

# SMICENTROAMERICANA



## SMI IS CLOSE TO CUSTOMER IN MEXICO AND CENTRAL AMERICA

### → FOCUS ON THE PACKAGING MARKET IN MEXICO

In 2023, exports from Italy to Mexico of packaging and packaging machinery grew by 25.7% compared to 2022, confirming Italy's position as a market leader for the supply of technological solutions for bottling and packaging.

**F**or almost thirty years SMI has been present in Mexico with the subsidiary Smicentroamericana S.A. de C.V., which is based in Mexico City; It is a local structure whose presence is of fundamental importance in order to be able to respond promptly and effectively to the demands of an extremely dynamic market. Among the main factors that explain the strong dynamism of companies operating in the "food & beverage" sector is certainly the increase in consumer demand for packaged products, to which operators must respond by increasing the production capacity of their plants and adopting increasingly automated production and packaging systems.

**S**MI's Mexican branch was established in 1997 to respond promptly to market developments and to meet the needs of the many customers in the area. Smicentroamericana currently employs a staff of 28 people, who offer a professional service by providing expertise and experience in the development projects of new bottling lines and eco-sustainable solutions for the packaging of various types of products. Currently, the Mexico City-based company occupies an area of 1155 m<sup>2</sup> used as offices and spare parts storage. The growing need to expand its showroom has led Smicentroamericana to invest in a new and larger warehouse located north of the city; The new structure is spread over an area of 500 m<sup>2</sup> and allows an orderly management of shipments to customers and local distributors.



# A CHAT WITH PABLO GARCÍA

## → Managing Director of SMICENTROAMERICANA



**Q: How does Smicentroamericana respond to the strong dynamism that is characterising the Mexican market?**

**A:** Smicentroamericana has carried out a restructuring of its organisational structure with the aim of having a direct approach with customers at all levels; More specifically, the reorganisation process has led to an increase in the staff responsible for technical and commercial services, implementing various key accounts figures operating in certain geographical areas or by type of customer. To respond to the dynamism of the market, we have also given greater importance to project management figures, which are essential to ensure direct support to the customer from the beginning to the end of new projects.

**Q: What are the main customer requests?**

**A:** Companies are asking us for increasingly rapid answers in the study and development of technical and commercial proposals, necessary for investments in new machines or line systems. For this reason, Smicentroamericana ensures customers scrupulous and constant monitoring of the efficiency of the staff during the entire development cycle of new projects; In addition, we attach equal importance to the speed of spare parts supply and after-sales technical support.

**Q: What is Smicentroamericana's support in the face of requests for responsible and sustainable solutions?**

**A:** The need for gas ovens has increased

throughout the nation and Smicentroamericana has responded technically with cutting-edge solutions capable of reducing the carbon footprint in the packaging operations of various products in shrink film packages.

SMI's offer includes several models of green shrink tunnels, including the methane gas-powered version is certainly a sustainable solution; in fact, the advantages in economic and environmental terms of methane compared to oil are countless, above all where, as in Mexico, the price of methane gas is particularly convenient compared to other fossil fuels.

In addition, the subsidiary I run works hand in hand with customers and their packaging experts to reduce the weight of shrink wrap and blown bottles.

## → INCREASINGLY SUSTAINABLE PRODUCTION

Mexico is the second-largest economy in Latin America. According to the World Bank, the country's economy grew by 3.2% in 2023, helped by increased consumption and strong growth in the service, construction and automotive sectors; all factors that have contributed to a 5% increase in demand for non-alcoholic beverages. Another trend that characterises the Mexican market is the increased sensitivity to the issue of environmental responsibility on the part of consumers, who have become more attentive to the environmental impact of the packaging of the products they buy. This trend is significantly impacting the activities of companies operating in the food and beverage sector, which are adapting production facilities to make them more sustainable and able to meet the demands for new pack formats and recyclable packaging.

**Q: How important is the presence of a local branch for Mexican customers?**

**A:** It is essential, because they know they can take advantage of a timely service in the supply of spare parts and technical and commercial assistance. At the same time, these elements represent the fundamental point of Smicentroamericana's success, because we are the only company in the packaging machine sector to have a local spare parts warehouse.

**Q: What do Mexican customers appreciate most about the services offered by SMI and Smicentroamericana?**

**A:** The timeliness of the responses and the direct and sincere approach with all levels of the Mexican and Italian structure. When customers turn to Smicentroamericana for the development of a new project, a strong teamwork is immediately created, based on trust and collaboration between the customer's team, the branch staff and the staff of SMI's headquarters in Italy. An example of this approach is represented by the recent collaboration between Bepensa Bebidas, SMI, ENOBERG and Smicentroamericana, which has allowed the Bepensa group to have machines and equipment with a high technological content and to make use of timely and efficient technical, commercial and after-sales consultancy.

