

Mexico

Key indicators

Population (millions)	122.3
GDP (\$ billions)	1063.6
GDP per capita (\$)	8698.6
Share of world GDP (PPP\$, %)	1.9
Current account surplus/deficit, share of GDP (%)	-2.7
Tariff preference margin (percentage points)	3.4
Imports and exports (goods and services), share of GDP (%)	72.6
Services exports, share of total exports (%)	5.6
Geographic region	Americas
Country group	OECD
Income group	Upper-middle income

SME Competitiveness Grid Summary

Average scores [0-100]	Compete	Connect	Change
Small	37.8	32.7	33.6
Medium	49.0	70.8	52.5
Large	49.5	85.0	73.4
All	42.2	43.2	43.7
BUSINESS ECOSYSTEM	40.8	66.4	33.0
NATIONAL ENVIRONMENT	64.9	70.7	63.1

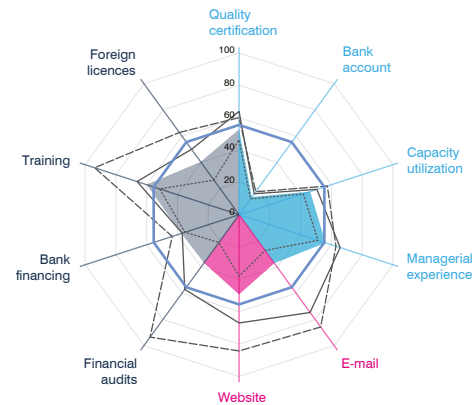
Reference level: 55.5 (a function of GDP per capita)

Weaknesses are scores below: 27.7 **Strengths are scores above: 83.2**

SME Competitiveness Grid

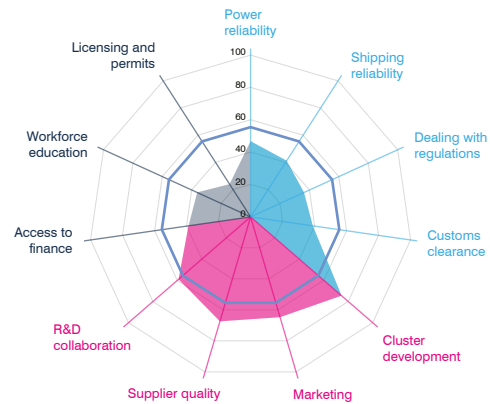
FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	46.3	63.8	60.0	52.8
Bank account	12.0	16.0	17.5	13.4
Capacity utilization	41.7	50.6	57.4	46.3
Managerial experience	51.3	65.7	63.0	56.2
Connect				
E-mail	27.4	74.7	85.8	37.1
Firm website	38.0	66.9	84.2	49.3
Change				
Audited financial statement	21.2	57.0	93.5	36.9
Investment financed by banks	35.1	36.9	43.4	37.5
Formal training programme	51.6	66.2	93.8	60.1
Foreign technology licences	26.4	49.9	62.8	40.4



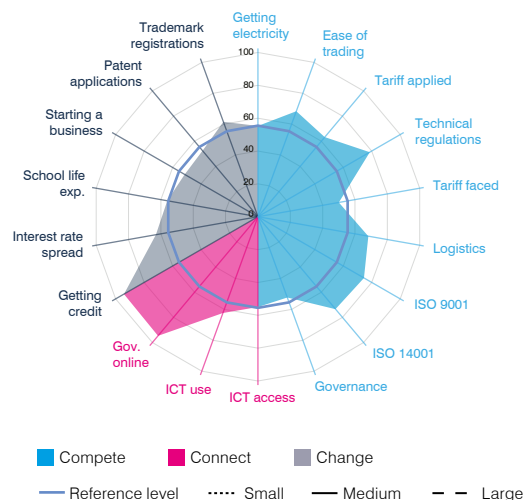
BUSINESS ECOSYSTEM (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	45.7	46.8	60.9	46.8
Domestic shipping reliability	44.3	36.3	38.6	41.2
Dealing with regulations	39.2	28.9	38.6	36.3
Customs clearance efficiency	49.8	31.6	39.4	38.9
Connect				
State of cluster development				74.5
Extent of marketing				64.7
Local supplier quality				67.4
University-industry collaboration in R&D				59.0
Change				
Access to finance	42.1	29.1	44.4	38.8
Access to educated workforce	45.6	19.0	36.5	36.3
Business licensing and permits	25.4	22.3	19.3	24.0



NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	55.3
Ease of trading across borders	68.4
Applied tariff, trade-weighted average	63.3
Prevalence of technical regulations	78.6
Faced tariff, trade-weighted average	50.0
Logistics performance index	68.2
ISO 9001 quality certificates	74.6
ISO 14001 environmental certificates	73.5
Governance index	52.3
Connect	
ICT access	55.0
ICT use	62.4
Government's online service	94.7
Change	
Ease of getting credit	94.2
Interest rate spread	63.1
School life expectancy	56.0
Ease of starting a business	51.5
Patent applications	52.5
Trademark registrations	61.5



Note: Scores range from 0 to 100, a higher score indicates a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

Source: World Bank Enterprise Survey (2010) for firm level data; for other sources and methodology see Annex.

SME Export Potential

Mexico is an upper-middle income country with a population of 122.3 million and GDP of \$1,063.6 billion. Goods and services account for 94.4% and 5.6% of exports, respectively.

The country's unrealized potential to increase existing exports lies mainly within its home region (see table below). *Motor cars* have an unrealized export potential of around \$16 billion in the home region. Other products with unrealized potential include *reception apparatus for televisions* and *parts of seats*.

Regarding new export products, Mexico has diversification opportunities in machinery, plastics and rubber, as well as ferrous metals with products such as *cranes designed for mounting on road vehicles*, and *conveyor belts or belting of vulcanized rubber*. The production of the former good involves a relatively strong presence of SMEs and scores relatively well on the price stability indicator. Other products identified for diversification include *sheet piling of iron or steel* and *generating sets*.

Small firms in Mexico perform well in offering formal training programmes to employees. They underperform, however, in having bank accounts and audited financial statements. The largest performance gap between small and large firms lies in having audited financial statements. The country's national environment performs well in online services provided by the government and ease of getting credit.

Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports by destination (\$ million)					Development indicators					
			Africa	Americas	Asia	Europe	Oceania	Price stability	SME presence	Women employed	Technology		
			0	0	0	0	0						
Motor cars and other motor vehicles principally designed for the transport of persons, incl. station...	870323	20899		20000	0	0	0	0	0	Green	Red	Red	Red
Reception apparatus for television	8528Xb	16516		20000	0	0	0	0	0	Red	Red	Red	Red
Motor cars and other motor vehicles principally designed for the transport of persons, incl. station...	870324	3460		20000	0	0	0	0	0	Green	Red	Red	Green
Miscellaneous parts and accessories, for tractors, motor vehicles for the transport of ten or more...	8708XX	13588		20000	0	0	0	0	0	Green	Red	Red	Red
Motor vehicles for the transport of goods, with spark-ignition internal combustion piston engine,...	870431	11555		20000	0	0	0	0	0	Green	Red	Red	Red
Parts of seats	940190	5468		20000	0	0	0	0	0	Red	Green	Red	Red
Parts and accessories of bodies for tractors, motor vehicles for the transport of ten or more persons,...	870829	4385		20000	0	0	0	0	0	Green	Red	Red	Red
Ignition wiring sets and other wiring sets for vehicles, aircraft or ships	854430	6598		20000	0	0	0	0	0	Green	Red	Red	Red
Spark-ignition reciprocating piston engine, of a kind used for vehicles of chapter 87, of a cylinder...	840734	3054		20000	0	0	0	0	0	Green	Red	Red	Red
Automatic data-processing machines and processing units for automatic data-processing...	8471XX	15539		20000	0	0	20000	0	0	Red	Red	Red	Red

Notes: Unrealized potential table: Top 10 products in decreasing order of unrealized export potential to the world. **Exports:** Average value over 2011-2015. **Price stability, SME presence, and Women employed:** Green - performance above a country's trade-weighted mean. Red - the opposite. **Technology:** Green - transformed products exported by countries at least matching the country's per capita GDP. Red - the opposite. Blank spaces - data not available.

Source: ITC Export Potential Map, <http://exportpotential.intracen.org>