FROM EXPORT PROMOTION TO INTERNATIONALIZATION

What is ProMéxico?

Economic facts about Mexico

How We Work
• Trade Promotion Models
• Internationalization

Results and Success Stories
WHAT IS PROMEXICO

ITC 50 YEARS

Dubai Exports
BRINGING THE WORLD TO YOUR HANDS
ProMéxico is the Institution of the Federal Government in charge of promoting Mexico’s role in the international economy:

**MISSION**

**Objectives**

- **Internationalization of Mexican Enterprises**
  - Targets Mexico’s global insertion through the internationalization of Mexican companies

- **Exports Promotion**
  - Supports the exporting process of the companies established in our country.

- **Investment Promotion**
  - Coordinates actions aiming to attract foreign investment
Enhance Mexico’s presence in North America

Enhance Mexico’s FTA with the EU

Strengthen Mexico’s bonds with Latin America and the Caribbean

Diversify exports to the Asia-Pacific region

Protect Mexico’s interests in the global markets

5 Strategies to Boost our Trade
MEXICO’S ECONOMIC FACTS

- It acknowledges that Mexico can retain large amounts of productive knowledge.
- Mexico manufactures and exports a large number of sophisticated products.
- Mexico´s manufacturing products account for 80% of our exports.
## Mexico’s Main Exported Products

<table>
<thead>
<tr>
<th>Product</th>
<th>Value</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation vehicles</td>
<td>17.6 bn USD</td>
<td>4.6%</td>
</tr>
<tr>
<td>Computers and components</td>
<td>17.4 bn USD</td>
<td>4.6%</td>
</tr>
<tr>
<td>Television receiver</td>
<td>16.7 bn USD</td>
<td>4.4%</td>
</tr>
<tr>
<td>Electrical conductors</td>
<td>10.2 bn USD</td>
<td>2.7%</td>
</tr>
<tr>
<td>Unwrought semi-manufactured gold</td>
<td>5.8 bn USD</td>
<td>1.5%</td>
</tr>
<tr>
<td>Tractors</td>
<td>5.6 bn USD</td>
<td>1.5%</td>
</tr>
<tr>
<td>Telephones and communication equipment</td>
<td>18 bn USD</td>
<td>4.7%</td>
</tr>
<tr>
<td>Parts and accessories for vehicles</td>
<td>20.5 bn USD</td>
<td>5.4%</td>
</tr>
<tr>
<td>Light vehicles</td>
<td>32.4 bn USD</td>
<td>8.5%</td>
</tr>
<tr>
<td>Seats and their components</td>
<td>5.3 bn USD</td>
<td>1.4%</td>
</tr>
<tr>
<td>Surgical and medical instruments</td>
<td>5.1 bn USD</td>
<td>1.3%</td>
</tr>
<tr>
<td>Refrigerators and cold equipment</td>
<td>4.4 bn USD</td>
<td>1.2%</td>
</tr>
</tbody>
</table>


* Share based on the total exports in percentage.
Mexico’s FDI Outflows

MILLION DOLLARS

Source: ProMéxico with information of UNCTAD.
We are Committed to Free Trade

Our FTAs give a preferential access to 1.2 billion consumers.

FTA’s with 45 countries

- Brazil 8
- China 19
- United States 20
- Colombia 42

With the TPP, Mexico will increase its presence in Australia, Brunei, Malaysia, New Zealand, Singapore and Vietnam.

Source: ProMéxico with information of Brazil; China: Colombia; United States; Chile: Direcon; Mexico: Ministry of Economy.
NAFTA: +112.9 bn USD

European Union: -23 bn USD

Asia: -100.9 bn USD

LatAm: +11.3 bn USD

Others*: -1.3 bn USD

*Includes Africa, Oceania, other European countries and The Antilles.

Source: ProMéxico, with information of the Bank of Mexico.
HOW WE WORK
How We Work

Trade and Investment Promotion models

- Export promotion
  - Supply projects
  - Demand projects
  - Integrators of exportable supply

- Hybrid models
  - Alliance with transnationals (ACT)
  - Internationalization

- Investment promotion
  - International promotion
  - Softlanding
  - Aftercare
Strategic Allies

- Exporting consolidation
- Export
- Strengthening
- Linking
- Assistance
- Training
- Information
- Business creation

BANCOMEXT
PROMÉXICO

Exporting viability

BANCOMEXT
IMPI / INADEM
NAFIN / PROMÉXICO

Export interest

IMPI / INADEM
NAFIN / PROMÉXICO

Entrepreneur

IMPI / INADEM
NAFIN
ProMéxico receives input and supplier profile requirements from the transnational. And supports suppliers to satisfy the transnational’s requirements regarding certifications and standards.

The ACT Model supports indirect exports by Mexican SMBs.

Withholds and supports reinvestment of transnationals in Mexico. Strengthens production chains through the attraction of FDI from suppliers abroad.
Mexican company

Support and services

Exports

Linkage with potential buyers

ProMéxico’s business intelligence

Exports Support Model
Demand Model for Exports

1. Foreign opportunity detection
2. ProMéxico’s business intelligence
3. Supplier linkage
4. Support and services
5. Exports
Integration of producers under one same company and brand.

Creation of integrated company.

Support to comply with certifications.

Technical assistance for standardization.

Linkage with buyers.

Exports Supply Integration Model (INTEX)
Exporters, Assistance & Services

Assistance
- Rent of physical spaces
- International certification
- Consulting
- Design
- Shipment of samples

Services
- Trade shows
- Appointments with buyers
- Promotion

Assessment and guidance programs
- Specialized courses in International business

Specialized studies
- Trade shows
- Appointments with buyers
- Promotional events
- Business travel

Advertising in Negocios Magazine
- Specialized information

Made in México B2B
Export Assistance

Projects born from demand

The result of identifying supply requirements of buyers abroad.

ProMéxico’s assistance and services:
1. Search for qualified suppliers.
2. Business meetings.
3. Travel packages for suppliers and buyers.

Support of exportable offer

The result of the export goals of companies or groups of companies that are ready to export.

ProMéxico’s assistance and services:
1. Participation in international events.
2. Trade missions.

Integration of exportable offer

Created to strengthen local suppliers in international markets.

ProMéxico’s assistance and services:
1. International certifications.
2. Integration of export plans.

Alliance with transnationals

The result of multinationals’ goals to increase purchases in Mexico and expand their operations.

ProMéxico’s assistance and services:
1. Identification of new suppliers.
2. Supplier development (with ProMéxico’s support).
3. Attraction of foreign suppliers.
INTERNATIONALIZATION
Internationalization Model

1. Detection of internationalization opportunity
2. ProMéxico’s business intelligence
3. Mexican businesses with opportunities in international markets
4. Supports and services
5. Internationalization
Internationalization Stages Model

OPPORTUNITY
Identification, construction of a business case

CANDIDATE
Recommendations, preparation of actions

NEGOTIATION
Specific actions, Contact with public and private sectors

WON
Company’s written confirmation of its presence in a foreign country

Softlanding/Aftercare
Periodical follow-up on the companies needs and detection of other opportunities.
The EDIP establishes the link between the Trade Commissions abroad and the representation offices Mexico. This simplifies the transfer between the identification and grading stage, and the start of activities abroad.
Trade and Investment Commissions Abroad

48 Trade and Investment Commissions in 31 Countries
Offices in Mexico

29 Offices in the country

6 regional coordinations:
- Northeast
- Northwest
- Central
- West Central
- South
- SouthEast
¡Thank You!