BANCOMEXT
Trade Promotion System

World Conference of
Trade Promotion Organizations
Marrakech
October 2000
Bancomext

- Development bank founded in 1937
- Offers financial and promotional services on an integral basis
- 36 representative offices in Mexico and 41 abroad
- Does not receive transfers from the federal government and does not grant financial subsidies.
Mexico’s Foreign Trade, 1981-1999
(Billion Dollars)

Source: Banco de México
Bancomext
Increase Competitiveness

- TO DEVELOP EXPORTERS
  Integral development of exports is the way to assist the increase of competitiveness of small and medium size companies

- EXPORT PROMOTION
Small and medium size companies

- Identification of needs
- Added value focus
- Building up solutions
- Developing alliances with our clients
- Proactive support to companies.
Action lines

• Project development

• Internationalization of human resources

• New ways of doing business

• Making alliances with foreign trade agents.
- Information
- Training
- Technical assistance
- Counseling
- International events
  - Fairs
  - Missions
  - Joint investments

- Credit
  - Direct credit
  - Sales
  - Investment projects
  - Equipment
- Letters of credit
- Buyers’ credit
- Guarantees and endorsements
- Risk capital

- Design center
- Trade companies
## Mexico Exporta

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<th>Sector</th>
<th>Sub-sector</th>
<th>Supplier Development</th>
<th>Export Promotion</th>
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Information Technology

- Technology changes economic relations
- Digital economy expands opportunities
- IT approaches companies, suppliers and clients
- IT is valuable for the exporters
- IT is an important tool for promotion institutions.
Bancomext Strategy

- Link Mexican companies with IT
- IT exporters
- Training
- IT inside Bancomext.
IT and Exporters

- Joint efforts public and private organizations
- Links between exporting companies and IT suppliers
- Improvement e-commerce capabilities
- Financial support
- Sector strategy.
IT in Bancomext

- New services and more clients
- Clients on line (call center and web page)
- Better quality services (cost and opportunity)
- Services for each client
- E-commerce.
Bancomext Insurance

• Protects Mexican exporters from the risk of lack of foreign buyers payment

• Covers commercial and political risks

• Provides an 800 line to assist Mexican exporters.
Integral Attention Philosophy

State Governments

Government Offices

Mexican Chambers

Universities

BANCOMEXT

INTEGRAL PROGRAMS
MEXICO EXPORTA

Exporters Development

Suppliers Development

Attract foreign investment and strategic alliances
Tomorrow’s agenda

• Go from exports promotion to exporting companies development

• Work on:
  – Export projects and
  – Groups of companies from the same sector (“clusters”)

• Integrate the productive chain and impel suppliers development

• Strengthen promotion and financing infrastructure