



Mexican Corporate Reputation Index 2004 (MECRI) Executive Summary Transparencia Mexicana / Consulta Mitofsky

Transparencia Mexicana, A.C. and Consulta Mitofsky, S.A. de C.V. developed the "Mexican Corporate Reputation Index 2004" (MECRI). The results of the MECRI aim to highlight the work carried out by corporations that have a commitment with the Mexican society and follow responsible practices.

About the MECRI

- It is a benchmark that helps to rate the standing of corporations among qualified informants.
- It fosters a measurable idea among public opinion about the standing of the major corporations operating in the country.
- It enables corporations to measure their achievements based on the changes in their reputation year after year.

What does it measure?

The MECRI measures the perception of a select group, made up of qualified informants, about the relationship between the standing of corporations and eight specific issues:

- Concern for the stake owned by shareholders, investors, and partners
- Compliance with laws and standards in force
- Customers and suppliers service
- Environmental responsibility
- Observance of workers' rights
- Involvement with the community
- Nature and quality of their relationship with competitors
- Commitment with the development of Mexico

How was it developed?

The MECRI is based on closed questions asked to qualified informants in one-to-one interviews (carried out from November 15 through December 7, 2003). At least three individuals were interviewed from managerial and executive levels in the following nine groups: stockbrokers, publicists, economics analysts, financial risk analysts, external auditors, certifiers, civil servants, corporate lawyers, and entrepreneurs. All of them ought to be very well acquainted with the sectors and corporations object of the research; but they should not assess the corporations they are somehow related to.



The MECRI has a scale of values between one and zero; the higher the value, the better the standing of a corporation.

This first research included 108 corporations that were chosen based on the following criteria:

- The sales declared by the corporation rank it within the 500 major Mexican ones.
- The corporation operates in one of the following twelve lines of business suggested in the Index design.
 - Food industry and non-alcoholic beverages
 - Higher Education
 - Automotive Industry
 - Pharmaceutical Industry
 - Alcohol and Tobacco Manufacturers
 - Self-service and Department Stores
 - Public Works and Construction
 - Financial Services
 - Information Technology and Telecommunications
 - Mass Media
 - Tourism and Transportation
 - Energy



A. Main Results

According to the MECRI 2004, these are the three corporations with the best standing: Grupo Industrial Bimbo; the Instituto Tecnológico y de Estudios Superiores de Monterrey, and Cemex.

Corporations with the highest index

Corporation		MECRI 2004
1	Grupo Industrial Bimbo	0.90
2	Instituto Tecnológico y de Estudios Superiores de Monterrey	0.88
3	Cemex	0.86
4	Nestlé	0.85
5	Universidad Iberoamericana	0.84
6	Grupo Modelo	0.83
6	Instituto Tecnológico Autónomo de México	0.83
6	Universidad de las Américas, Puebla	0.83
9	Vitro	0.81
9	Coca-Cola FEMSA	0.81
9	Cervecería Cuauhtémoc Moctezuma	0.81

B. Main Results by Sector

Food Industry and Non-Alcoholic Beverages

In this line of business, Grupo Industrial Bimbo is the corporation with the best standing, followed by Nestlé, and Coca-Cola FEMSA.

Corporation		MECRI 2004
1	Grupo Industrial Bimbo	0.90
2	Nestlé	0.85
3	Coca-Cola FEMSA	0.81

Self-service and Department Stores

These are the self-service and department stores with the highest index: Grupo Sanborns and Wal-Mart de México; followed by El Puerto de Liverpool, Controladora Comercial Mexicana, and Organización Soriana.

Corporation		MECRI 2004
1	Grupo Sanborns	0.77
1	Wal-Mart de México	0.77
3	El Puerto de Liverpool	0.76
3	Controladora Comercial Mexicana	0.76
3	Organización Soriana	0.76

Alcohol and Tobacco

Grupo Modelo is the corporation with the best standing in the alcohol and tobacco sector, followed by Cervecería Cuauhtémoc Moctezuma, and José Cuervo.

Corporation		MECRI 2004
1	Grupo Modelo	0.83
2	Cervecería Cuauhtémoc Moctezuma	0.81
3	José Cuervo	0.74

Pharmaceutical Industry

In the case of this line of business, the list is led by Grupo Novartis de México, Merck Sharp & Dohme, Grupo Bayer, and Glaxo Smith Kline.

Corporation		MECRI 2004
1	Grupo Novartis de México	0.80
1	Merck Sharp & Dohme	0.80
3	Grupo Bayer	0.79
3	GlaxoSmithKline	0.79

Automotive Industry

General Motors de México, Volkswagen de México, and Ford Motor Company are the corporations with the highest index in the automotive sector.

Corporation		MECRI 2004
1	General Motors de México	0.79
2	Volkswagen de México	0.78
3	Ford Motor Company	0.77

Public Works and Construction

Cemex, Vitro, and Apasco are the corporations with the highest index in this sector.

Corporation		MECRI 2004
1	Cemex	0.86
2	Vitro	0.81
3	Apasco	0.80

Higher Education

The Instituto Tecnológico y de Estudios Superiores de Monterrey was the higher-education institution with the best index, followed by the Universidad Iberoamericana, the Instituto Tecnológico Autónomo de México, and the Universidad de las Américas, Puebla.

Corporation		MECRI 2004
1	Instituto Tecnológico y de Estudios Superiores de Monterrey	0.88
2	Universidad Iberoamericana	0.84
3	Instituto Tecnológico Autónomo de México	0.83
3	Universidad de las Américas, Puebla	0.83

Financial Services

Grupo Financiero Banorte, Banamex Citigroup, and Grupo Nacional Provincial are the three corporations that lead the financial services sector.

Corporation		MECRI 2004
1	Grupo Financiero Banorte	0.74
2	Banamex Citigroup	0.73
3	Grupo Nacional Provincial	0.72

Information Technology and Telecommunications

IBM de México, Hewlett-Packard de México, and Microsoft are the corporations with the best index in this sector.

Corporation		MECRI 2004
1	IBM de México	0.79
2	Hewlett-Packard de México	0.78
2	Microsoft	0.78



Mass Media

As to the mass media, Grupo Radio Acir Comunicaciones, Grupo Radio Centro, and Grupo Televisa lead this sector.

Corporation		MECRI 2004
1	Grupo Radio Acir Comunicaciones	0.72
2	Grupo Radio Centro	0.71
3	Grupo Televisa	0.70

Tourism and Transportation

Grupo Posadas, Compañía Mexicana de Aviación, and Aerovías de México are the corporations with the highest index.

Corporation		MECRI 2004
1	Grupo Posadas	0.78
2	Compañía Mexicana de Aviación	0.73
2	Aerovías de México	0.73

Energy

As to energy, Unión Fenosa de México holds the first place followed by Alpek, and Sempra Energy International.

Corporation		MECRI 2004
1	Unión Fenosa México	0.70
2	Alpek	0.69
2	Sempra Energy International	0.69

C. Main Results by Variable

Concern for the stake owned by shareholders, investors, and partners

According to this factor, the corporations with the highest index are Wal-Mart de México and Cemex, followed by Coca-Cola FEMSA, the Instituto Tecnológico y de Estudios Superiores de Monterrey, Cigatam & Philip Morris de México, and Glaxo SmithKline.

Corporation		MECRI 2004
1	Wal-Mart de México	0.98
1	Cemex	0.98
3	Coca-Cola FEMSA	0.95
3	Instituto Tecnológico y de Estudios Superiores de Monterrey	0.95
3	Cigatam & Philip Morris de México	0.95
3	Glaxo SmithKline	0.95

Compliance with laws and standards in force

Grupo Industrial Bimbo is the corporation with the best index as to the compliance with laws and standards in force, followed by the Instituto Tecnológico y de Estudios Superiores de Monterrey, and the Universidad Iberoamericana.

Corporation		MECRI 2004
1	Grupo Industrial Bimbo	0.93
2	Instituto Tecnológico y de Estudios Superiores de Monterrey	0.92
2	Universidad Iberoamericana	0.92



Customers and suppliers service

Grupo Industrial Bimbo is the corporation that holds the first place regarding customers and suppliers services, followed by Cemex, the Instituto Tecnológico y de Estudios Superiores de Monterrey, Coca-Cola FEMSA, Nestlé, and Grupo Modelo.

Corporation		MECRI 2004
1	Grupo Industrial Bimbo	0.95
2	Cemex	0.91
3	Instituto Tecnológico y de Estudios Superiores de Monterrey	0.88
3	Coca-Cola FEMSA	0.88
3	Nestlé	0.88
3	Grupo Modelo	0.88

Environmental responsibility

In the case of this factor, Grupo Industrial Bimbo leads the list, followed by Nestlé, Grupo Financiero Banorte, Banamex Citigroup, and Seguros Inbursa.

Corporation		MECRI 2004
1	Grupo Industrial Bimbo	0.93
2	Nestlé	0.89
3	Grupo Financiero Banorte	0.88
3	Banamex Citigroup	0.88
3	Seguros Inbursa	0.88

Observance of workers' rights

In this case, the list is led by Cemex, Nestlé, Grupo Industrial Bimbo, the Instituto Tecnológico y de Estudios Superiores de Monterrey, and Grupo Modelo.

Corporation		MECRI 2004
1	Cemex	0.89
1	Nestlé	0.89
3	Grupo Industrial Bimbo	0.87
3	Instituto Tecnológico y de Estudios Superiores de Monterrey	0.87
3	Grupo Modelo	0.87



Involvement with the community

Grupo Industrial Bimbo, the Instituto Tecnológico y de Estudios Superiores de Monterrey, Cemex, and Nestlé are the corporations with the highest index according to this variable.

Corporation		MECRI 2004
1	Grupo Industrial Bimbo	0.96
2	Instituto Tecnológico y de Estudios Superiores de Monterrey	0.86
3	Cemex	0.85
3	Nestlé	0.85

Commitment with the development of Mexico

In the case of this variable, the list is led by Cemex, the Universidad Nacional Autónoma de México, Grupo Industrial Bimbo, and the Instituto Tecnológico y de Estudios Superiores de Monterrey.

Corporation		MECRI 2004
1	Cemex	0.93
2	Universidad Nacional Autónoma de México	0.92
3	Grupo Industrial Bimbo	0.90
3	Instituto Tecnológico y de Estudios Superiores de Monterrey	0.90

Nature and quality of their relationship with competitors

The Universidad Nacional Autónoma de México is the institution with the best index compared to its competitors; it is followed by the Universidad Iberoamericana, Universidad de las Américas, Puebla, and the Instituto Tecnológico y de Estudios Superiores de Monterrey.

Corporation		MECRI 2004
1	Universidad Nacional Autónoma de México	0.80
2	Universidad Iberoamericana	0.79
3	Universidad de las Américas, Puebla	0.78
3	Instituto Tecnológico y de Estudios Superiores de Monterrey	0.78



D. Main factors that contribute to the good or bad standing of a corporation*

Factor	%
Relationship with its setting / Concern for the development of the country	59.4
Performance and financial profitability	56.3
Quality of services and / or products	50.0
Compliance with standards, rules, and code of ethics in force	37.5
Market share	31.3
Handling of the mass media	21.9
Observance of workers' rights	18.8
Importance attached to its suppliers	3.1
Behaviour of its employees	3.1

*What are the factors that contribute to the good or bad standing of a corporation? This open question was asked to 32 informants. This table shows the most common answers translated into percentages.

Transparencia Mexicana is a non-governmental organization that faces corruption in Mexico from a comprehensive perspective; it does so through public policies and private stances that transcend political slogans to bring about specific changes, under an institutional frame and a rule-of-law culture in Mexico. TM was established in 1999 as the Mexican Chapter of Transparency International, the global coalition devoted to combating corruption.

Consulta Mitofsky is a company specialized in market research and public opinion studies. It performs its activities through several measuring instruments that assess the stances, values, and characteristics of several population groups. It relies on an extensive experience in the political, social, public, and private sectors. Consulta Mitofsky is made up of professionals in statistics, marketing, sociology, economics, communication, administration, and political analysis.