay in Mexico has grown by over 300 percent since 2010. By 2015, we are expecting to grow to fully twice the size we are today," says Haruhisa Sudo, President, Daikin McQuay, Mexico. Daikin McQuay in Mexico has grown by over 300 percent since 2010. By 2015, we are expecting to grow to fully twice the size we are today."

"Most of our products base Japanese intellectual property," he continues. "Calling Agfa in a European company, that very open to leverage across the globe. Our detectors come from Japan, and most parts come from Japan. There is no restriction for us to en-gage in joint ventures with Japanese companies." Agfa HealthCare's turnover pos-sibilities is called SkiiMed — an innovative imaging technology for visualizing skin morphology and we are very excited. We are dispositioning to grow at least 10 to 15 percent in the Mexican market. It's huge growth for Mexico, and I am very excited and optimistic for 2014. "The key to our success is working hard, and respecting and understanding our customers," he concludes. "It is important for us to list our clients. If we don't listen to them, we can produce solutions that cannot ensure a relationsh-ship. The secret to growth in Mexico is to listen and then create solutions tailored to our custom-ers," says Masashi Oshimo, Country Manager, Agfa HealthCare Mexico. "With Daikin McQuay, it has also been driven by the Mexican arm of Daikin Industries in Tokyo. The group main-ly adheres. With established roots in Mexico since 1972, the company's immediate benefits, but on our clients' long-term growth," he continues.

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