



Ministerie van Buitenlandse Zaken

Doing Business in Mexico

Judith Maas - Deputy Head of Mission
Rene Spaan - Netherlands Business Support Office



Mexico: Outlook

- Mexico is the **second-largest economy in Latin America** and the 14th in the world.
- Mexico's economy is set to be one of **world's top 10 by 2030**
- Trade agreements with **53 countries including NAFTA, EU and Japan.**
- **Largest trading nation in Latin America:** Mexico trades about as much as Brazil, Argentina, Venezuela and Chile put together.

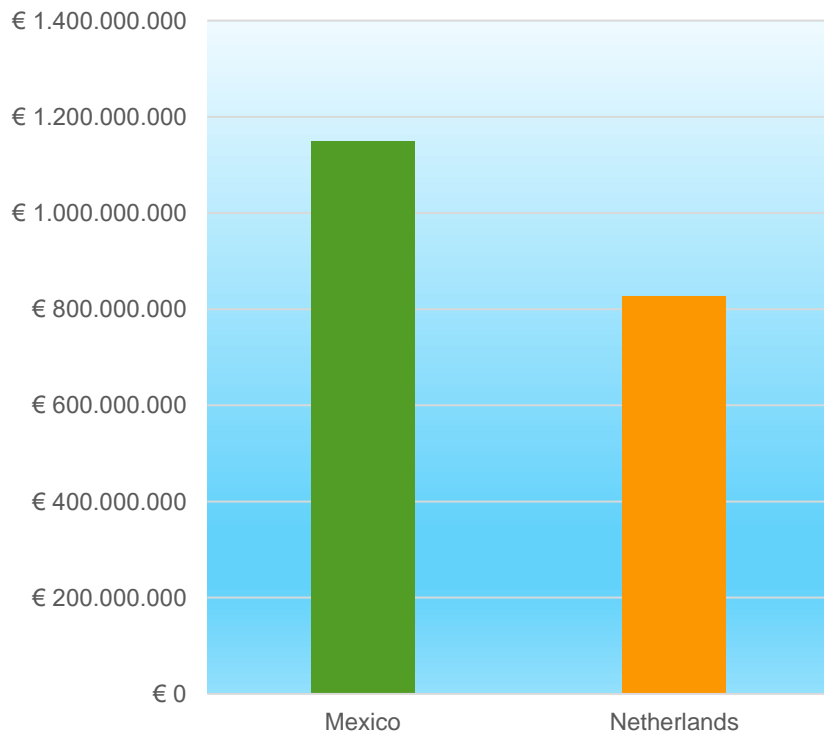


Mexican economy, key indicators 2016-2018

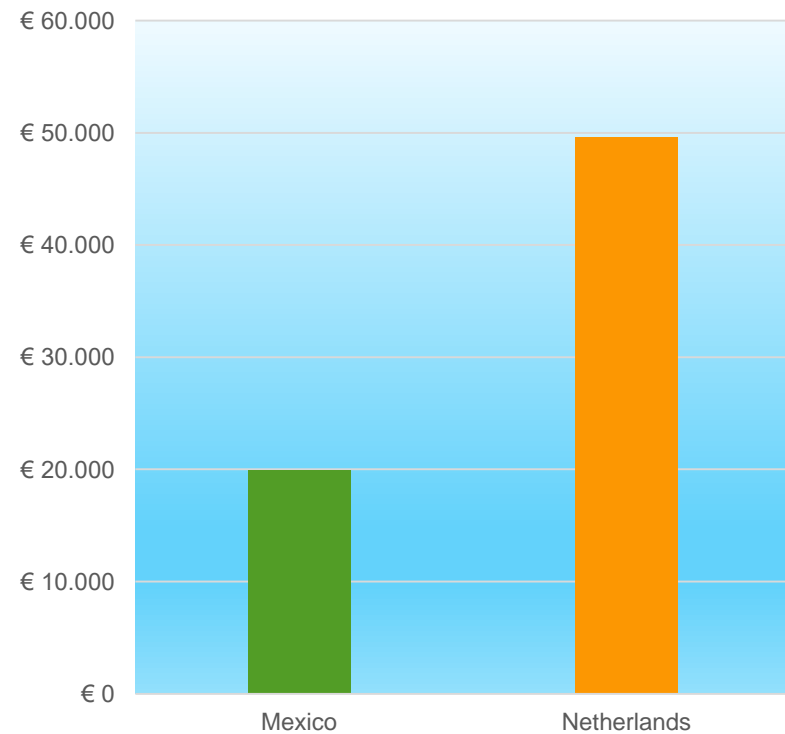
Key indicators	2016	2017	2018 Q1	2018 Q2
Real GDP growth (%)	2,9	2,0	2,3	1,6
Consumer price inflation (%)	2,8	6,0	4,5	4,8
Lending rate (%)	4,7	6,0	5,8	7,8
Exchange rate Ps: US\$ (avg.%)	18,8	20,9	21,3	18,8



GDP in US \$ (2017)

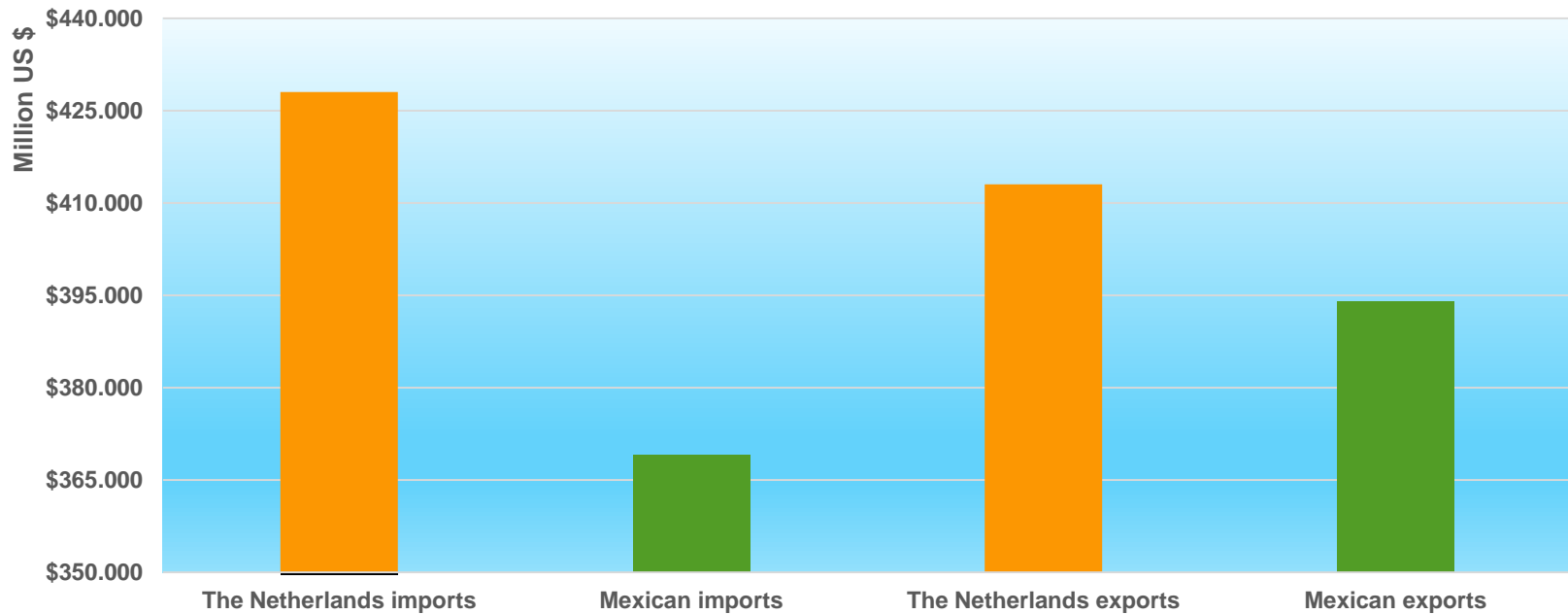


GDP (PPP) per capita US \$ (2017)





Total trade in millions of US \$



NL:
7th largest exporter
10th largest importer
1st in vegetables exports

Mex:
11th largest exporter
13th largest importer
Mexico 2nd!





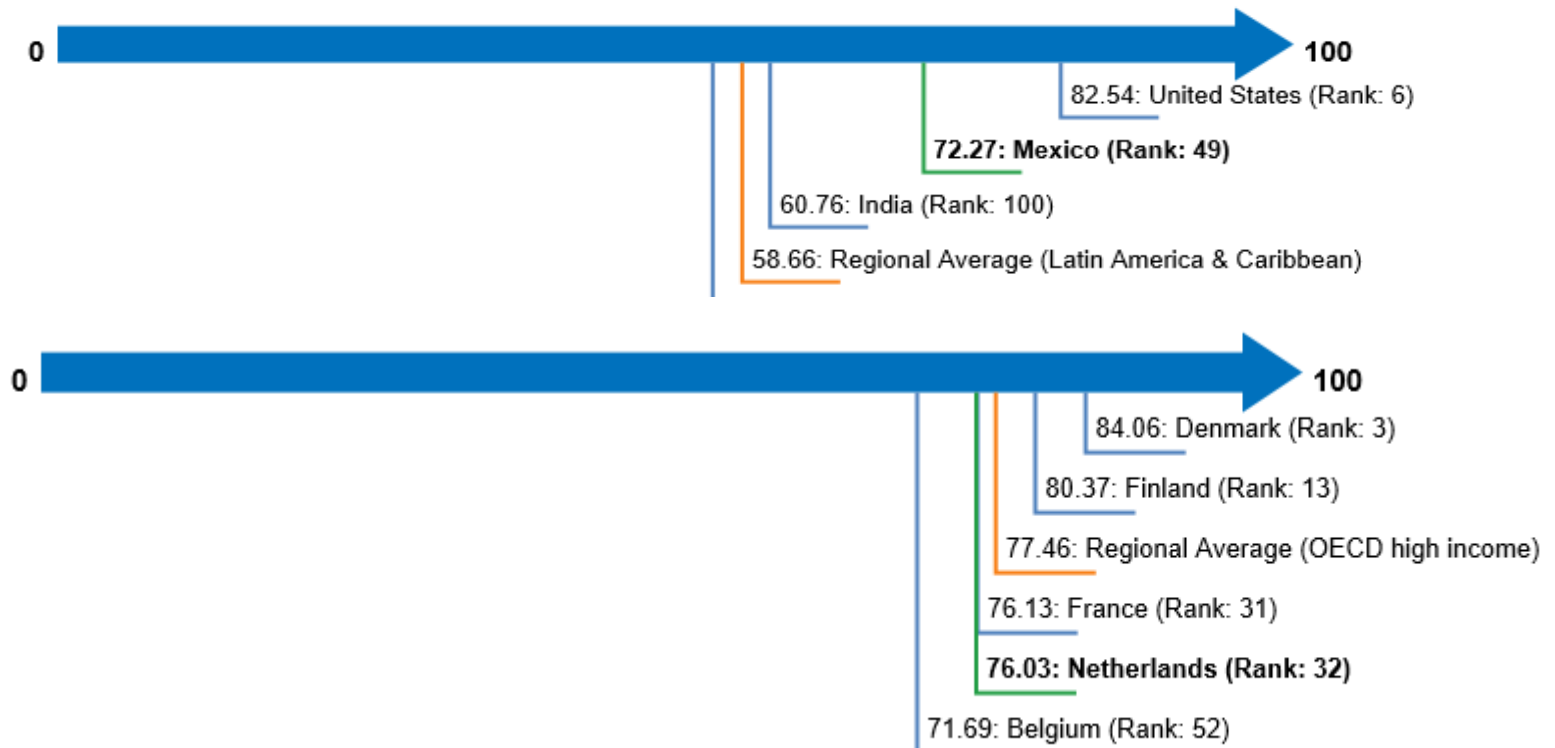
Netherlands' exports to Mexico

Product label	Netherlands's exports to Mexico			
	Value in 2013	Value in 2014	Value in 2015	Value in 2016
All products	3.521.440	3.545.335	2.674.869	2.031.495
Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral ...	2.344.242	2.104.272	1.197.226	
Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	199.618	280.799	269.060	
Pharmaceutical products	165.810	230.273	253.546	
Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television ...	99.659	135.838	148.366	
Organic chemicals	76.680	81.659	124.480	
Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical ...	83.198	108.552	99.102	
Plastics and articles thereof	47.824	48.224	57.326	
Oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit; industrial or medicinal ...	46.179	38.023	52.271	
Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	77.670	42.148	50.982	



Ease of doing business

DB 2018 Distance to Frontier (DTF)

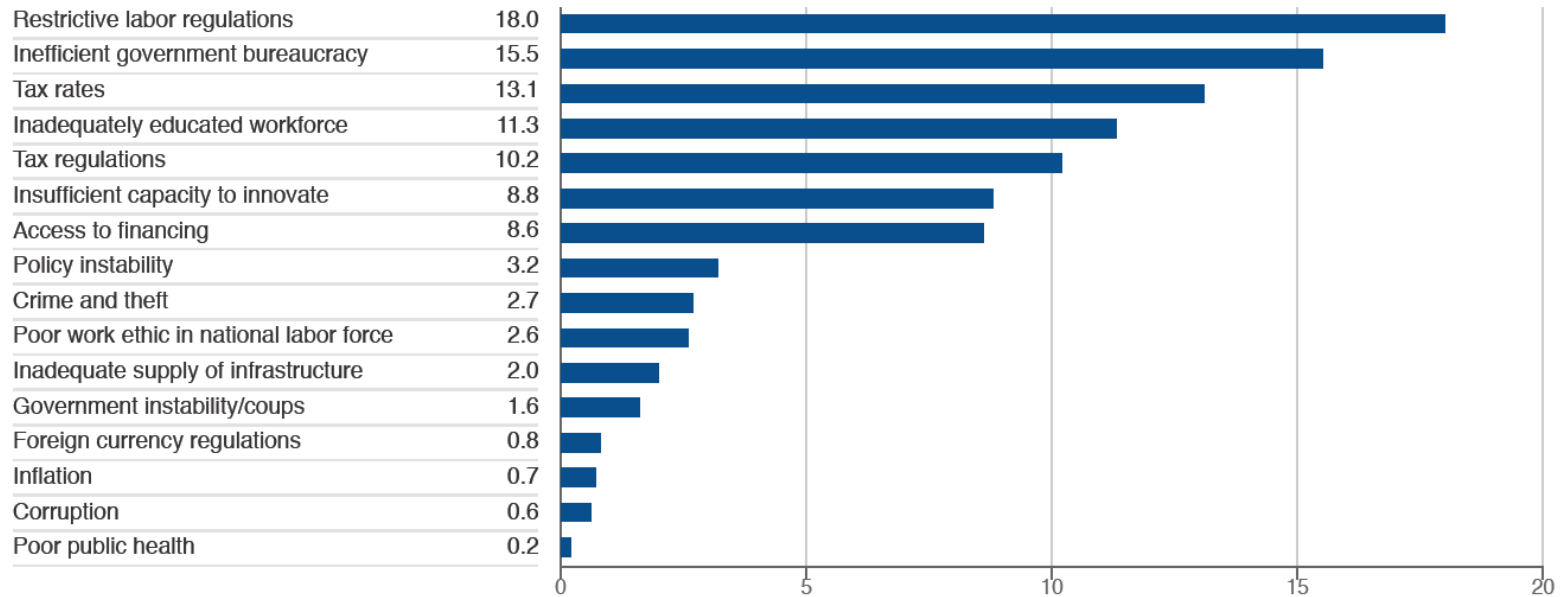




Global competitive index: Netherlands

Most problematic factors for doing business

Source: World Economic Forum, Executive Opinion Survey 2017

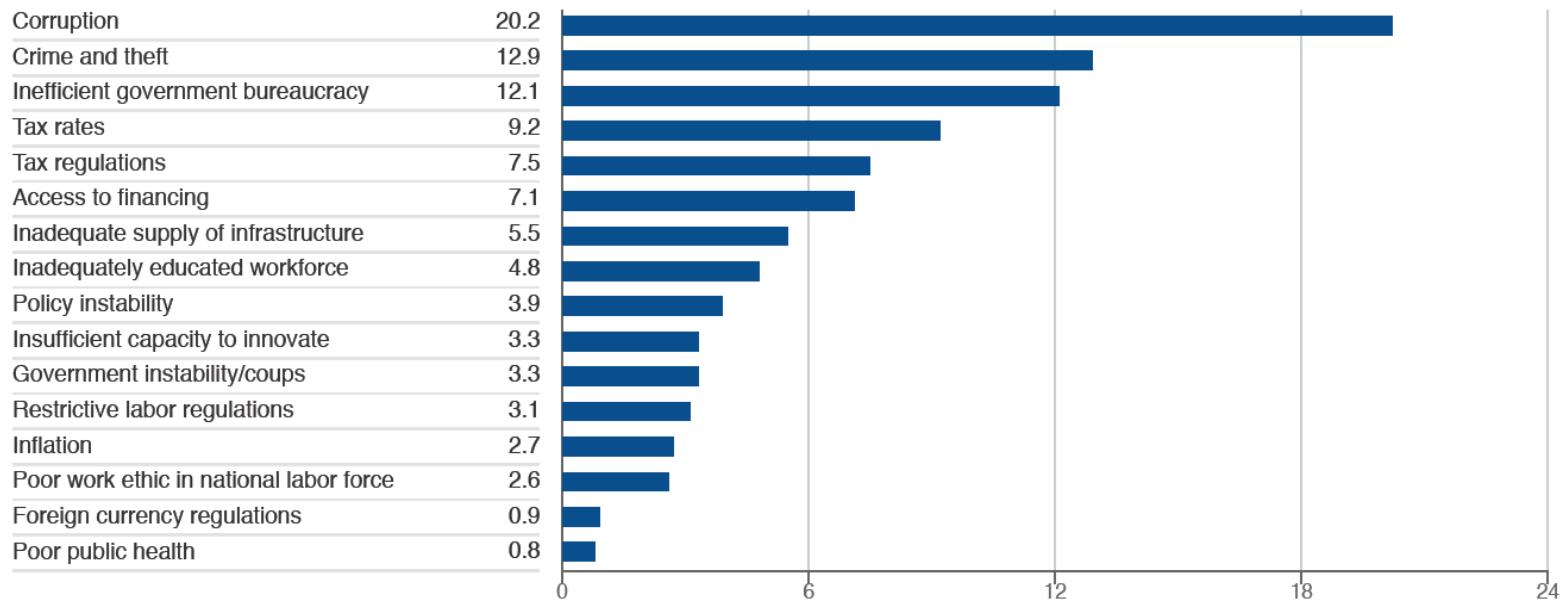




Global competitive index: Mexico

Most problematic factors for doing business

Source: World Economic Forum, Executive Opinion Survey 2017





Economic Team: what can we do for you?

- One team, three locations: Mexico, Queretaro, The Hague
- Network, questions, contacts, market studies, match making, trade missions
- Financial instruments



Priority Sectors of Economic Team in Mexico

- Energy (oil & gas, renewables)
- Agriculture/food/horticulture
- Infrastructure & Logistics
- Water
- Smart Cities

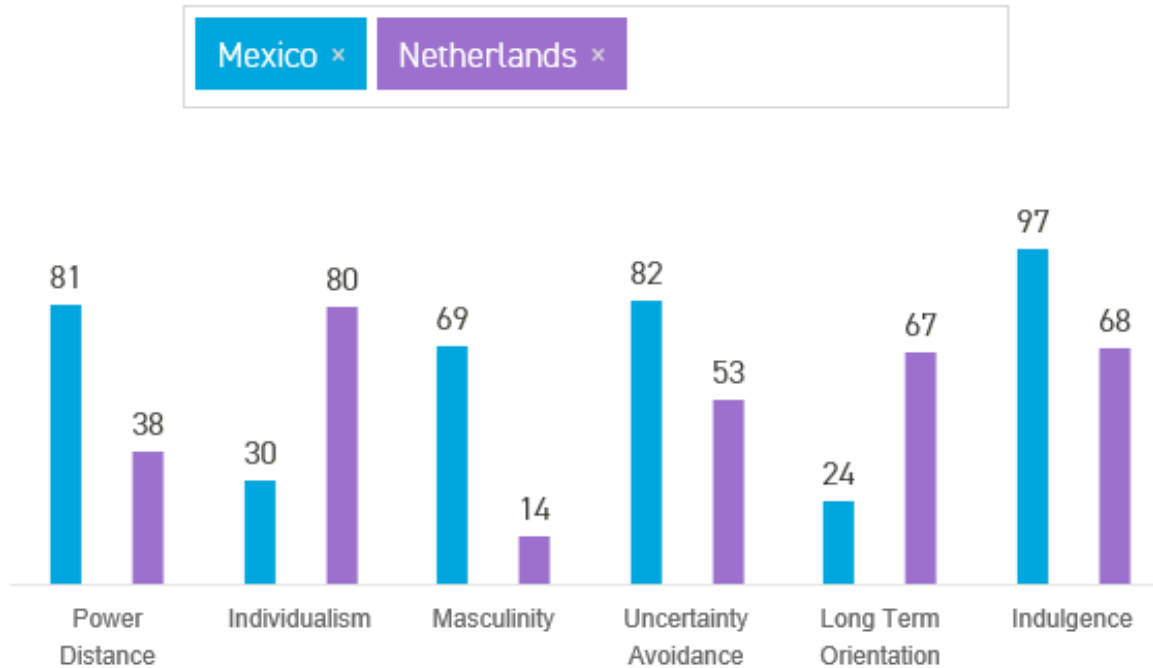


Economic Team: Financial instruments

- DHI: Demonstration projects and feasibility studies
- PIB: Partners for International Business
- CSR Vouchers
- Dutch Trade and Investment Fund:
 - Export credit insurance
 - Financing investments

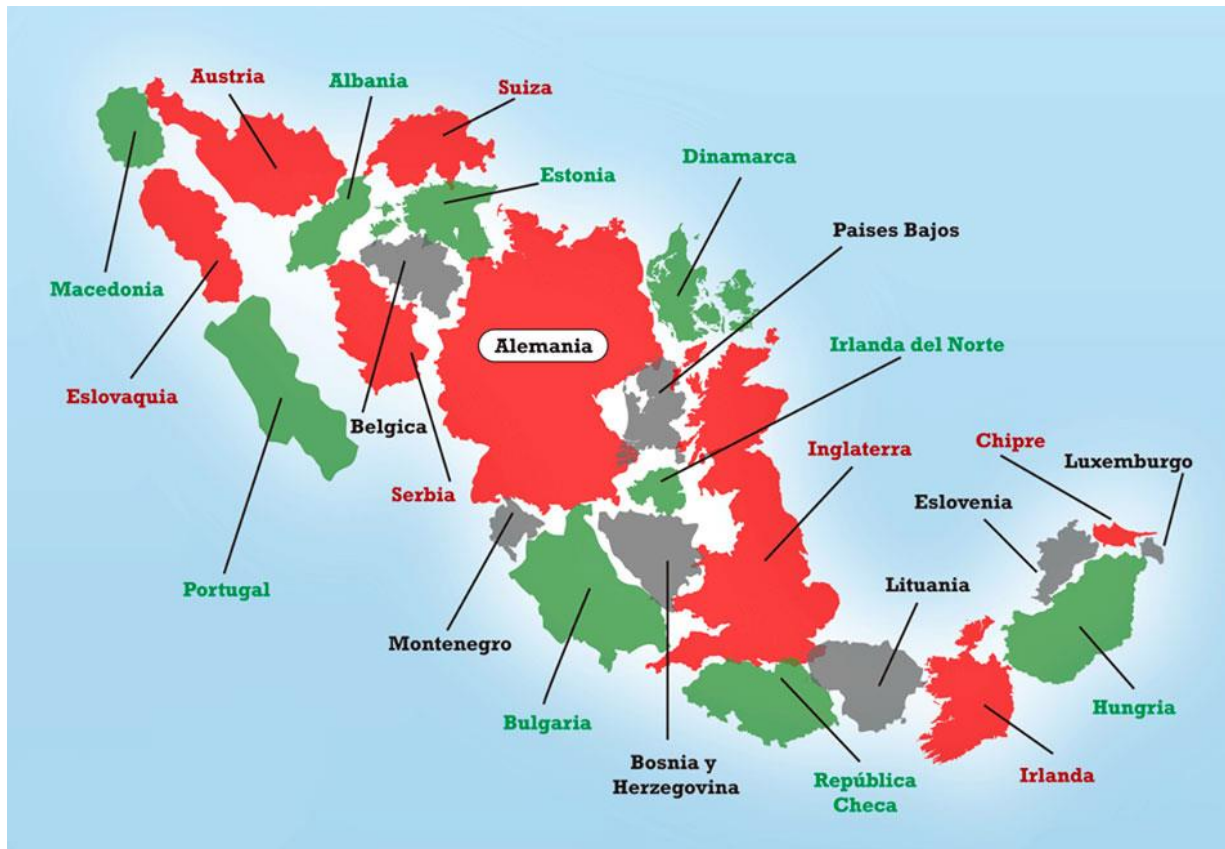


Ease of understanding the culture





Doing business in Mexico: Tips & tricks





Doing business in Mexico: Tips & tricks

Mexico has a different business culture compared to Europe

Business in Mexico is **done in person**,

Its difficult for a Mexican to say **'no'**

Mexicans do business with **'friends'** .

Focus on **building strong relationships**

Mexican punctuality is not **rigid**

A typical business lunch in Mexico starts at 2 pm, lasts two to three hours, and includes lots of casual talk, with little time devoted to business.