

# GLOBAL BUSINESS REPORTS

INDUSTRY EXPLORATIONS



## **MEXICO** STEEL AND IRON **2018**



*Economy - Steel - Iron  
Automobiles - Construction - Logistics*

# Pablo Solana



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**ESTRUCTURAS SOLANA**

President

**MEXICAN INSTITUTE OF  
STEEL CONSTRUCTION (IMCA)**

## What are Estructuras Solana's major updates over the past few years?

We have made significant investments over the last few years to support new sectors, including industrial construction, house construction and private investments. Right now, we are building what will be Puebla's two tallest steel towers, which will be between 90 and 100 meters tall. We hope to finish them by May 2018. In 2015, we created a five-year strategic plan duplicate company growth.

## As a mid-sized, family-owned company, how does Estructuras Solana compete with larger players in the sector?

Our strategy is to make alliances with other companies. In fact, there are some strategic alliances within the steel construction industry so that more SMEs are able to compete with those companies. Estructuras Solana is not part of these alliances at present, but we are looking forward to being part of one, since this is a team effort and tasks cannot otherwise be done. We are one of the oldest companies in the Mexican steel construction industry. We have been in the market for 62 years, so that reflects the credibility of our brand. We are a company that has survived a lot of financial crises and we are still operating. In short, we have a very strong work ethic and are able to work on many projects simultaneously.

## If concrete is cheaper than steel, when are the benefits of steel that make it worth the extra investment?

Steel is not necessarily more expensive than concrete if you look at it from an economic perspective. After each stage of construction, the use of steel makes overall costs lower, including better delivery time and longer-lasting material, which means less maintenance long-term. Also, steel construction is much faster than concrete construction. The faster you complete a project, the faster you get income. Therefore, steel construction has many benefits that make it the right choice economically.

## What are Estructuras Solana's goals over the next few years?

We are going to dive deeper into vertical edification. Also, we will diversify our niche markets so that we can grow and not depend on just one. For example, we plan to enter the commercial market, including shopping malls and plazas. In case one of these business models fail, we can rely on the others. Last year, we sent structures to Panama for the first time. The Panama market is attractive because there are not many companies that make large metallic structures. As a result, there are several Mexican companies that have entered the market there. Central America will be the next big market for Mexican companies to give support to construction developments and techniques.

## What are the main benefits of belonging to IMCA?

The main reason to be part of IMCA is to promote steel construction in Mexico in every aspect, including steel production, distribution, design, and building. We offer our partners many advantages, including training, networking, and events. We have an international symposium every two years where we discuss and listen to presentations about steel construction innovations happening around the world. Next year, our symposium will focus on seismic design. ■

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