



NL.IN.  
BUSINESS

Mexico-City, Mexico

# MEXICO BUSINESS UPDATE

Utrecht, 19 februari 2020

# WELKOM

# SUZANNE VAN TILBURG, RABOBANK







# Mexico business meet

*Suzanne van Tilburg*

February 19<sup>th</sup>, 2019



**Rabobank**

# Why “do business in Mexico”



- Proximity to large markets (North America- US, Canada, and Mexico itself)
- Skilled, available, and affordable labor, as well as a wide variety of natural resources
- Mexico attracts the most FDI in Central and South America
- Tariff savings due to Free Trade Agreements with 50 countries, and USMCA as well
- Legal certainty for intellectual property
- It is the 8<sup>th</sup> biggest tourist destination in the world
- Quality culture: ISO, AS, NADCAP and other international quality standards





# Background on Mexico and comparison to Netherlands

## *Mexico:*

- Mexico is 47x bigger than the Netherlands
  - Population in Mexico: 126 million v Netherlands: 17 million
- Annual GDP in Mexico: \$1,222,053 billion (2018) USD v Netherlands: \$914,519 billion USD
- The current administration proposed to spend \$44 billion on improving the current infrastructure
- In 2017 Mexico exported \$418 billion making it the 9<sup>th</sup> largest exporter in the world
- In 2019 Mexico exported \$2.3 billion in goods to the Netherlands
- Currently top exports from Mexico include:
  - Cars and electronics
  - Crude
  - Beverages
  - Produce



# Rabobank Mexico Wholesale

Started operations in 1994 as a Representative Office to serve as a financial partner to the corporate food & agribusiness industry providing sector expertise, strategic advisory and tailored financial solutions. Building long-term and sustainable client relationships is at the core of our service model, and we work to help our clients make informed decisions, anticipate trends and seize the most attractive opportunities.

## Serving clients across the valuechain with other Rabobank entities which cover Mexico



**Rabo Foundation**

Rabo Foundation focuses on the self-sufficiency of small-scale farmers in agricultural production chains, through cooperatives, MFI's and SME's. The emphasis is on loans, guarantees, and sometimes technical assistance



**Rabo Rural Fund**

Rabo Rural Fund supports local agribusinesses (producers organisations and SME's) with the following instruments:

- trade/export finance
- Medium term loans (eg for investments in processing)
- Guarantees by sharing the credit risk with a local bank
- Sharing knowledge, market information and networks



**DLL**

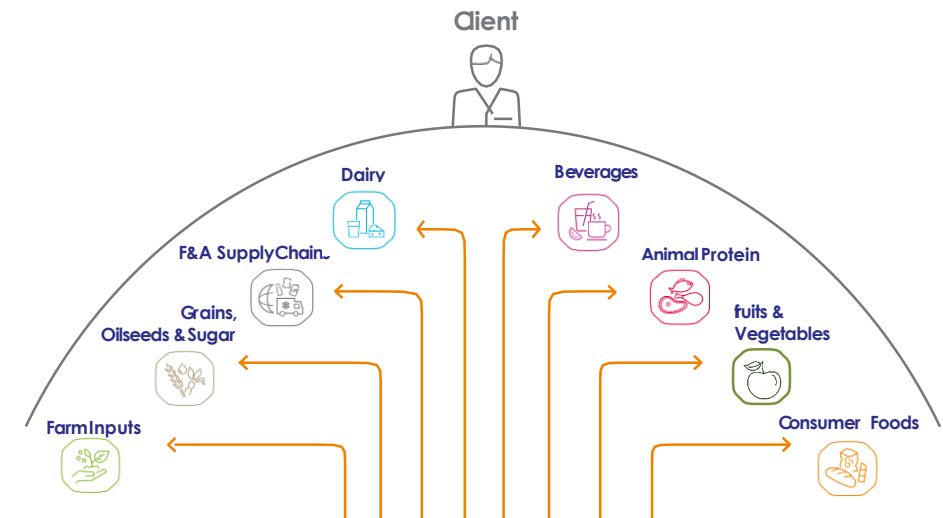
De Lage Landen is a global vendor finance company providing leasing/asset-based financial solutions for the complete asset life cycle, including retail, commercial and equipment finance.



**International Desk**

The International Desk North America is dedicated to serve Dutch international business clients in Mexico

Export Finance finances clients that invest in capital goods in the F&A and renewable energy sector mostly with the help of Export Credit Agencies.



## Rabobank Wholesale Banking

Mergers & Acquisitions	Trade & Commodity Finance	Financial Advisory & Solutions	Capital Markets	Risk Management	Rabo Research
✓	✓	✓	✓	✓	✓
Corporate Lending	Syndicated Loans	Acquisition Finance	Asset Based Finance	Project Finance	F&A Innovation
✓	✓	✓	✓	✓	✓



**Rabobank**

# AGENDA

- 09:30-09:35** Opening & welkom, Suzanne van Tilburg, Rabobank
- 09:35-09:45** Opening remarks Ambassador of Mexico to The Netherlands  
José Antonio Zabalgoitia Trejo
- 09:45-09:55** Inleiding, Edo Offerhaus, NLinBusiness
- 09:55-10:10** Macro Economische Outlook Mexico - Christian Wallace, RaboResearch
- 10:10-10:25** Interview met Federico Castillo, Investor Relations Director Heineken
- 10:25-10:30** Handelsmissie update – Margriet Leemhuis, Ambassadeur van Nederland in Mexico
- 10:30-11:15** Break-out sessies: Tuinbouw en Energie & Maritiem
- Tuinbouw**
- 10:35uur Rabobank sector update – Cindy van Rijswijk, Rabo F&A Research
- 10.50uur Agro logistieke kansen in Mexico - Peter Ravensbergen, Wageningen University & Research
- 11.00uur Ervaring over zaken doen in Mexico – Frank Ocampo, The Greenery
- Energie & Maritiem**
- 10:35uur Market update Energie & Maritiem - Guido van der Zwet, iPS Powerful People & Holland House Mexico
- 10.45uur Ervaring over zaken doen in Mexico - Wilbert Versteeg, EMAR Offshore
- 11.00uur Ervaring over zaken doen in Mexico - David Blackmon, Heerema Marine Contractors
- 11:15-11:30** Afronden en follow-up
- 11:30-12:30** Netwerk lunch





# OPENING REMARKS

**JOSÉ ANTONIO ZABALGOITIA TREJO**  
AMBASSADOR OF MEXICO TO THE NETHERLANDS





# MEXICO: A HUB IN A COMPETITIVE REGION

## OPPORTUNITIES FOR DUTCH COMPANIES

**José Antonio Zabalgoitia**  
Ambassador of Mexico to the Netherlands

# MEXICO IN NORTH AMERICA AND THE WORLD

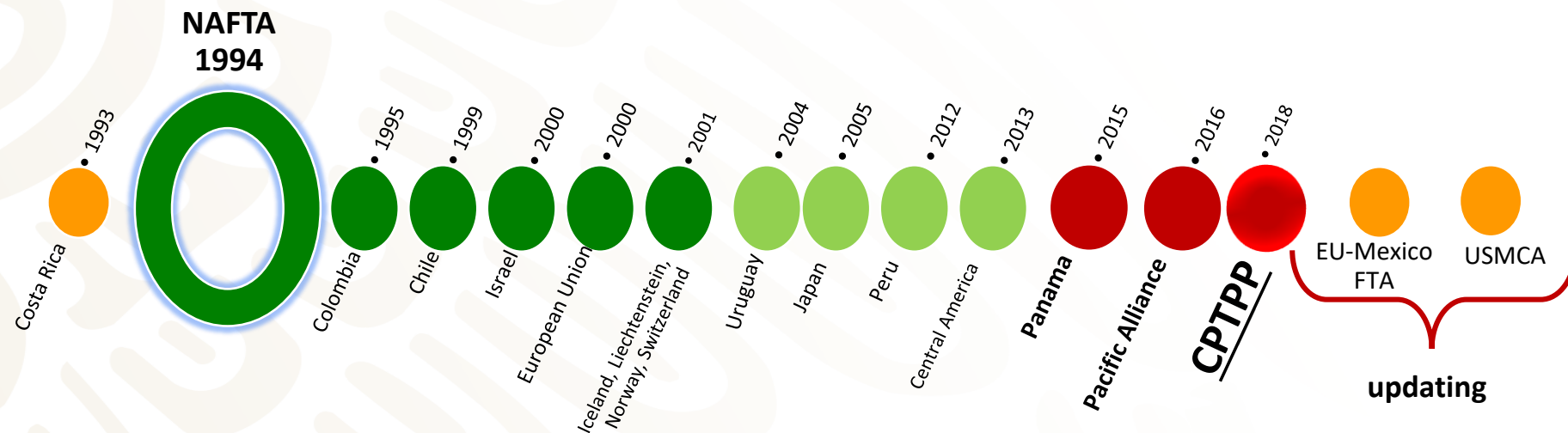
- **Mexico:** Latin America or North America?
- **15<sup>th</sup> economy in the world**, 2<sup>nd</sup> in Latin America.
- **Total world trade in 2019:** 461 billion dollars in exports and 455 billion dollars in imports.
- **First trading partner for the U.S.** with a total of 614.5 billion dollars in 2019.
- **Key sectors** (automobile, manufacture, aerospace, agroindustry), **infrastructure** and **new opportunities** (logistics, transport, CDP).
- NL = **5<sup>th</sup> trade partner** and **3<sup>rd</sup> source of FDI** among EU members.





# MEXICO: OPEN TO BUSINESS AND TRADE

- **13 FTA with 52 countries**, 32 investment agreements, 9 limited agreements.
- Gateway/hub → Access to **1 billion consumers**.
- Member of WTO, OECD, APEC, ALADI.





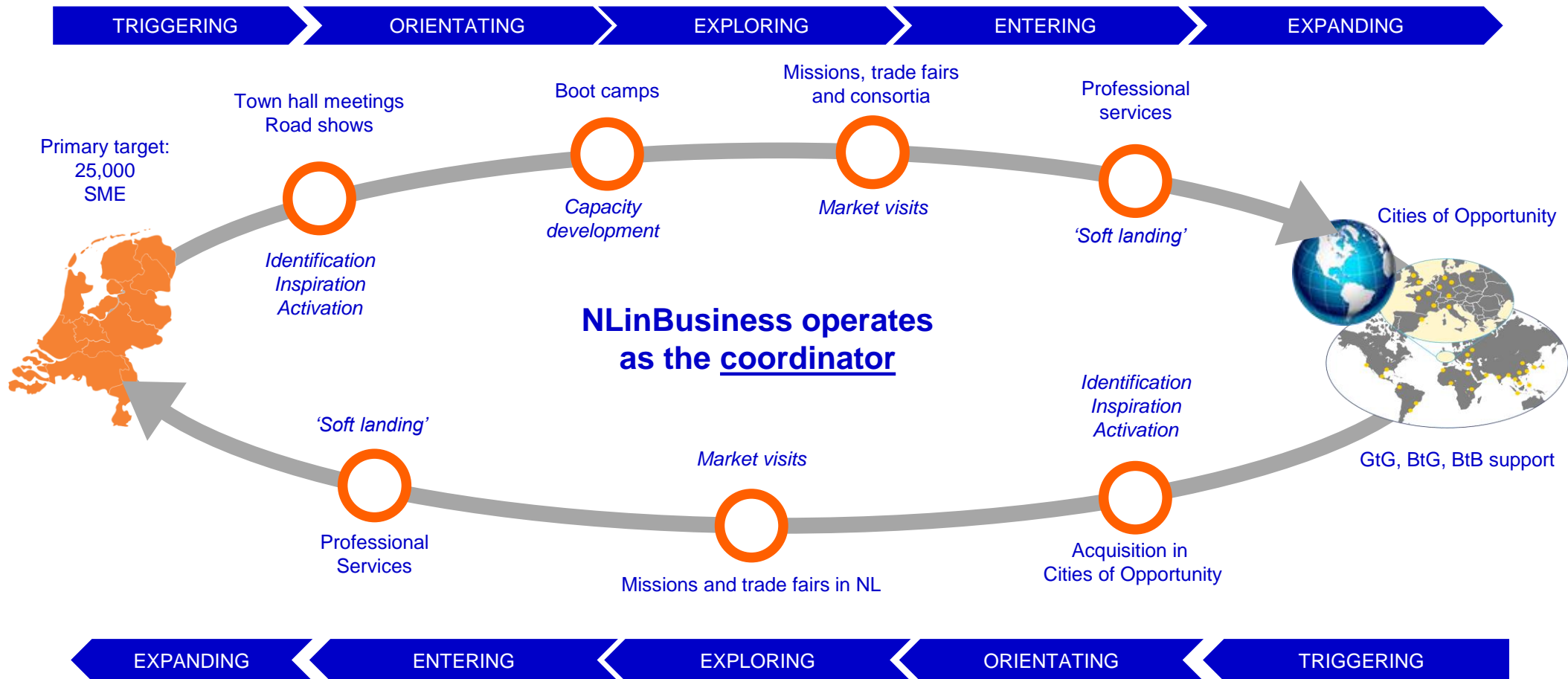
# OPENING REMARKS

EDO OFFERHAUS  
NL.IN.BUSINESS





# CONNECTING AND SUPPORTING ENTREPRENEURS BOTH ONLINE AND OFFLINE



# MACRO ECONOMISCHE OUTLOOK MEXICO

CHRISTIAN WALLACE  
RABORESEARCH





# *Rabobank Market Strategy*

*Mexico 2020 and beyond*

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**Market Strategy**

**Rabobank International – New York**

**MARKETING COMMUNICATION**



**Rabobank**





# Mexico

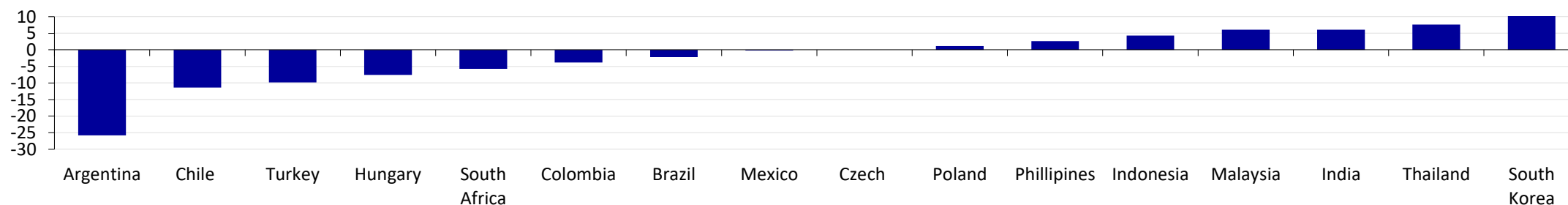


*Rabobank*

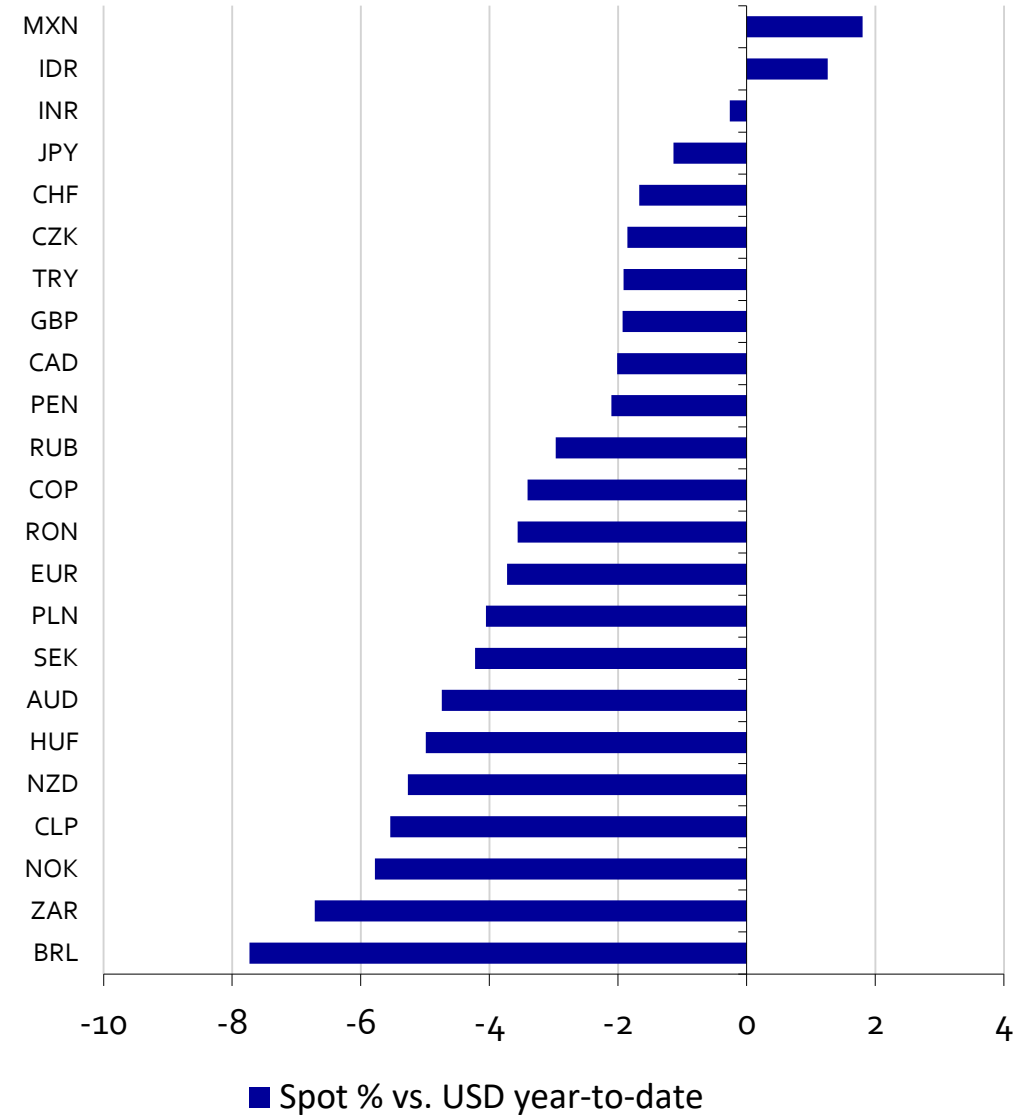
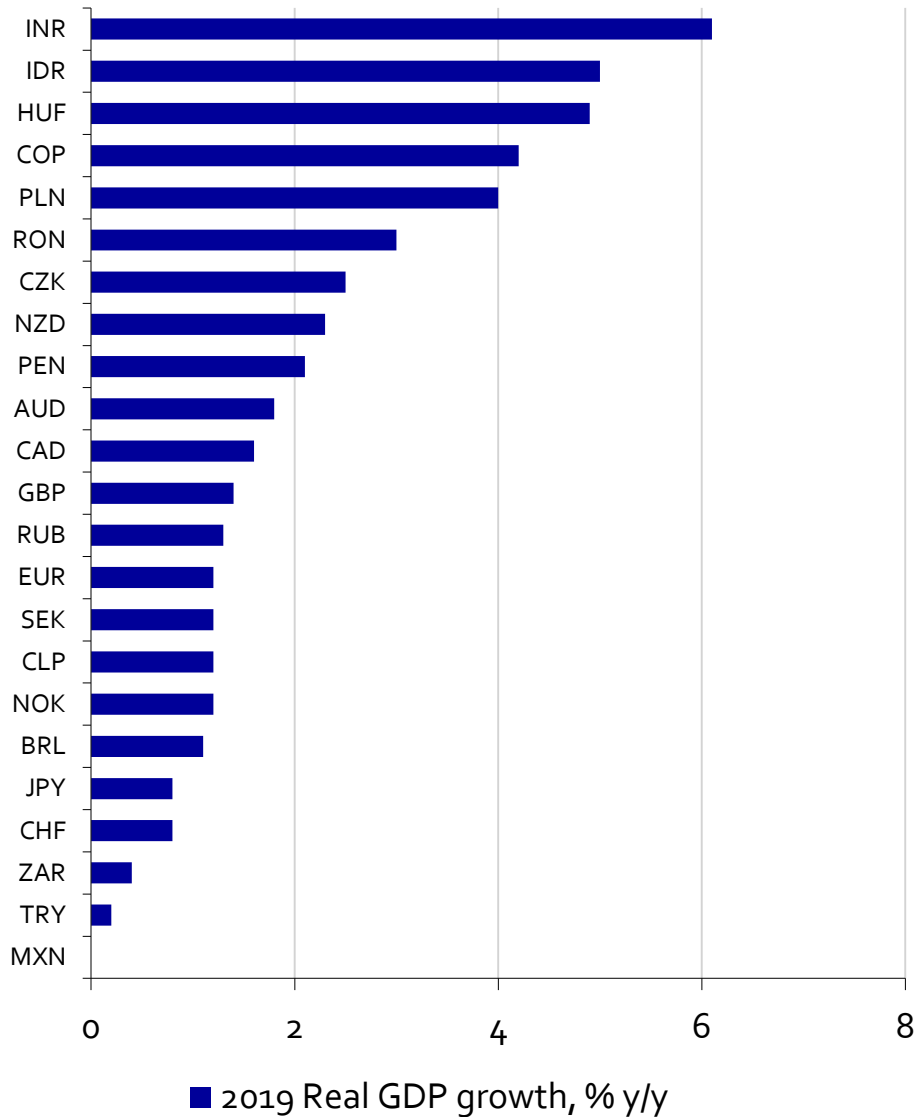


# EM Vulnerability Heatmap

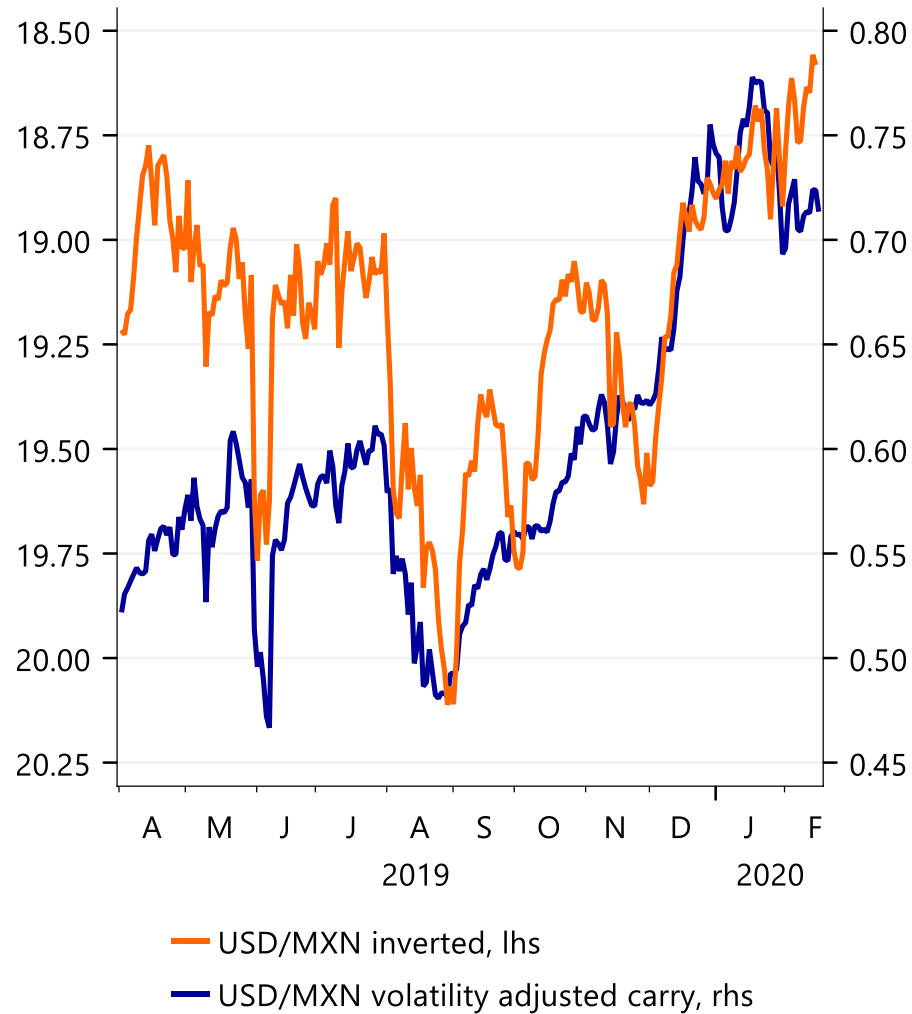
Variable	Argentina	Brazil	Chile	China	Colombia	Czech Republic	Hungary	India	Indonesia	Malaysia	Mexico	Philippines	Poland	Russia	South Africa	South Korea	Thailand	Turkey
<b>Economic indicators</b>	-12.7	-2.8	-3.3	7.2	-4.1	4.2	0.7	0.0	0.9	5.5	-5.2	0.8	1.8	7.2	-5.7	6.2	4.7	-5.2
Current account deficit (as % of GDP)	-1.9	-2.6	-3.5	1.4	-4.4	0.8	-0.9	-1.9	-2.8	3.6	-0.4	-0.1	0.0	5.7	-3.2	3.4	6.2	0.7
Inflation (% y-o-y)	53.6	3.7	2.6	2.9	3.5	2.8	3.3	7.7	3.0	0.7	3.6	2.5	2.3	4.5	4.1	0.4	0.7	15.4
Economic growth (%)	-3.3	1.0	2.3	6.2	3.2	2.7	5.0	5.2	5.1	4.6	-0.1	5.9	4.3	1.1	0.4	2.0	2.5	-1.1
Budget balance (as % of GDP)	-7.0	-7.7	0.0	-3.0	-3.1	1.6	-2.2	-3.3	-1.7	-3.8	-2.1	-2.2	-0.5	-1.4	-2.8	1.6	-2.4	-2.0
Competitiveness (value)	4.0	4.1	4.7	5.0	4.3	4.8	4.3	4.6	4.7	5.2	4.4	4.4	4.6	4.6	4.3	5.1	4.7	4.4
Political risk (scale 0-10)	2.4	2.3	2.7	1.5	2.3	1.7	1.5	1.8	1.6	1.4	2.9	2.1	1.8	1.4	2.4	1.6	2.1	2.4
Security risk (scale 0-10)	1.6	1.8	2.2	1.3	3.0	0.7	1.0	2.4	2.1	1.2	2.2	2.4	1.3	1.5	1.9	1.3	1.7	2.7
FX reserves import cover (months)	9.4	25.0	7.0	18.0	11.4	9.6	3.0	9.7	8.1	5.8	4.5	8.0	4.9	18.8	5.8	9.3	10.3	4.2
<b>Debt vulnerability indicators</b>	-7.7	0.3	-5.0	0.7	1.9	-1.6	-6.1	4.5	5.0	-0.7	2.8	2.8	-0.1	5.3	0.1	-1.4	3.6	-4.4
Total external debt (as % of GDP)	90.4	42.7	70.8	16.4	45.5	80.9	77.6	23.9	38.4	61.8	39.6	28.2	54.6	24.9	53.4	28.2	27.7	59.6
Government debt (as % of GDP)	85.7	87.9	31.2	53.6	50.3	34.7	71.5	68.1	29.7	54.2	35.3	39.2	50.0	15.2	61.1	40.2	33.6	35.0
Household debt (as % of GDP)	6.2	28.7	47.2	55.4	27.0	31.9	18.1	11.5	16.9	67.8	16.7	16.3	35.0	18.3	34.2	95.1	68.4	14.1
NFC debt (as % of GDP)	15.6	42.9	103.3	156.7	33.6	56.7	68.1	44.2	22.9	68.1	26.4	30.9	43.8	46.0	40.2	101.6	47.6	67.3
NFC debt in foreign currency (as % of GDP)	11.6	14.9	32.4	6.3	8.6	24.2	31.6	6.3	7.7	11.5	17.3	NA	13.4	12.5	15.2	16.5	7.1	36.5
Gov. debt in foreign currency (as % of GDP)	69.3	0.6	6.1	0.5	15.7	3.8	15.9	1.9	8.7	2.1	7.0	NA	15.9	3.4	7.6	0.4	0.1	17.1
<b>Financial market index</b>	-5.4	0.3	-3.1	5.9	-1.5	-2.5	-2.2	1.6	-1.5	1.3	2.3	-1.0	-0.6	1.6	-0.1	5.8	-0.7	-0.1
Volatility	28.6	11.3	14.3	4.1	10.0	5.2	7.1	5.5	5.1	3.3	8.5	5.1	6.7	8.1	12.6	6.2	4.6	12.2
Market Beta	-0.3	-0.3	-0.3	-0.4	-0.4	-0.2	-0.1	-0.4	-0.5	-0.4	-0.4	-0.3	-0.2	-0.5	-0.4	-0.5	-0.1	-0.2
Liquidity	0.1	1.1	0.3	4.3	0.2	0.4	0.4	1.1	0.2	0.4	2.1	0.2	0.6	1.1	1.1	1.7	0.5	1.7
Hot money indicator	-0.2	-0.3	0.6	1.8	0.2	0.7	-0.1	-0.4	1.9	-1.1	0.6	0.3	-0.6	-0.1	0.3	-2.0	-1.1	0.0



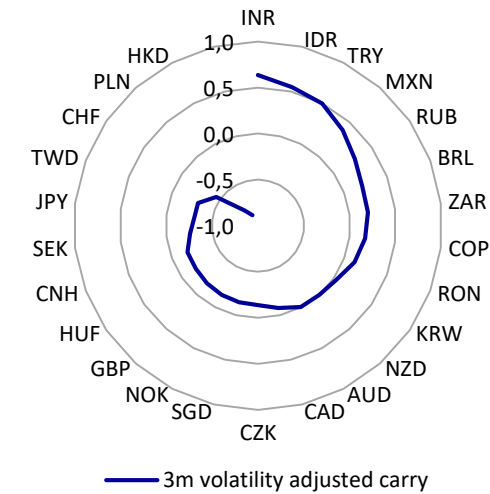
# Currencies and economics are two different stories



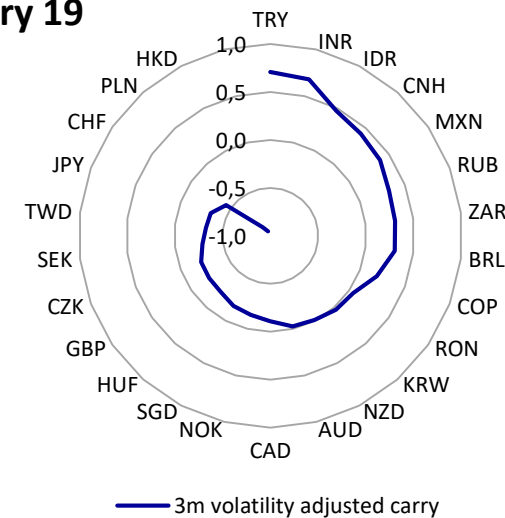
# EMs walk the fine line between slowing global growth and... ...the hunt for yield



## February 20

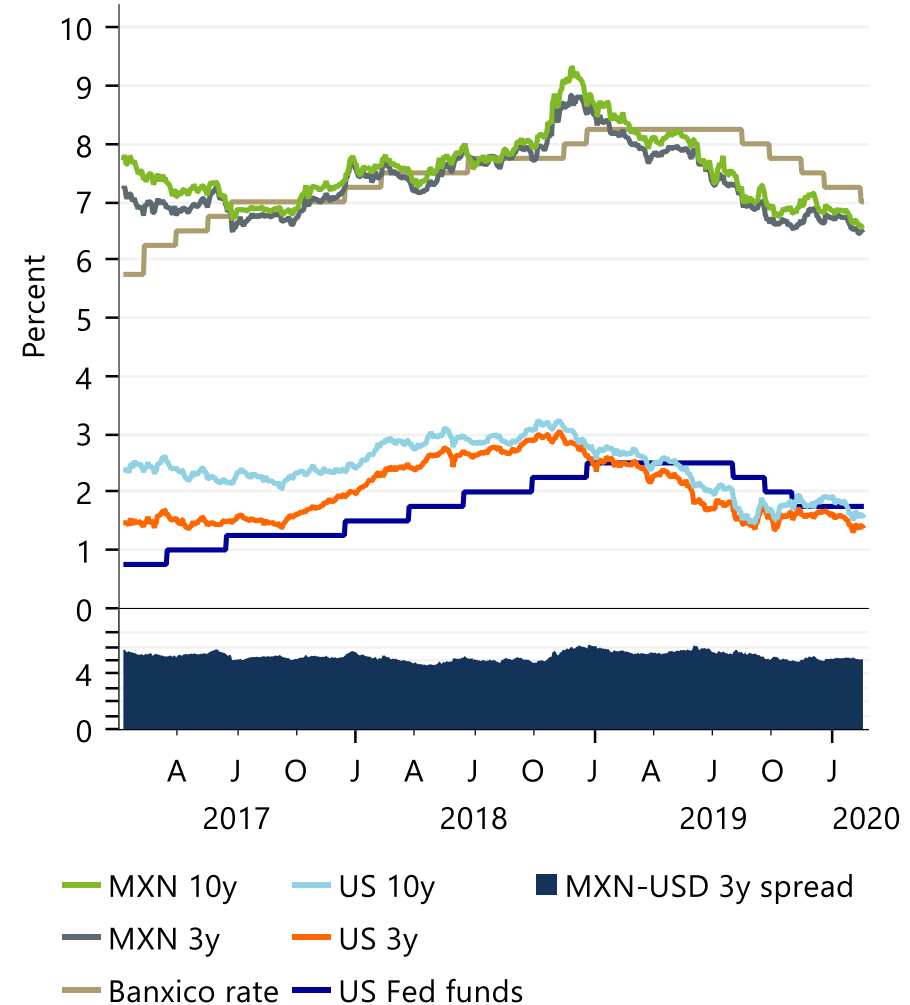
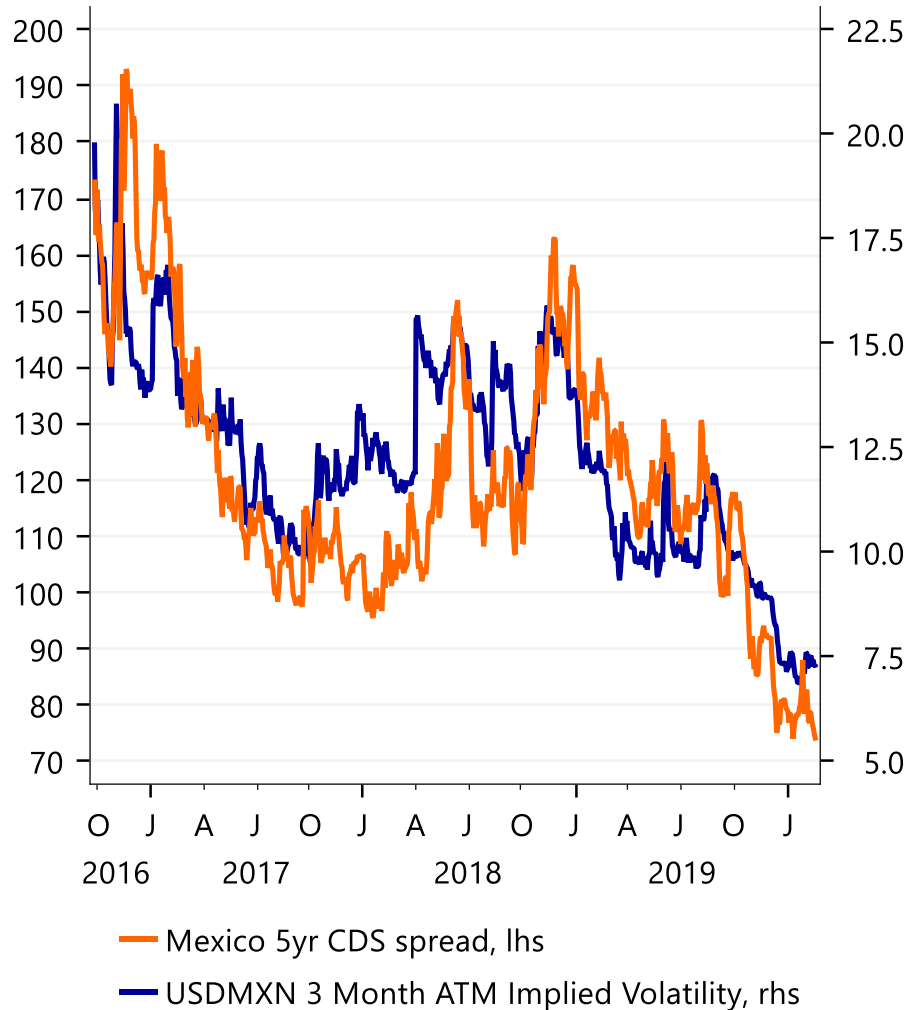


## February 19

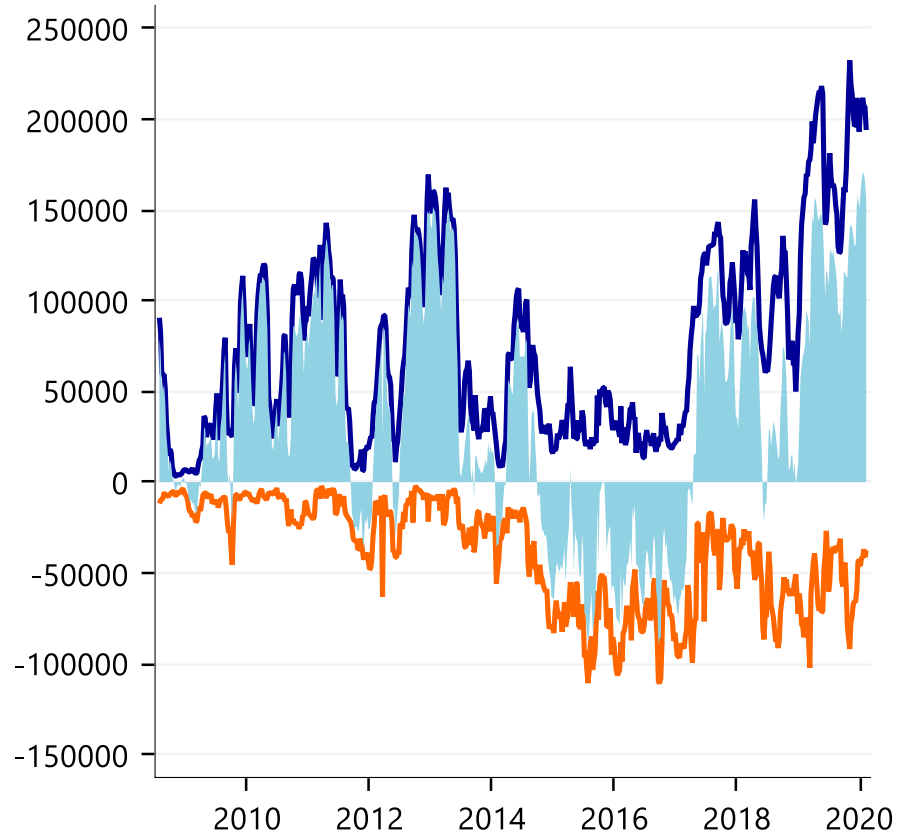




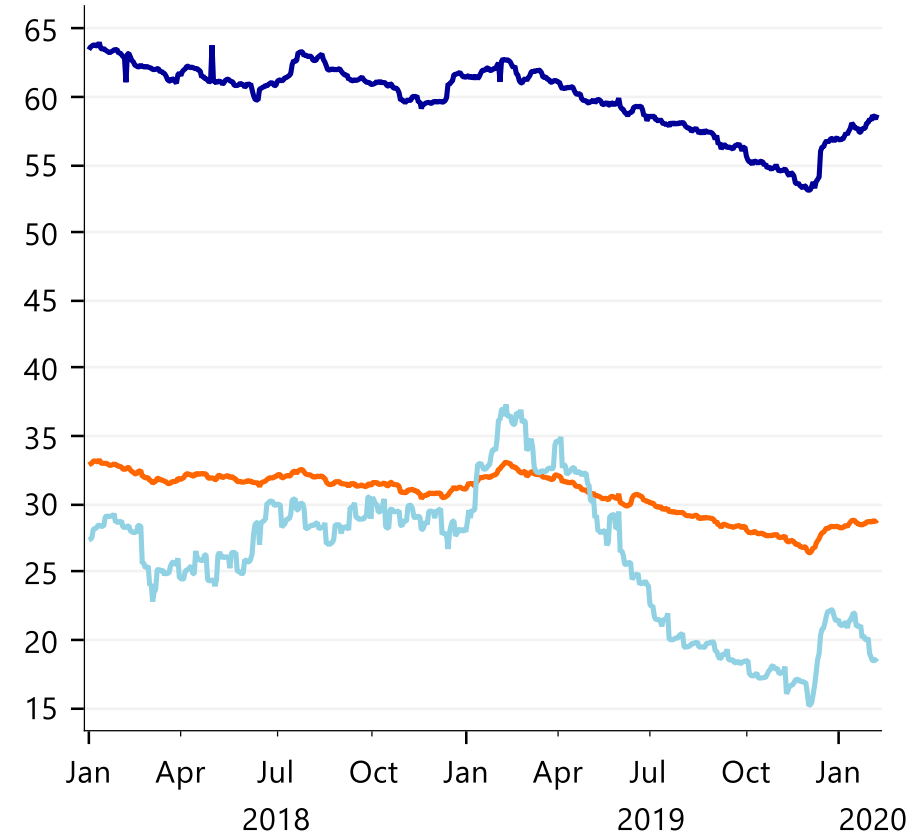
# USD/MXN volatility is at its lowest level since 2014 and... Mexican rates are amongst the highest in the world at 7.00%



# Foreigners are VERY important for Mexican financial markets

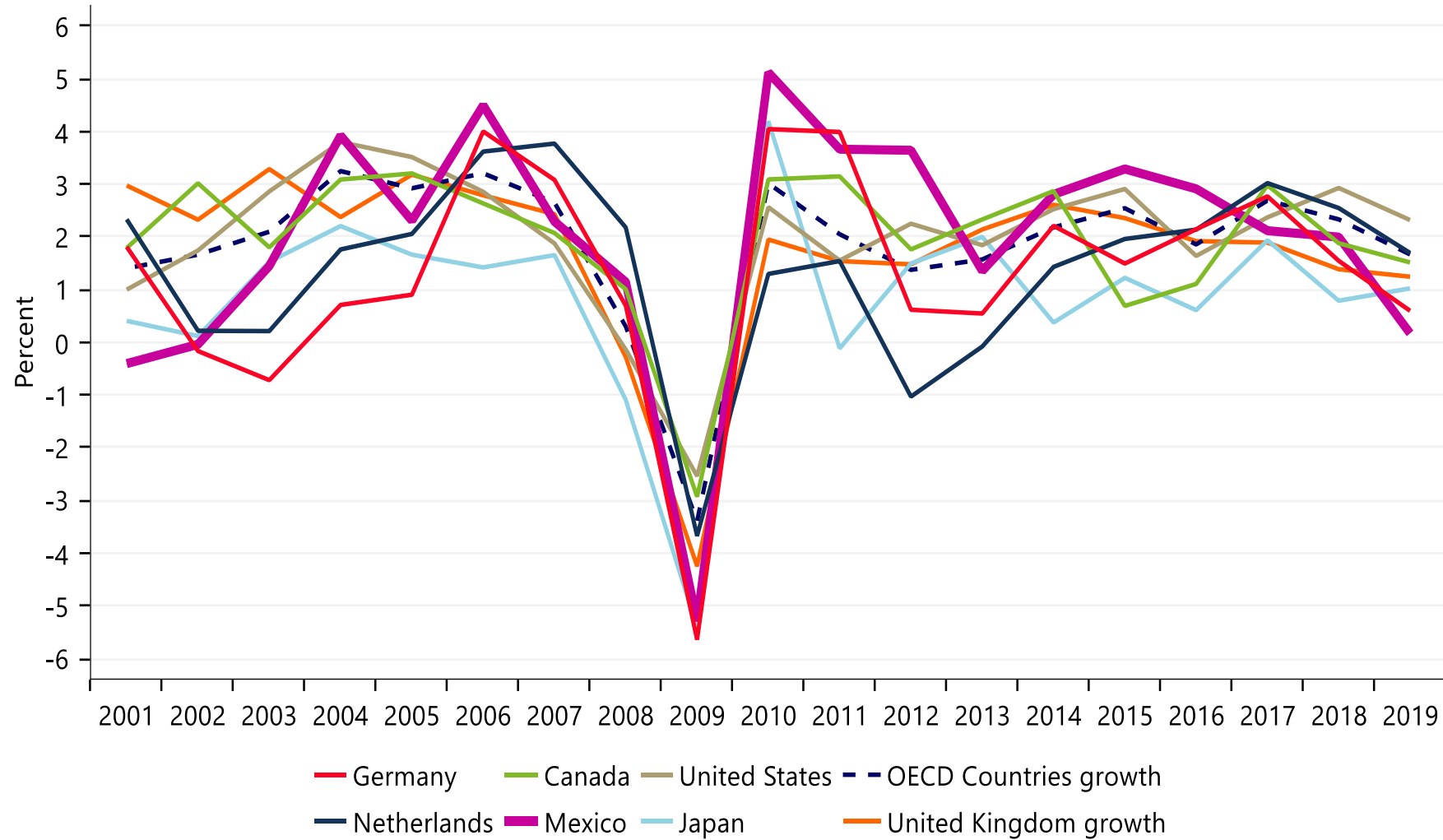


- MXN CFTC Report, Futures, Non-Commercial, Net
- MXN CFTC Report, Futures, Non-Commercial, Short
- MXN CFTC Report, Futures, Non-Commercial, Long

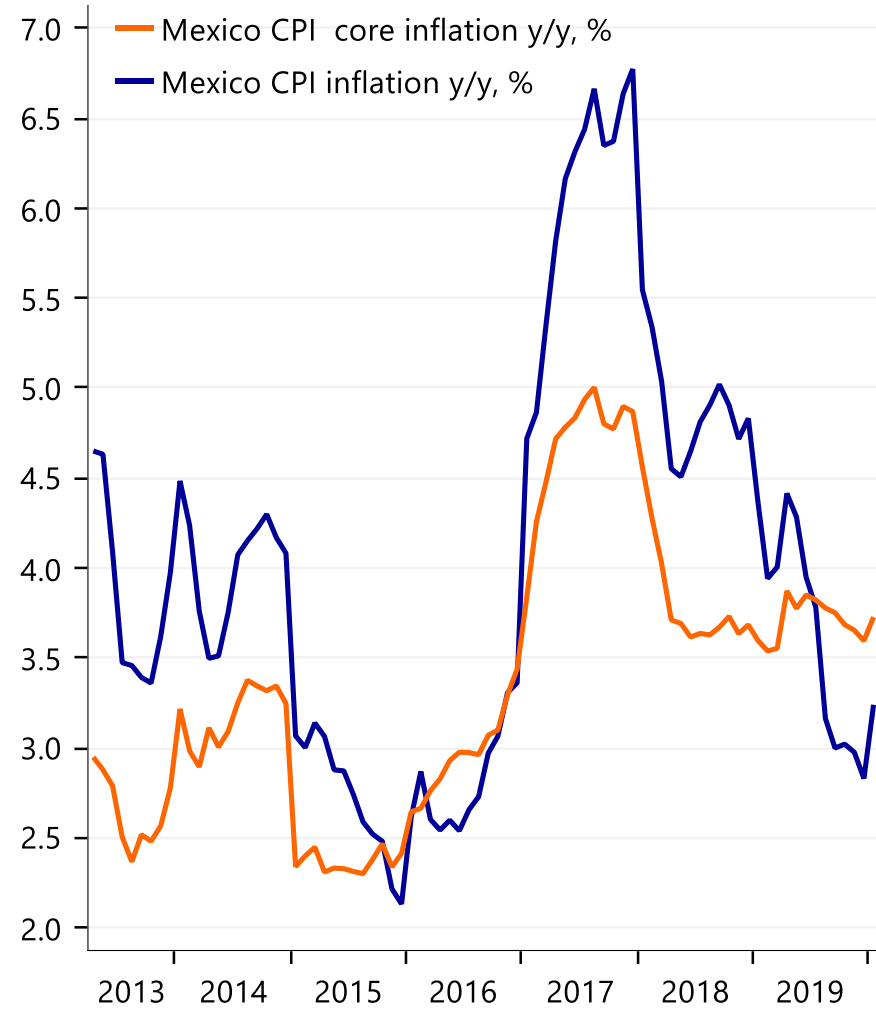
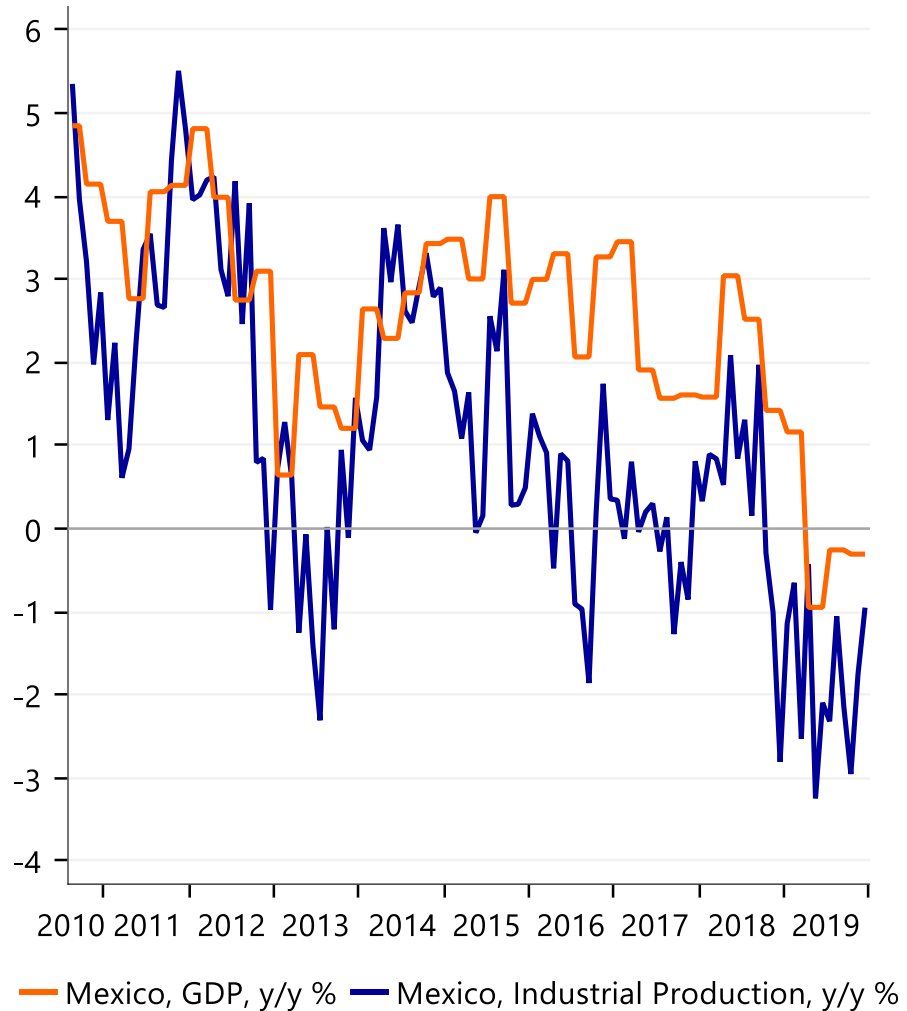


- Mexico Debt Holdings Cetes Held by Foreigners %
- Mexico Debt Holdings All Gov Securities Held by Foreigners %
- Mexico Debt Holdings Bonds Held by Foreigners %

# Mexican (lack of) growth story

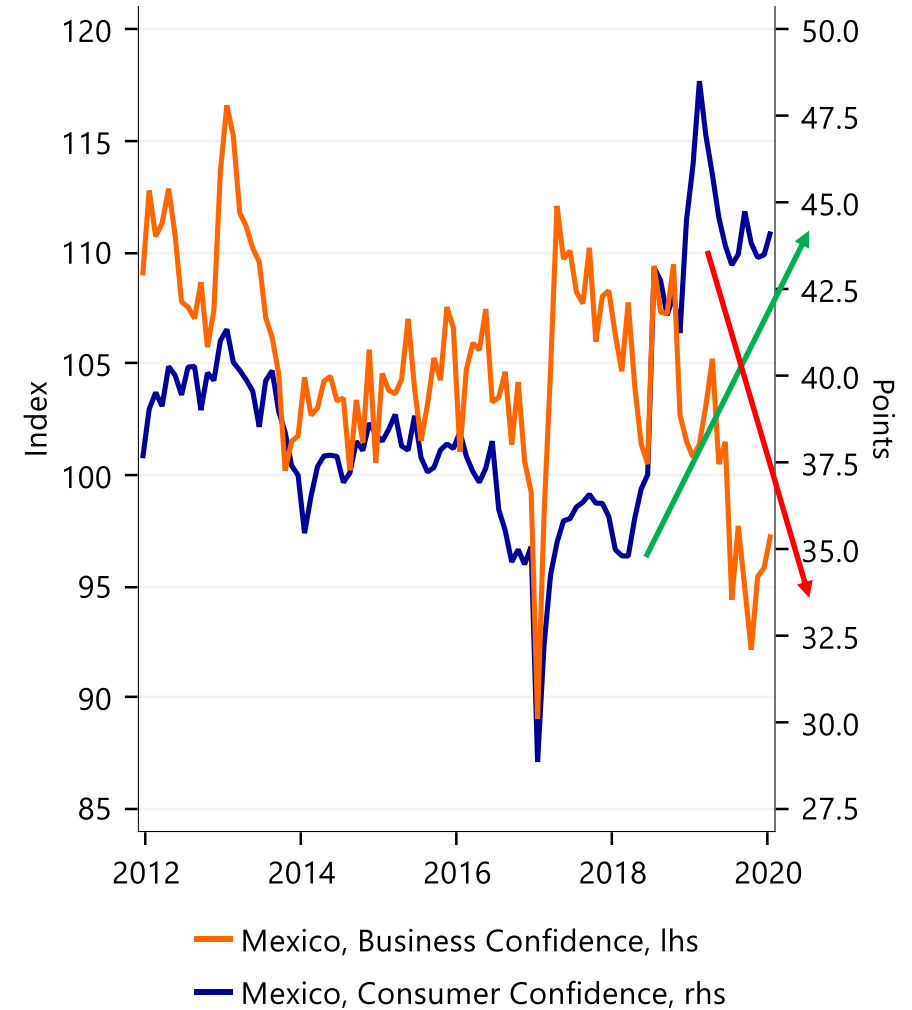
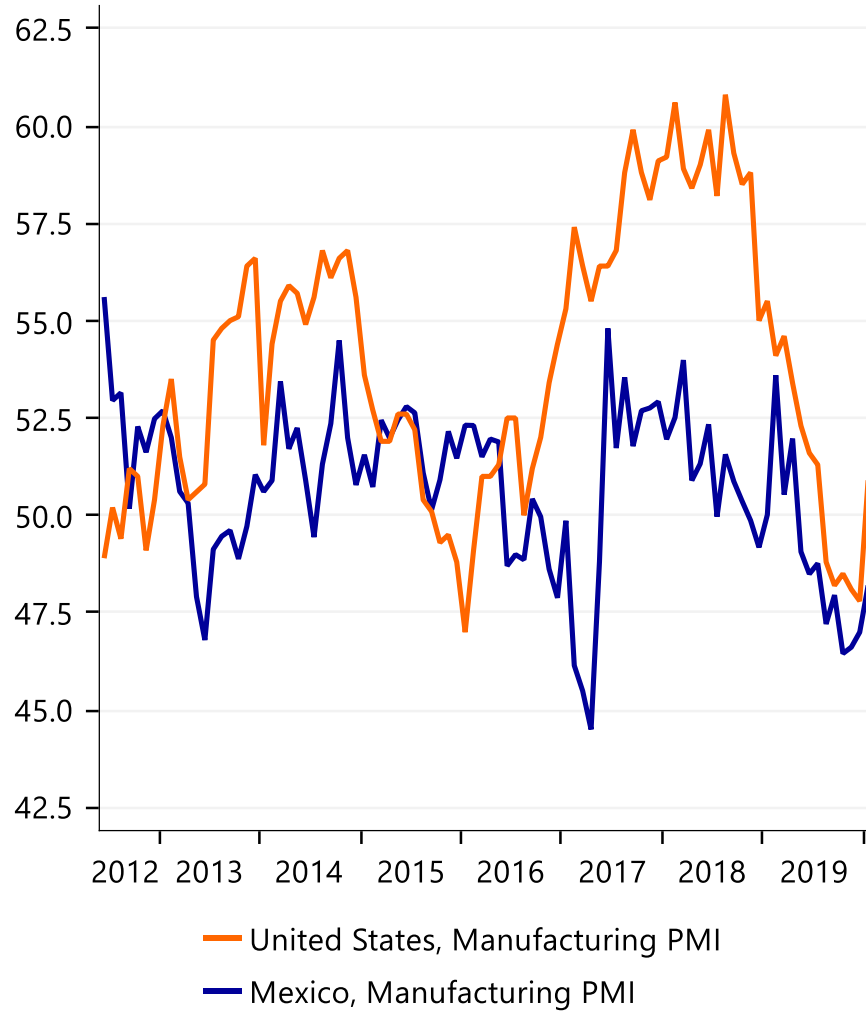


# Mexico has been in recession



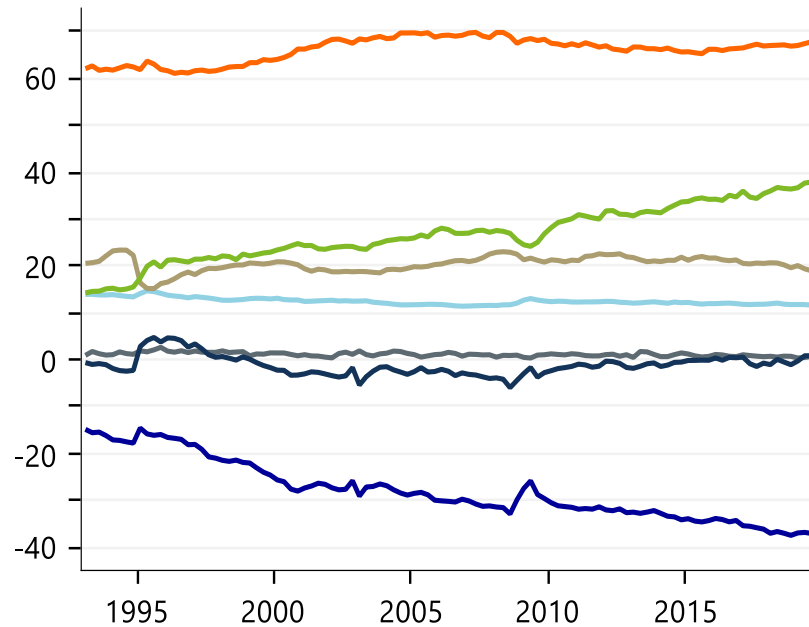
# Manufacturing and Mexican growth are intertwined

## Consumer and business confidence parted ways under AMLO

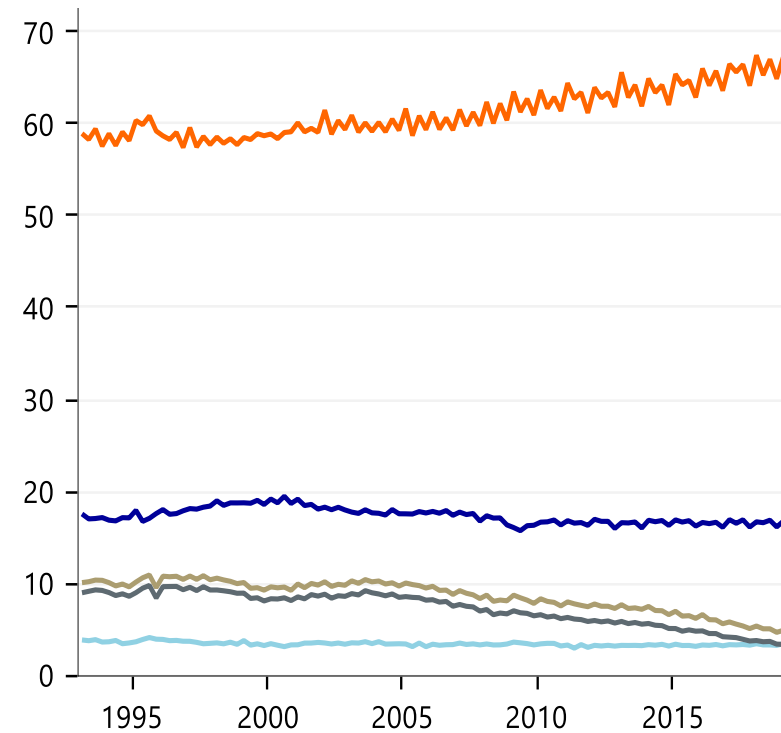




# Mexican exports are nearly 38% of GDP and so around 28% of Mexico's GDP is made up of exports to the US



- Mexico, Net exports % GDP
- Mexico, Exports % GDP
- Mexico, Inventories % GDP
- Mexico, Gross Fixed Capital Formation % GDP
- Mexico, Government Consumption % GDP
- Mexico, Private Consumption % GDP
- Mexico, Imports % GDP

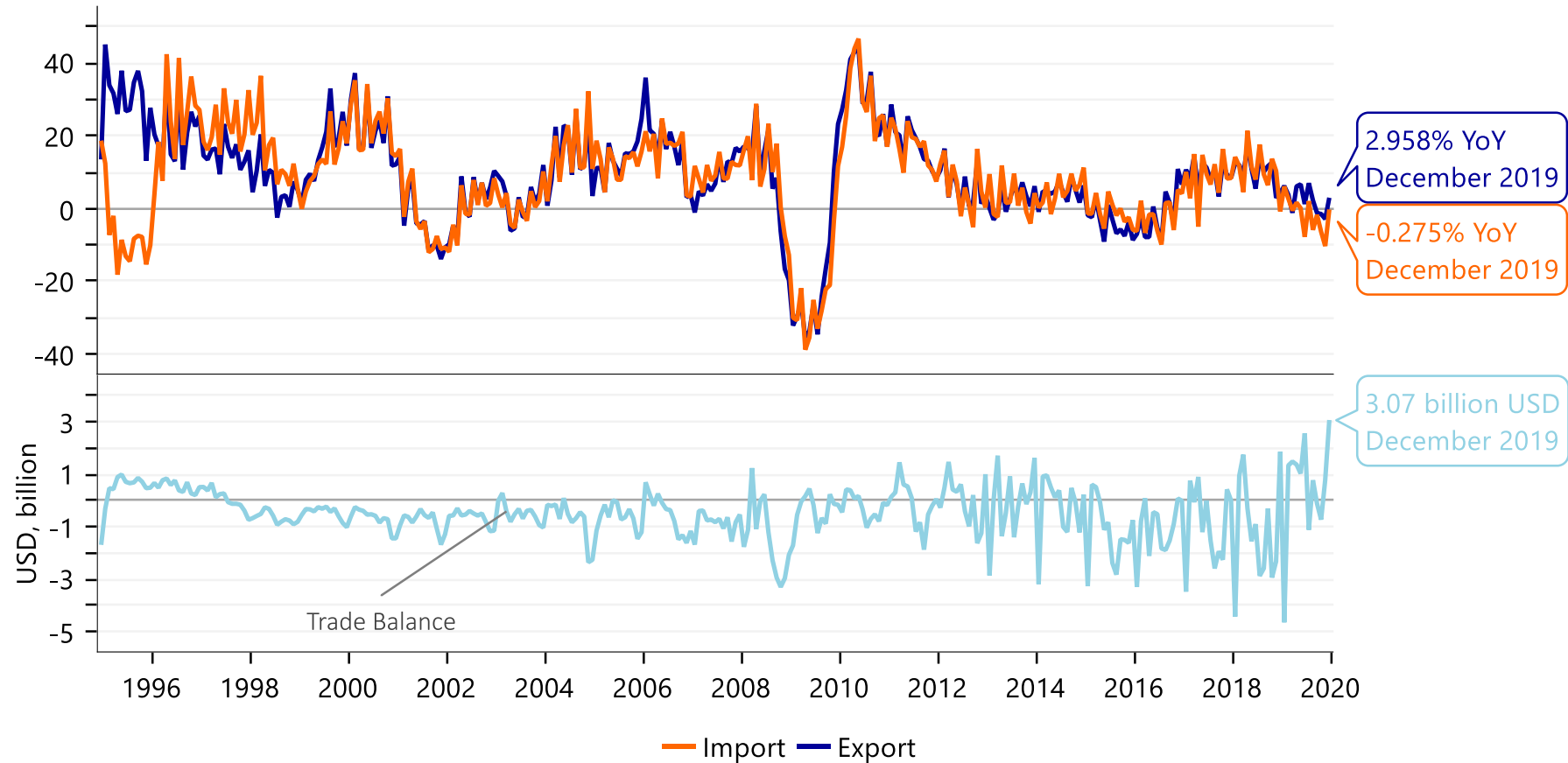


- Mexico, Oil & Gas Extraction % GDP
- Mexico, Mining % GDP
- Mexico, Agriculture % GDP
- Mexico, Services % GDP
- Mexico, Manufacturing % GDP

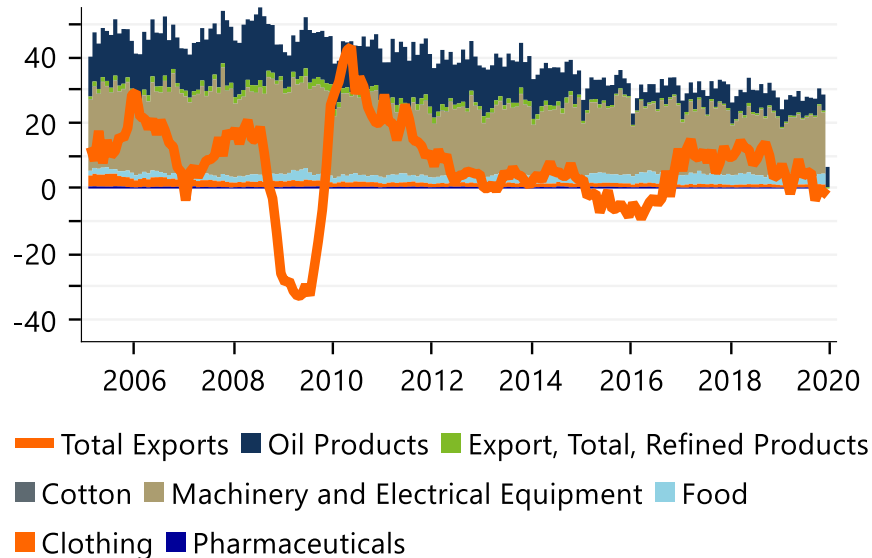
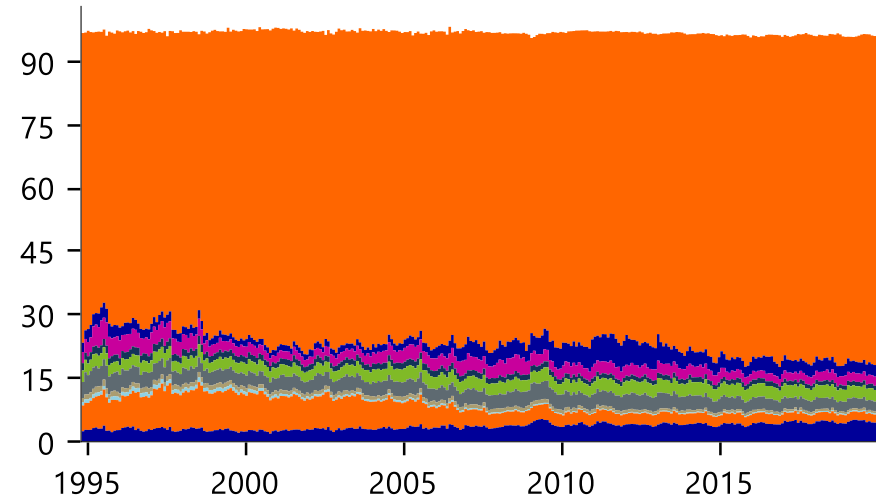
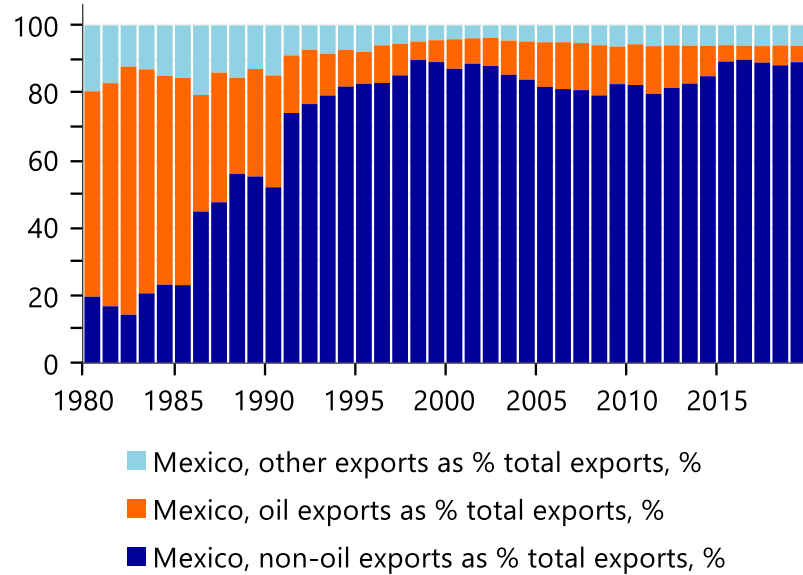
# Mexico trade slowing...

## Mexico: Foreign Trade

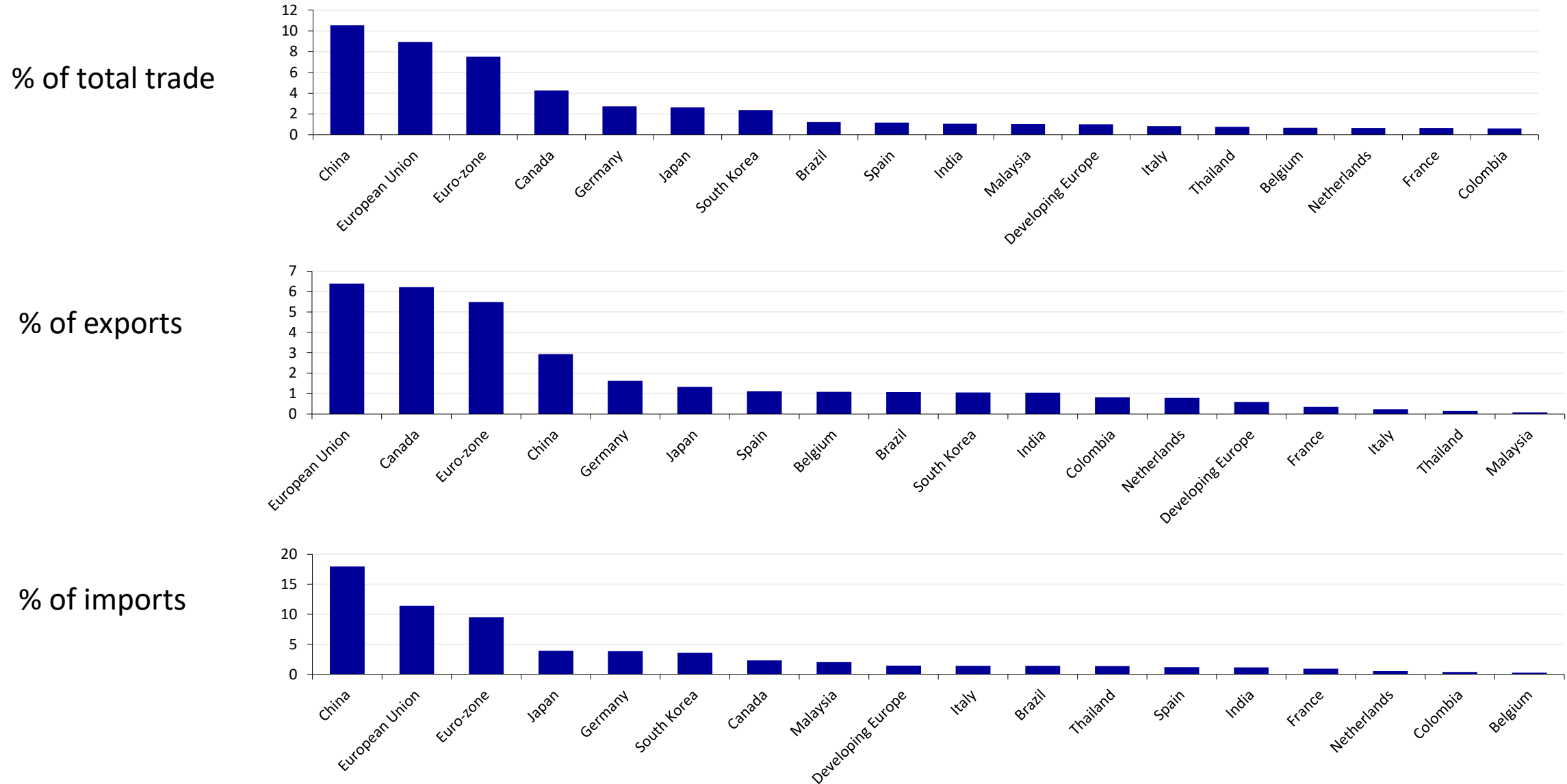
SA, Current Prices, Source: INEGI



# Mexico exports breakdown – heavily skewed to machinery and equipment and concentrated on the US (28% of GDP = X to US)

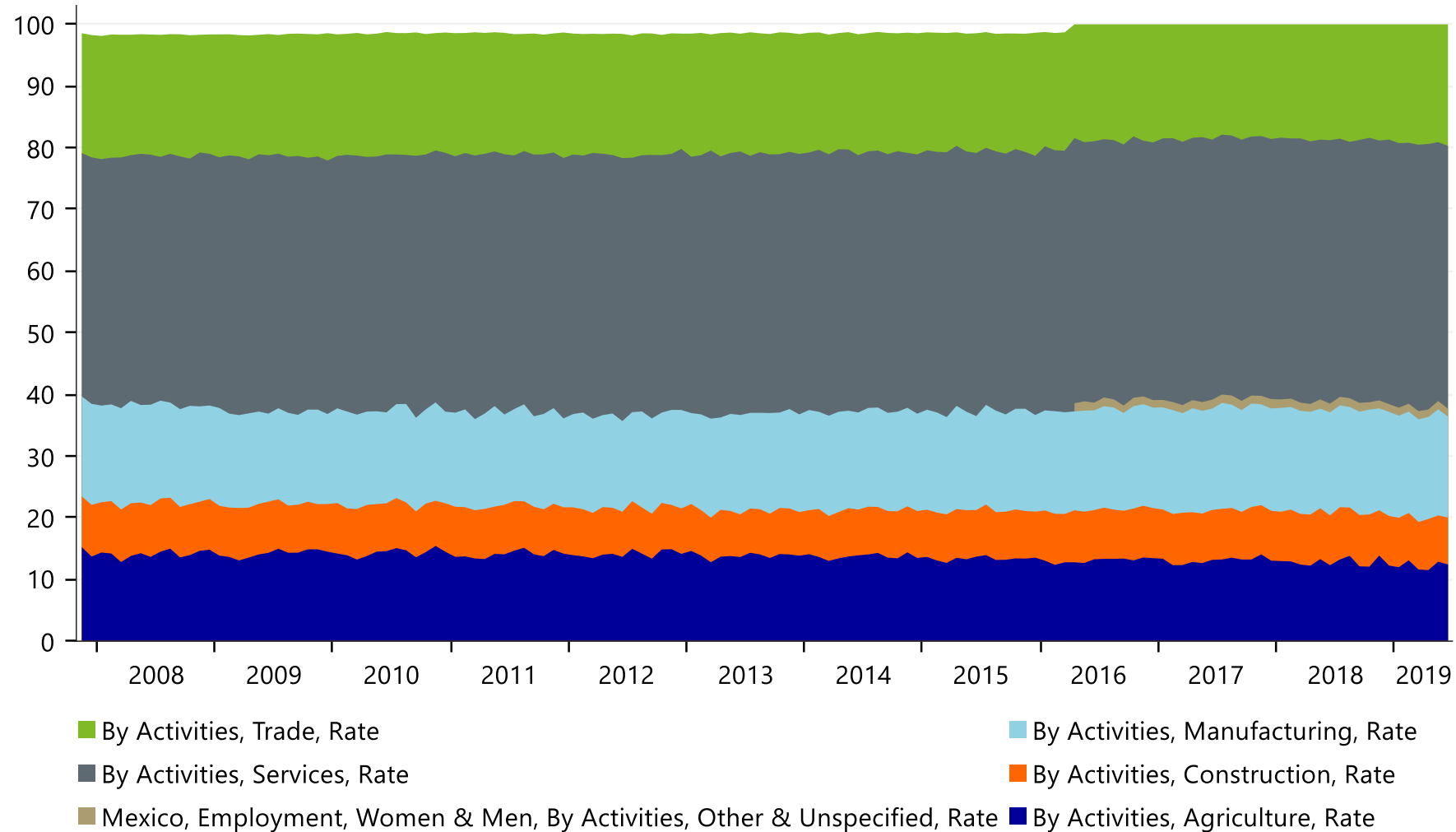


# If we ignore the US which is around 60% of total trade, 73% exports and 47% of imports...



# Mexico employment by sector – diversified across sectors

## 12% of employment is in agriculture (agriculture is 4% of GDP)





# There are a lot of positives and relations between the US are improving but Mexico still faces some problems...

**Mexico average growth of 2.5% is below the LatAm average** largely because Mexico is not a huge commodity producer which benefitted from the rise of China over recent decades

## Other challenges to growth include:

- Low investment to GDP ratio including public investment
- Informal labor market leading to low revenue to GDP ratio
- Weak productivity
- Poor infrastructure
- Inefficient public expenditure
- Lack of women in work force
- High crime and corruption

## Biggest risks facing Mexico in the coming years are:

- 1) US recession – hurting growth and encouraging repatriation back to US
- 2) Pemex – infecting government balance sheet
- 3) Policy mistakes – fiscal slippage and capital flight





# Forecasts



**Rabobank**

# FX forecasts

Majors (vs. USD)	Now	1m	3m	6m	9m	12m
EUR/USD	1.085	1.09	1.08	1.09	1.11	1.13
USD/JPY	109.8	109.0	108.0	107.0	108.0	109.0
GBP/USD	1.306	1.28	1.27	1.28	1.32	1.36
USD/CHF	0.979	0.98	0.98	0.97	0.95	0.94
USD/CAD	1.326	1.30	1.33	1.32	1.32	1.32
AUD/USD	0.673	0.67	0.66	0.65	0.65	0.65
NZD/USD	0.645	0.64	0.64	0.62	0.61	0.60
USD/NOK	9.253	9.17	9.23	8.99	8.74	8.50
USD/SEK	9.671	9.65	9.69	9.54	9.37	9.20
USD/DKK	6.885	6.83	6.87	6.83	6.71	6.59
DXY	99.02	98.7	99.2	98.5	97.1	95.8

LatAm	Now	1m	3m	6m	9m	12m
USD/BRL	4.29	4.20	4.15	4.15	4.15	4.05
USD/CLP	787.1	780	790	780	710	760
USD/COP	3,393	3,350	3,300	3,300	3,300	3,200
USD/MXN	18.80	18.8	19.1	19.3	19.6	19.8
USD/PEN	3.376	3.35	3.36	3.33	3.30	3.35
USD/ARS	60.768	60	60	65	70	70
EUR/BRL	4.706	4.62	4.57	4.52	4.61	4.58
EUR/MXN	20.53	20.8	20.7	20.8	21.4	22.1
Others	Now	1m	3m	6m	9m	12m
USD/ZAR	14.959	13.80	13.60	14.00	15.00	16.00
EUR/ZAR	16.411	15.18	14.96	15.26	16.65	18.08

CEE	Now	1m	3m	6m	9m	12m
EUR/CZK	25.04	25.4	25.3	25.5	25.8	26.0
EUR/HUF	338.2	332	330	328	330	335
EUR/PLN	4.265	4.25	4.23	4.30	4.35	4.40
EUR/RON	4.761	4.75	4.75	4.80	4.80	4.82
EUR/TRY	6.571	6.60	6.82	7.19	7.22	7.23
EUR/RUB	70.04	68.2	69.3	69.8	73.3	76.8
USD/HUF	308.3	302	300	301	297	296
USD/PLN	3.888	3.86	3.85	3.94	3.92	3.89
USD/RUB	63.85	62.0	63.0	64.0	66.0	68.0
USD/TRY	5.988	6.00	6.20	6.60	6.50	6.40
RUB basket	66.63	64.8	65.8	66.6	69.3	72.0

Asian FX	Now	1m	3m	6m	9m	12m
USD/CNY	6.993	7.02	7.07	7.30	7.45	7.60
USD/HKD	7.764	7.85	7.85	7.85	7.85	7.85
USD/IDR	13,675	14,000	14,250	14,300	14,600	14,950
USD/INR	71.4	71.3	70.8	72.1	73.2	72.6
USD/KRW	1,186	1,120	1,120	1,150	1,170	1,200
USD/MYR	4.14	4.14	4.16	4.20	4.35	4.45
USD/PHP	50.8	50.6	52.0	53.0	54.0	55.0
USD/SGD	1.390	1.355	1.370	1.380	1.390	1.400
USD/THB	31.3	30.2	31.0	32.5	32.8	33.5
USD/TWD	30.1	30.1	30.2	30.4	31.0	31.5
USD/VND	23,232	23,140	23,420	23,600	24,000	24,200

# Economic forecasts

United States				
Year-on-year changes (%)	2019	2020	2021	2022
GDP	2.1	0.7	0.4	1.7
Private consumption	2.6	1.9	0.6	1.7
Business investments	2.4	-0.6	-0.8	3.3
Housing investments	-2.7	0.5	2.9	3.0
Government consumption	1.4	0.2	1.2	0.5
Government investments	4.0	2.6	2.4	1.0
Export volume	-0.7	-3.0	-2.0	3.1
Import volume	1.9	1.1	0.1	3.3
Inflation (%)	1.7	1.6	0.4	2.9
Unemployment (%)	3.7	3.9	5.6	5.2

Europe				
Year-on-year changes (%)	2019	2020	2021	2022
GDP	1.1	1.1	0.8	0.9
Private consumption	1.2	0.9	0.8	0.9
Private investments	2.9	1.8	1.0	1.2
Government consumption	1.5	1.4	1.3	1.2
Government investments	3.8	1.9	1.4	1.4
Export volume	2.2	2.2	1.7	2.1
Import volume	2.7	2.6	2.1	2.5
Inflation (%)	1.2	1.4	1.5	1.6

Mexico				
Year-on-year changes (%)	2019	2020	2021	2022
GDP	0.9	0.3	1.8	2.9
Domestic demand	1.0	0.9	1.9	2.9
Export volume	0.9	0.3	2.3	3.0
Import volume	1.2	0.7	2.5	2.9
Inflation (%)	4.2	3.0	1.8	2.5

Canada				
Year-on-year changes (%)	2019	2020	2021	2022
GDP	1.4	1.0	1.4	1.8
Private consumption	1.2	0.8	1.4	1.4
Business investments	0.2	-0.1	1.2	0.8
Housing investments	-1.3	-1.5	0.0	1.7
Government consumption	2.8	1.8	1.4	1.6
Government investments	2.0	1.7	1.6	1.7
Export volume	1.8	1.4	2.5	2.9
Import volume	1.8	1.2	2.0	1.6
Inflation (%)	1.8	2.0	1.8	2.2
Unemployment (%)	6.0	6.4	7.0	6.8

# Rates forecasts



UST	Now	1M	3M	6M	9M	12M
<b>Fed</b>	1.75	1.75	1.50	1.00	0.75	0.25
<b>1m</b>	1.67	1.75	1.50	1.00	0.63	0.25
<b>3m</b>	1.73	1.67	1.42	0.92	0.50	0.25
<b>6m</b>	1.74	1.46	1.17	0.71	0.38	0.25
<b>12m</b>	1.83	1.02	0.77	0.48	0.31	0.25
<b>2y</b>	1.42	1.50	1.40	1.10	0.80	0.50
<b>5y</b>	1.41	1.50	1.30	1.10	0.90	0.75
<b>10y</b>	1.59	1.60	1.30	1.20	1.10	1.00
<b>30y</b>	2.05	2.00	1.75	1.70	1.60	1.50

Mexico	Now	1M	3M	6M	9M	12M
<b>Banxico</b>	7.50	7.25	7.00	6.75	6.00	4.50
<b>1m</b>	7.74	7.49	7.37	6.99	6.12	4.87
<b>3m</b>	7.56	7.31	7.15	6.65	5.73	4.73
<b>6m</b>	7.36	7.19	6.98	6.27	5.31	4.81
<b>12m</b>	6.94	6.69	6.46	5.86	5.38	5.13
<b>2y</b>	6.73	6.61	6.49	6.19	5.95	5.83
<b>5y</b>	6.77	6.71	6.65	6.50	6.38	6.32
<b>10y</b>	6.90	6.88	6.85	6.84	6.79	6.78
<b>30y</b>	7.19	7.17	7.15	7.13	7.09	7.08

EZ	Now	1M	3M	6M	9M	12M
<b>refi rate</b>	0.00	0.00	0.00	0.00	0.00	0.00
<b>1m</b>	-0.46	-0.45	-0.43	-0.53	-0.60	-0.70
<b>3m</b>	-0.40	-0.39	-0.42	-0.54	-0.60	-0.68
<b>6m</b>	-0.34	-0.33	-0.38	-0.50	-0.58	-0.66
<b>12m</b>	-0.27	-0.25	-0.31	-0.44	-0.55	-0.64
<b>2y</b>	-0.64	-0.70	-0.85	-0.95	-1.10	-1.10
<b>5y</b>	-0.60	-0.70	-0.85	-0.90	-1.00	-1.10
<b>10y</b>	-0.38	-0.40	-0.75	-0.80	-0.90	-1.00
<b>30y</b>	0.14	0.15	-0.10	-0.10	-0.10	-0.20

Canada	Now	1M	3M	6M	9M	12M
<b>BoC</b>	1.75	1.75	1.50	1.25	1.25	0.75
<b>1m</b>	1.98	1.98	1.73	1.48	1.36	0.86
<b>3m</b>	1.98	1.84	1.67	1.42	1.17	0.76
<b>6m</b>	2.02	1.93	1.77	1.52	1.18	0.93
<b>12m</b>	2.12	2.03	1.83	1.58	1.39	1.26
<b>2y</b>	1.69	1.63	1.53	1.40	1.31	1.25
<b>5y</b>	1.64	1.61	1.55	1.49	1.45	1.43
<b>10y</b>	1.65	1.64	1.63	1.63	1.63	1.66
<b>30y</b>	1.74	1.73	1.72	1.72	1.72	1.75



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# INTERVIEW

**FEDERICO CASTILLO MARTINEZ**  
INVESTOR RELATIONS DIRECTOR, HEINEKEN



# HANDELSMISSIE UPDATE

**MARGRIET LEEMHUIS**

**EMBASSY OF THE KINGDOM OF THE NETHERLANDS IN MEXICO**







# HANDELSMISSIE PROGRAMMA

**KARIN SCHIPPER**  
RVO



**BREAK-OUT SESSIE**

**TUINBOUW (ZAAL: UC-P019)**

**&**

**MARITIEM & ENERGIE (ZAAL: UC-P021)**





# BREAK-OUT SESSIE

## TUINBOUW (ZAAL: UC-P019)



# AGENDA: TUINBOUW

- 10:35-10:50** Rabobank sector update – Cindy van Rijswick,  
Rabo F&A Research
- 10:50-11:00** Agro logistieke kansen in Mexico - Peter Ravensbergen,  
Wageningen University & Research
- 11:00-11:15** Ervaring over zaken doen in Mexico – Frank Ocampo,  
The Greenery
- 11:15-11:30** Afronden en follow-up (Zaal: UC-P021)
- 11:30-12:30** Netwerk lunch



# RABOBANK SECTOR UPDATE

**CINDY VAN RIJSWICK**  
RABO F&A RESEARCH





# Mexico: North America's Fruit and Vegetables Garden

*A short intro into Mexico's position in international horticulture*

Cindy van Rijswick – 19 February 2020

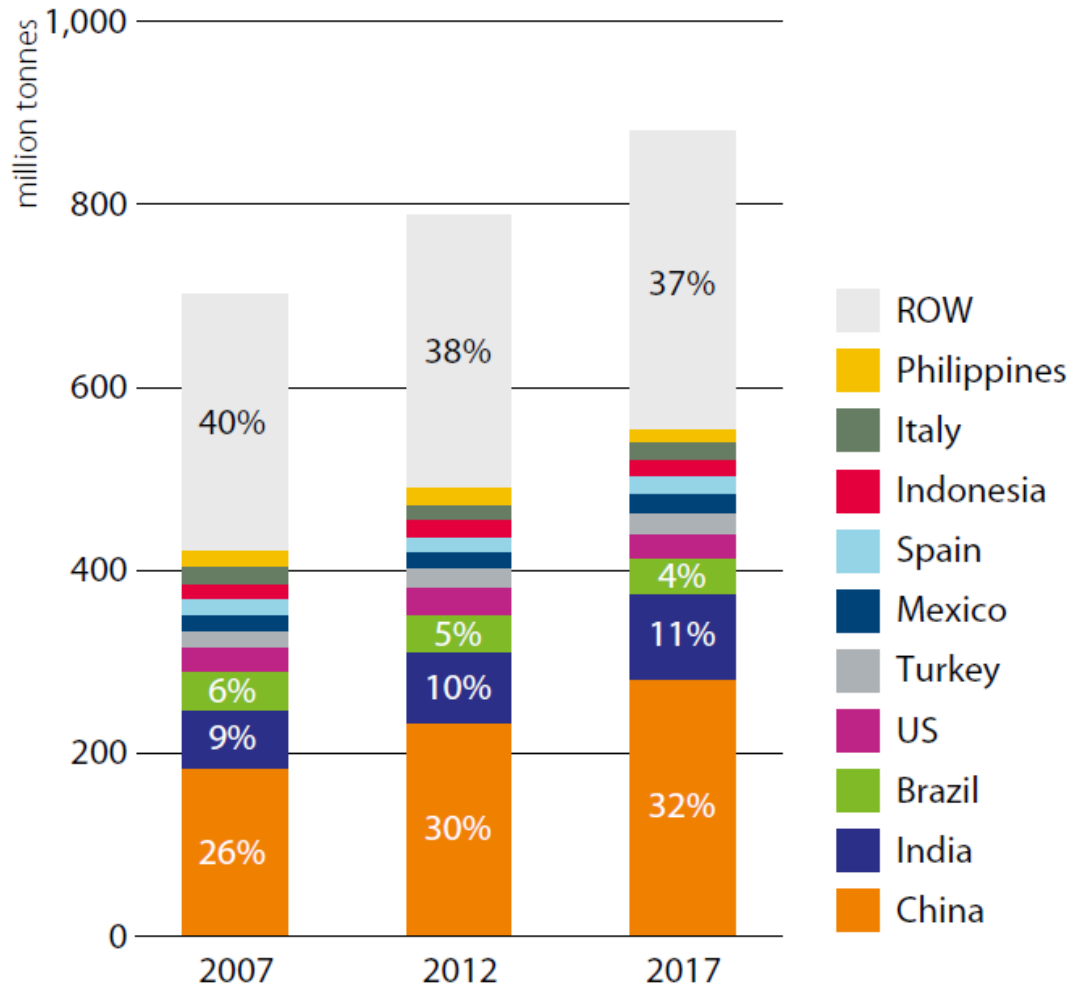


# Ranking Mexico: no 6 fruit producer and no 9 vegetables producer globally

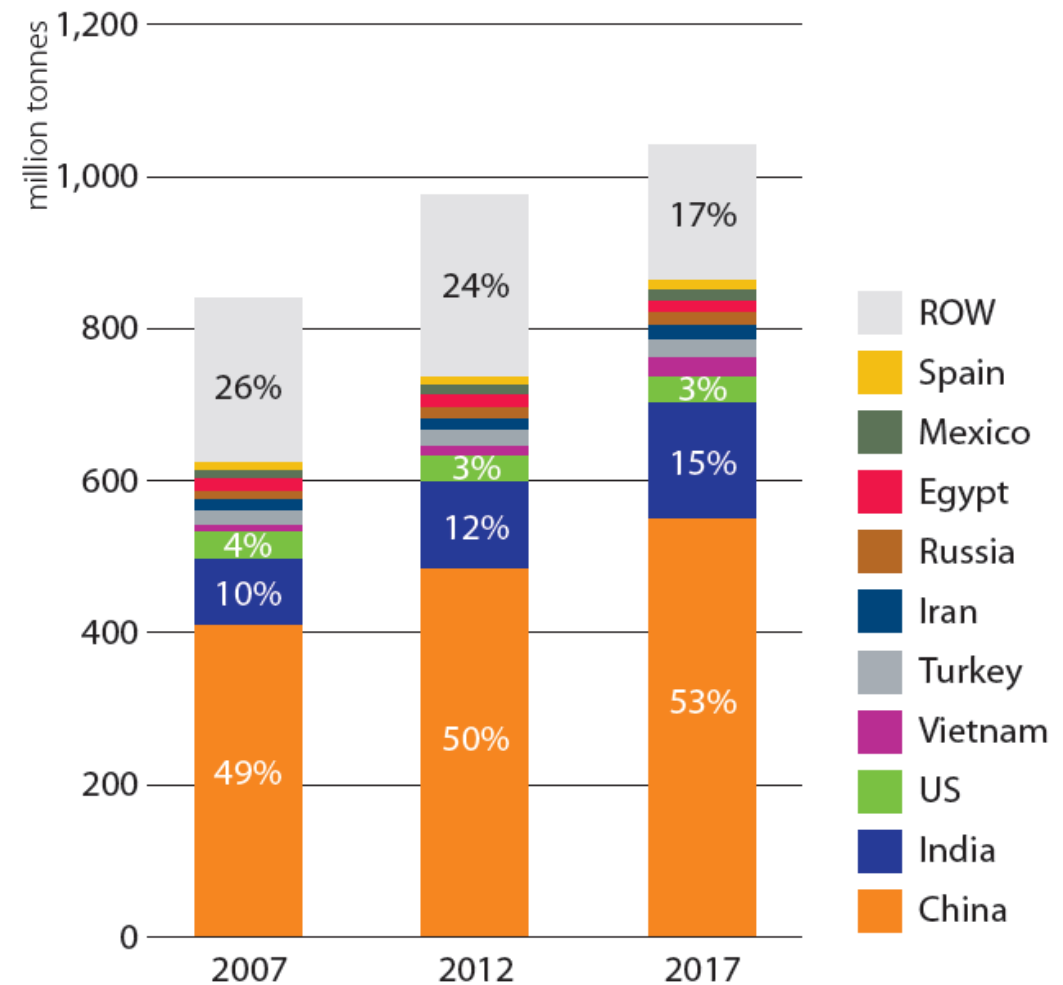


Rabobank

Top 10 fruit-producing countries, 2007-2017



Top 10 vegetable-producing countries, 2007-2017



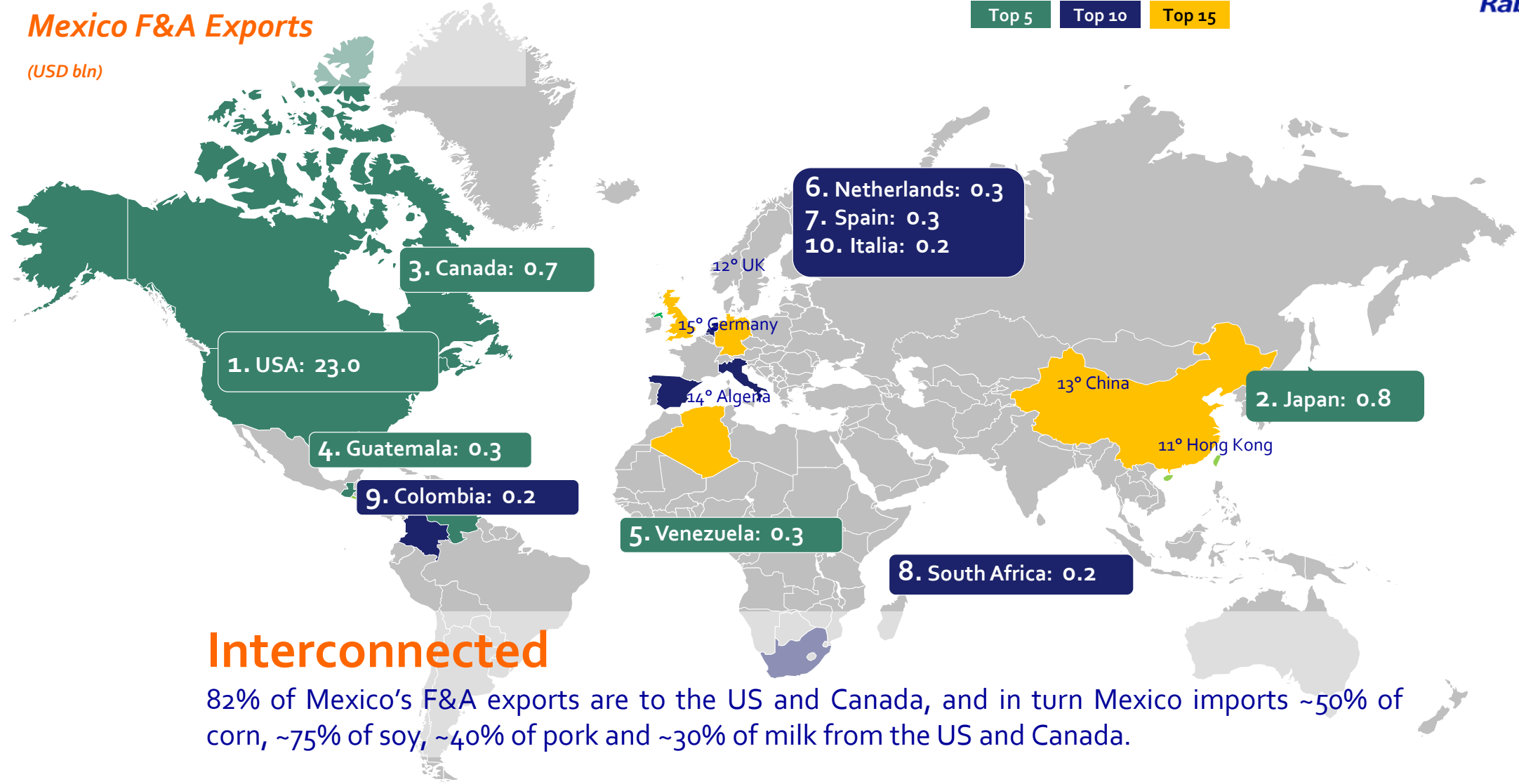
# Mexico is key in North American F&A



## Mexico F&A Exports

(USD bln)

Top 5   Top 10   Top 15



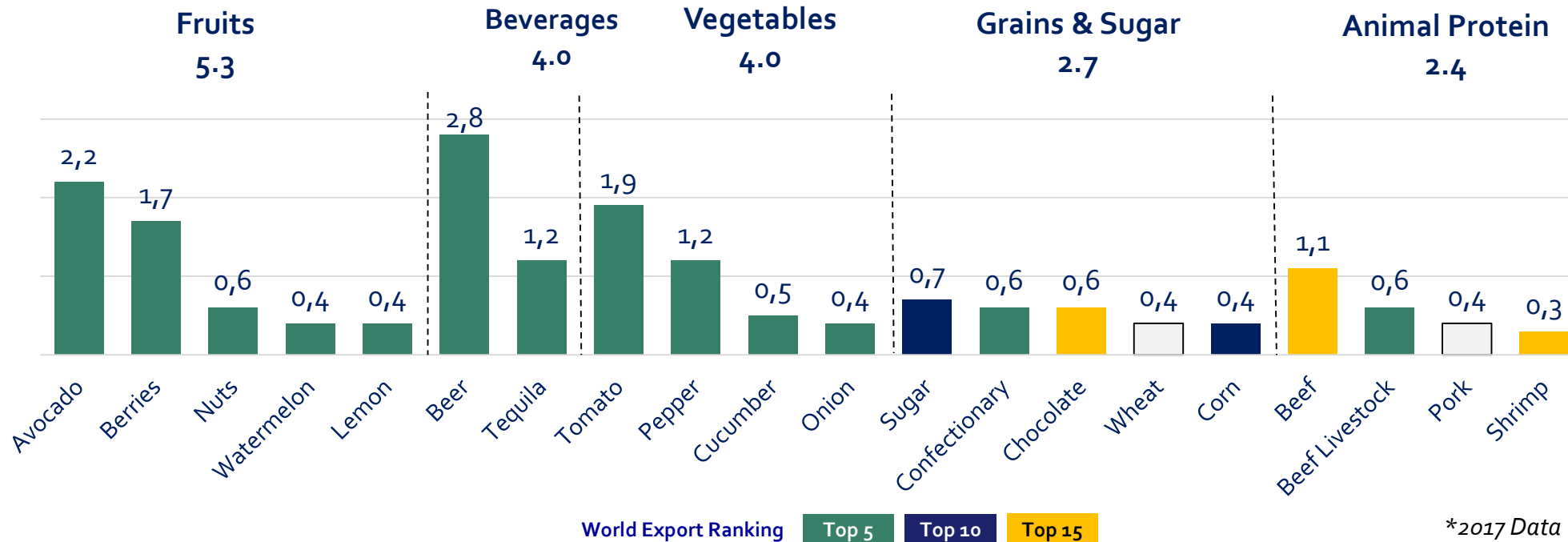
## Interconnected

82% of Mexico's F&A exports are to the US and Canada, and in turn Mexico imports ~50% of corn, ~75% of soy, ~40% of pork and ~30% of milk from the US and Canada.

# Mexico's F&A is driven by Exports



## Exports (USD bln)



## CAGR of 9%

Agricultural exports have grown ~9% per annum since NAFTA started 20+ years ago, and at ~USD 30 bln are now higher than oil exports.



# Secrets of success?

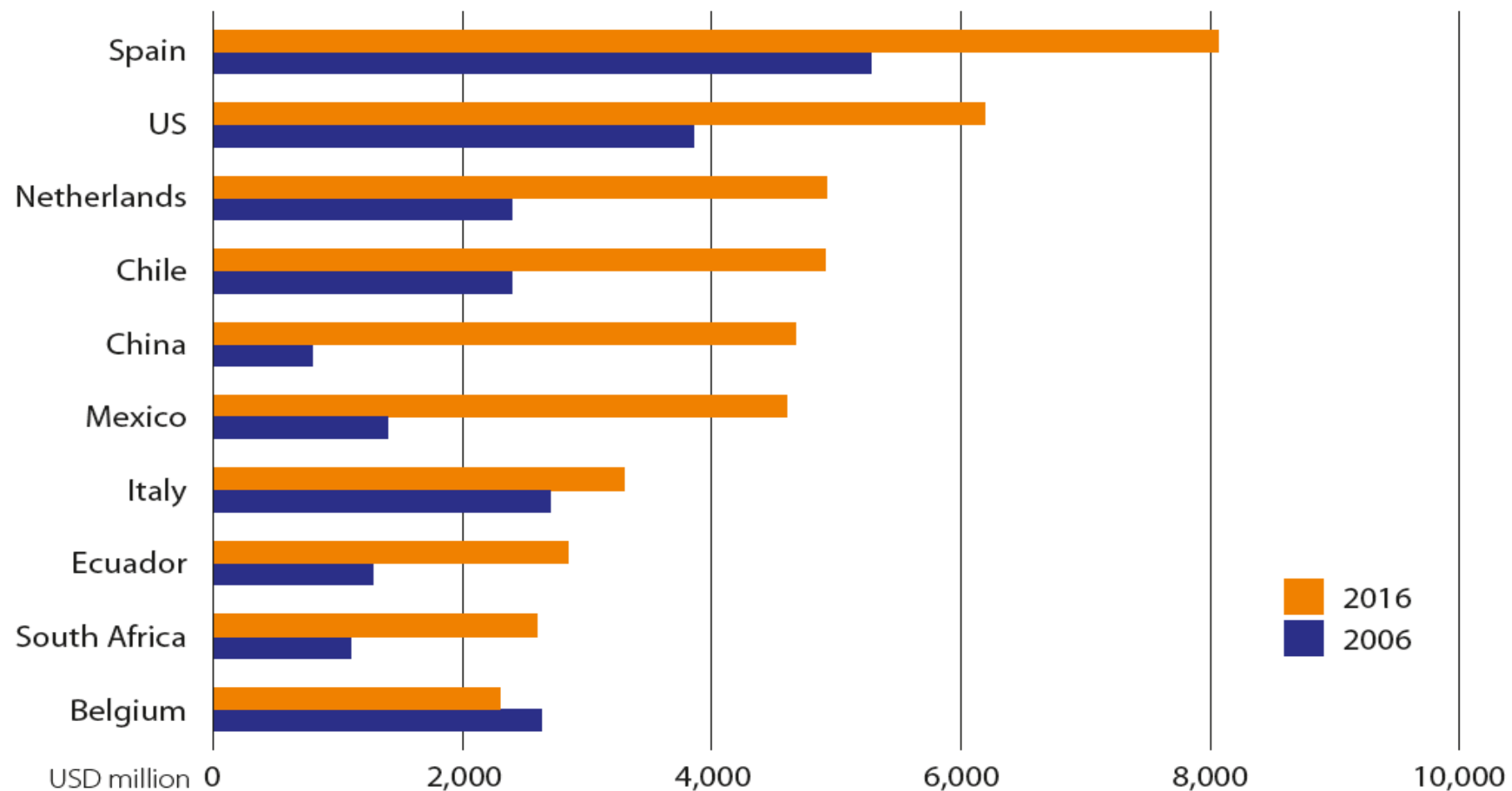


- Close to large markets (North America- US, Canada, and Mexico itself)
- Experienced, skilled, available, and affordable horticulture labor (long term?)
- Favorable growing conditions for horticulture crops
- Quality culture
- Free trade agreements

# Mexico is one of the world's largest net fresh fruit export nations...

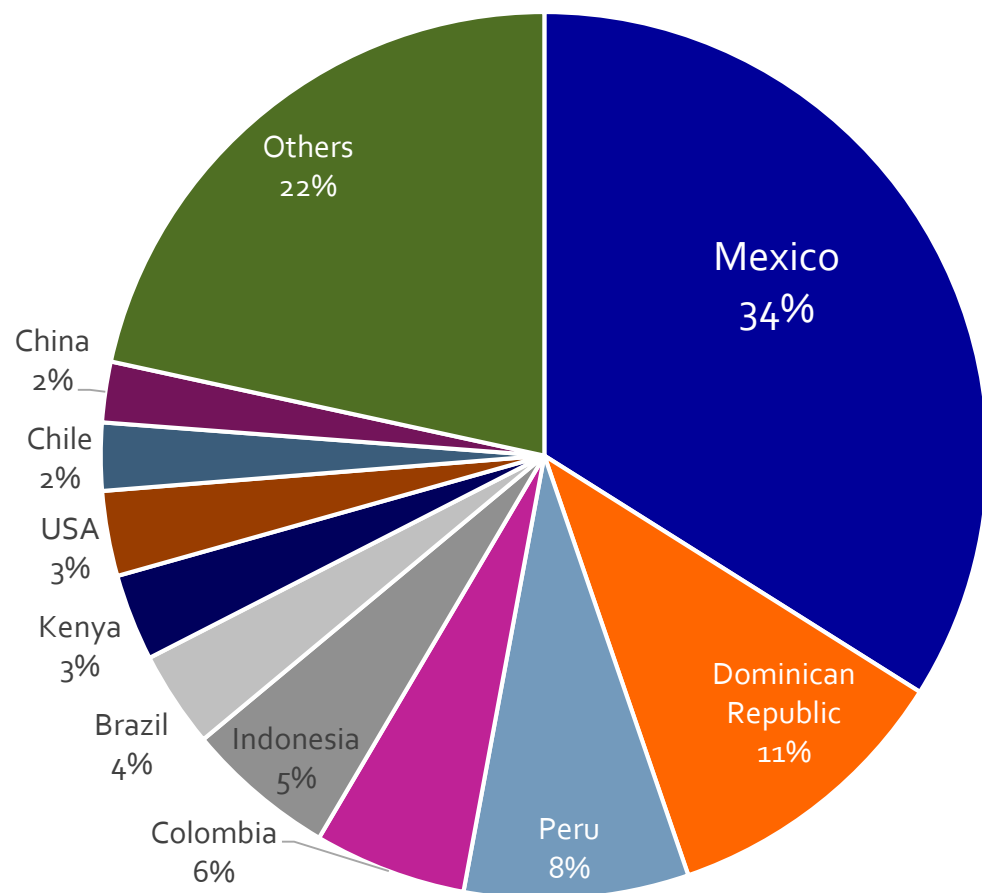


Top 10 fresh fruit export countries, 2006 vs. 2016

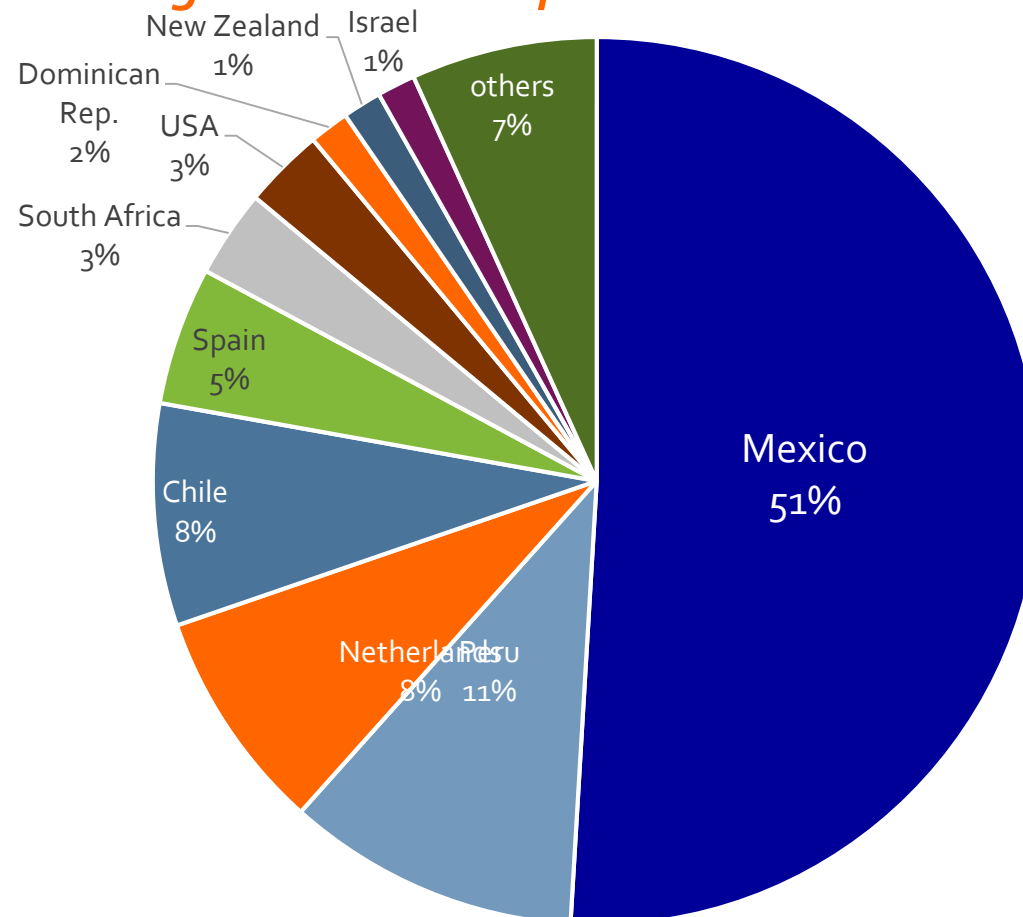


# ...partly because its dominant position in avocados

## Global Avocado Production



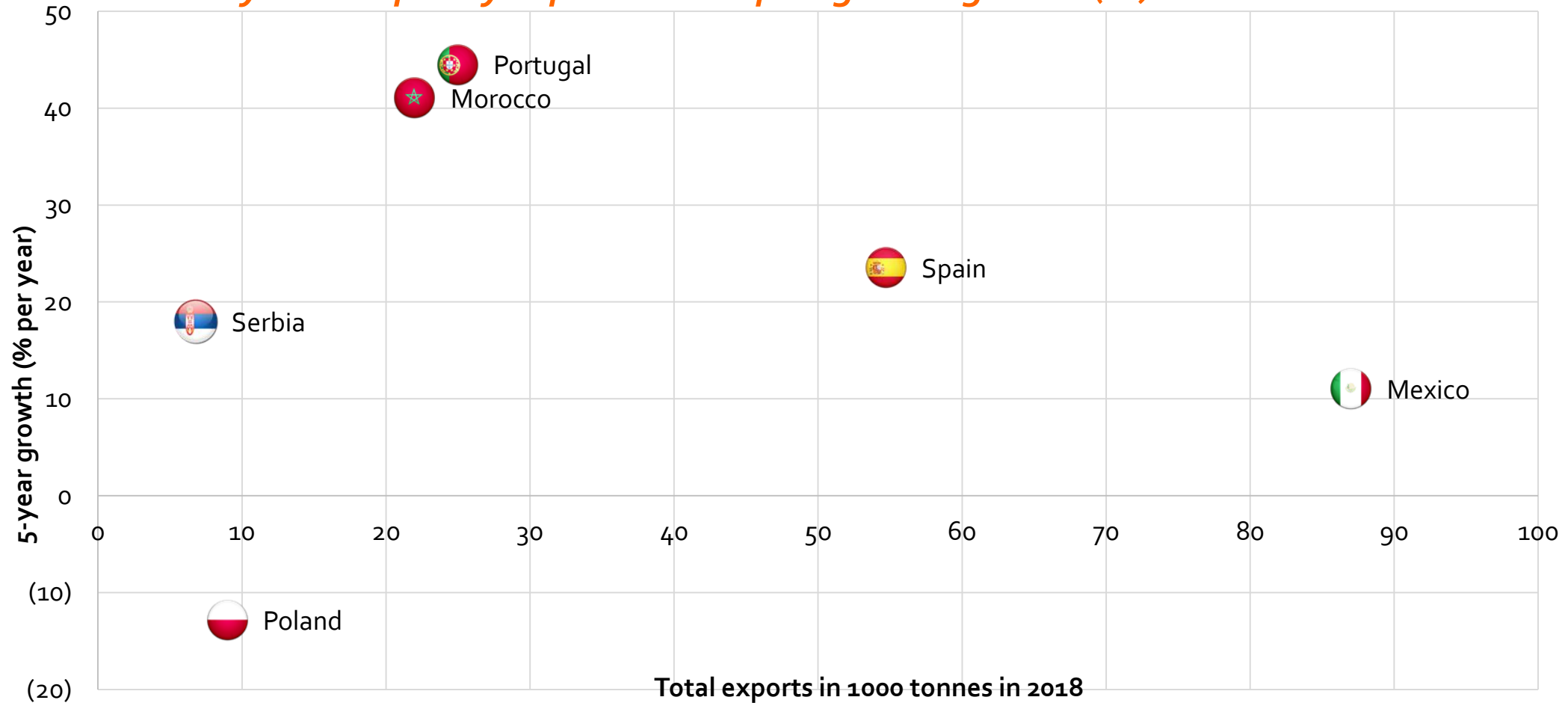
## Largest Avocado Export Nations



# The berry business in Mexico is also booming



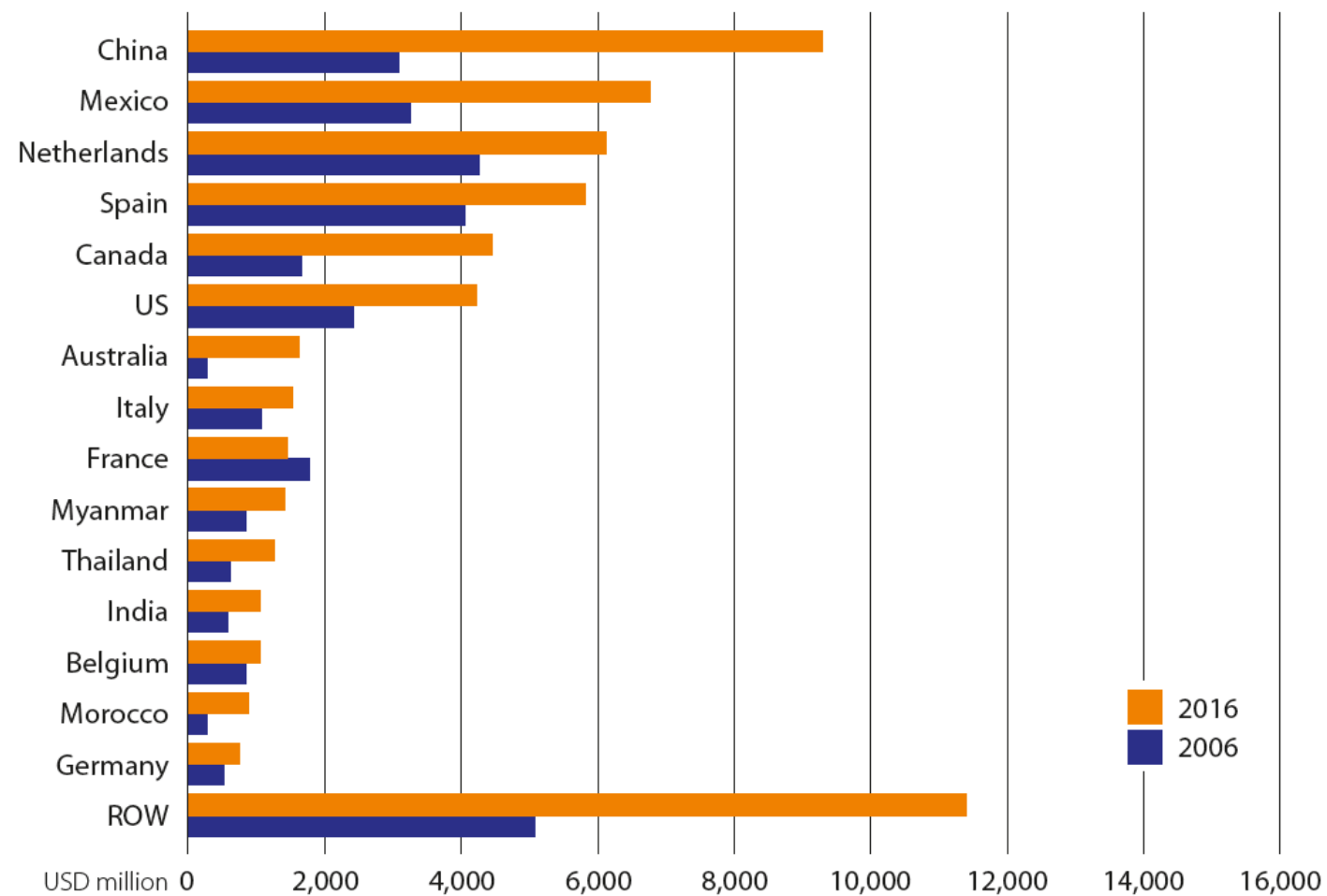
## Total blackberry and raspberry exports and export growth growth (%)

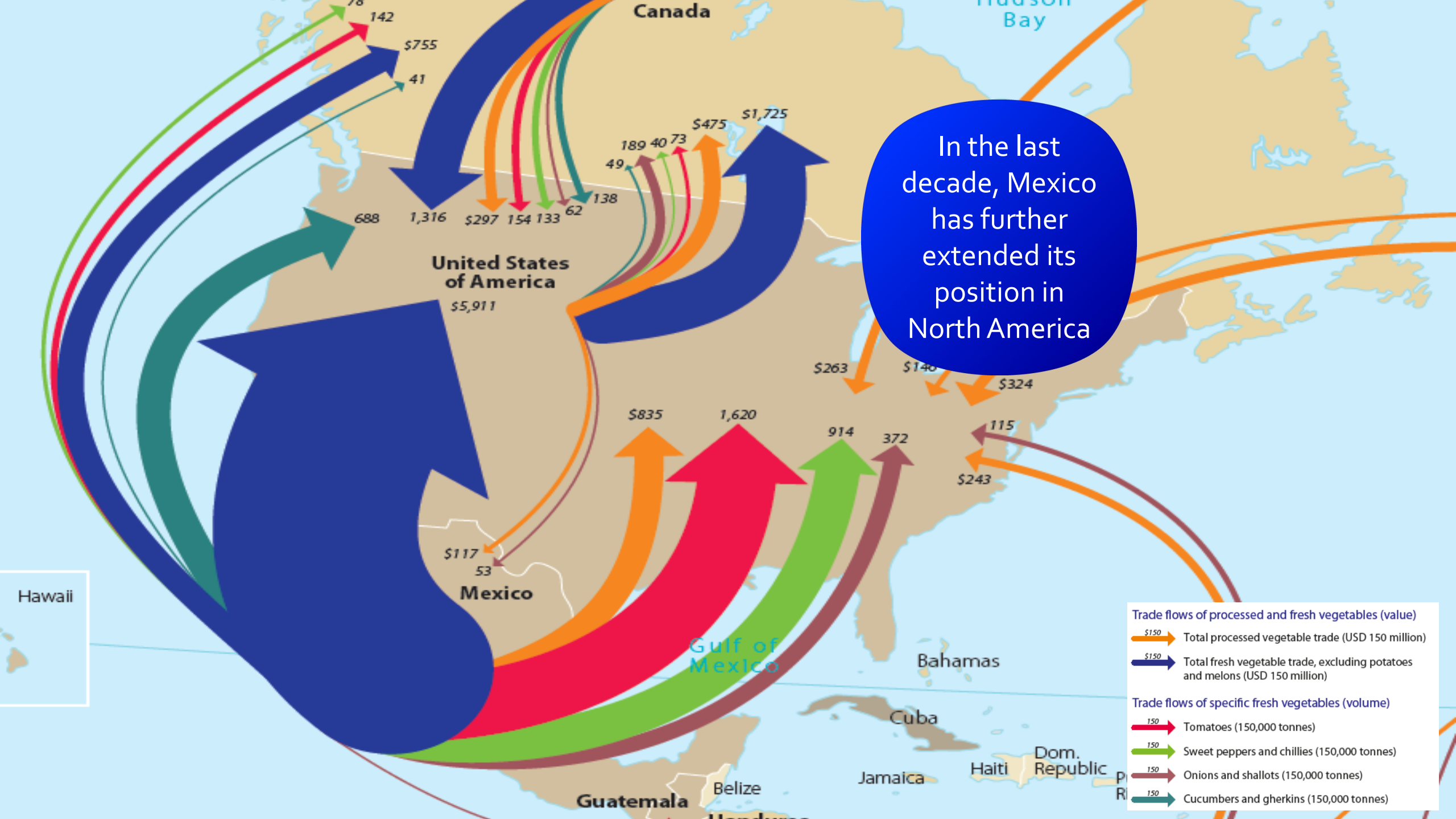


# Mexico and Spain are the foremost export-focused vegetables producing countries



Top 15 fresh vegetable export countries, 2006 vs. 2016



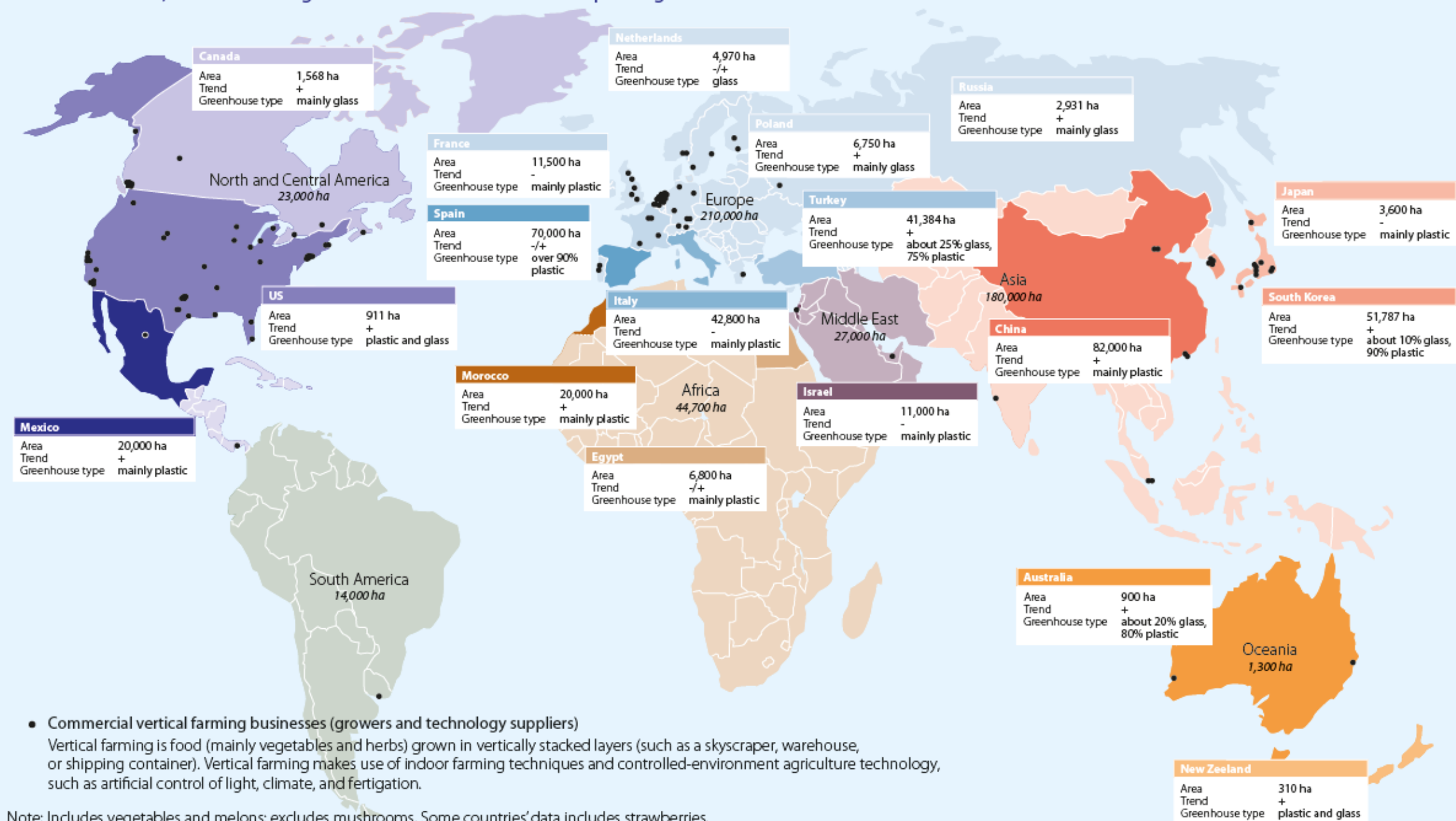


In the last decade, Mexico has further extended its position in North America



# Estimated greenhouse vegetable production area and vertical farming concentrations

Total global area of vegetables and herbs grown in greenhouses (permanent structures) is estimated at about 500,000 hectares, of which about 40,000 hectares in glasshouses and the remainder in plastic greenhouses.





# Conclusion

**Mexico is one of the world's leading hort giants!**

**Mexico's main focus is on the Americas and this will not quickly change**

**Need for technology and inputs will grow**

Light / day 10:12:59

PAR 500<sub>nm</sub> PPFD 781



# Thank you for your attention

[cindy.van.rijswick@rabobank.com](mailto:cindy.van.rijswick@rabobank.com)

 @CRIjswick

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# AGRO LOGISTIEKE KANSEN IN MEXICO

**PETER RAVENSBERGEN**  
WAGENINGEN UNIVERSITY & RESEARCH





# AGROLOGISTICS MEXICO

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Peter Ravensbergen - WUR  
Jorge Armando Narvaez Narvaez - CNA

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**NETHERLANDS**  
**19 February 2020**



# DEFINITION

## Agrologistics

**Includes all the activities that bring a product to your market in the best quality and safety conditions, in the agreed time and at the lowest possible cost.**



# DEFINITION

## Agrologistics

Includes all the activities that bring a product to your market in the best quality and safety conditions, in the agreed time and at the lowest possible cost.

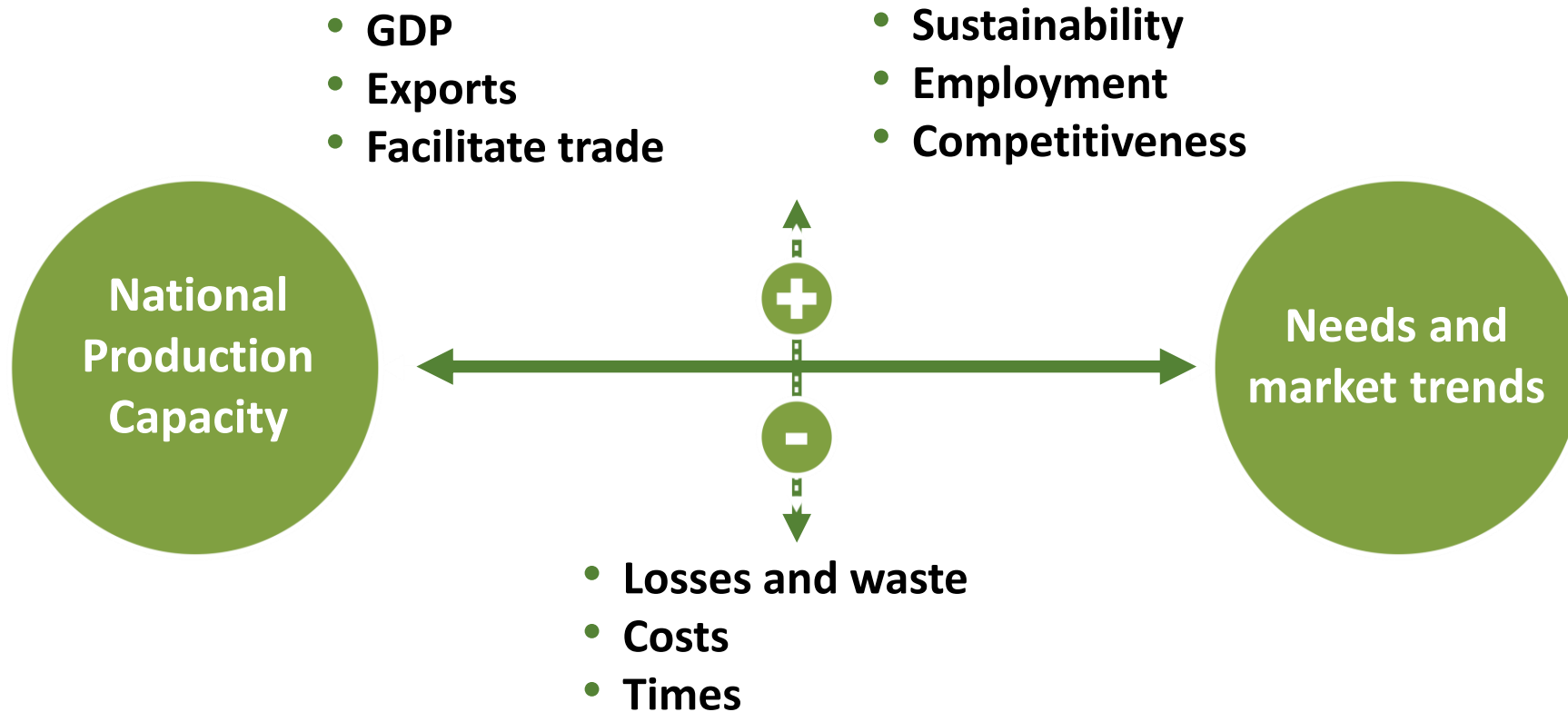
### Unique characteristics

- Subject to quality decay (especially for fresh products / perishables)
- Non-homogenous product, due to natural variation
- Complex supply chain: many SMEs



# STRATEGIC APPROACH

**Agrologistics includes all activities in the agri-food chain, in order to adapt the supply of the product to the market demand.**





# Mexico

## Some statistics

- **One of the main producers of avocado, tomato, pepper, mango, lime, papaya, strawberry, pepper, green beans and onions in the world**
- **7<sup>th</sup> producer of agrifood products in the world**
- **11<sup>th</sup> exporter of agrifood in the world**
- **Strong growth in export (3.5% last year)**
- **53rd position Logistical Performance Index**
- **Expected population growth 130 =>150 million in 2050**
- **Undernutrition vs. overnutrition**
- **US is main Export market => Geopolitical issues**

# CHALLENGES

- **Reduction in food losses and waste**
- **Lack of cold chain facilities and full closed**
- **Need to professionalize logistics services**
- **High logistical costs**
- **Insecurity**
- **Outdated regulations**
- **Low level of digitization and traceability**
- **Need for Certification programs**

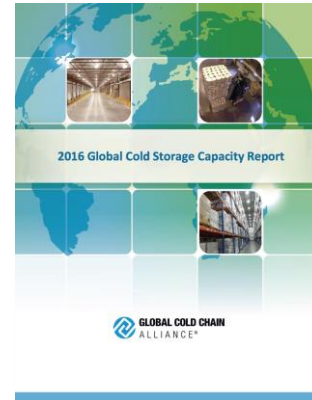


## TOPICS TO BE DEVELOPED

1. Cold chain management
2. Infrastructure and equipment
3. Business model for inclusive supply chain management
4. Innovation, certification and training
5. Value added
6. Circularity
7. Food safety



# STARTING POINTS



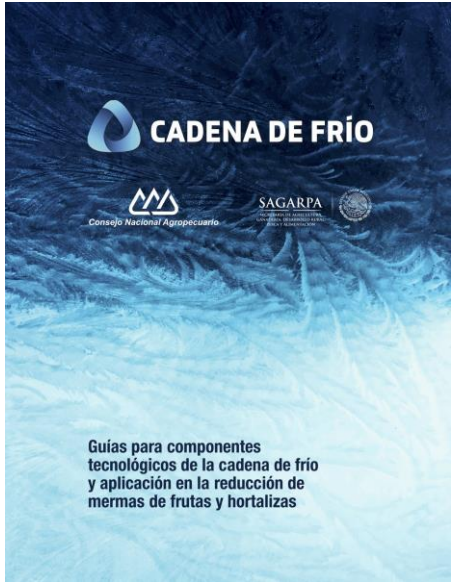
# INSTITUTIONAL COLLABORATION



 **WAGENINGEN**  
UNIVERSITY & RESEARCH







**SAGARPA**  
SECRETARÍA DE AGRICULTURA,  
GANADERÍA, DESARROLLO RURAL,  
PESCA Y ALIMENTACIÓN





# APPROACH WITH COMPANIES



# ALLIANCES WITH INSTITUTIONS





# STRATEGIC ALLIANCES



*Consejo Nacional Agropecuario*



**WAGENINGEN**  
UNIVERSITY & RESEARCH



*Consejo Nacional Agropecuario*

# Dutch Mexican partnership project

## Technology:

- Cold and CA stores
- Measurement & monitoring Instruments
- Post-harvest technology
- Sorting and packing machines
- (Automated) warehousing
- Food processing (juices, pulpes, etc.)
- Irrigation and IPM

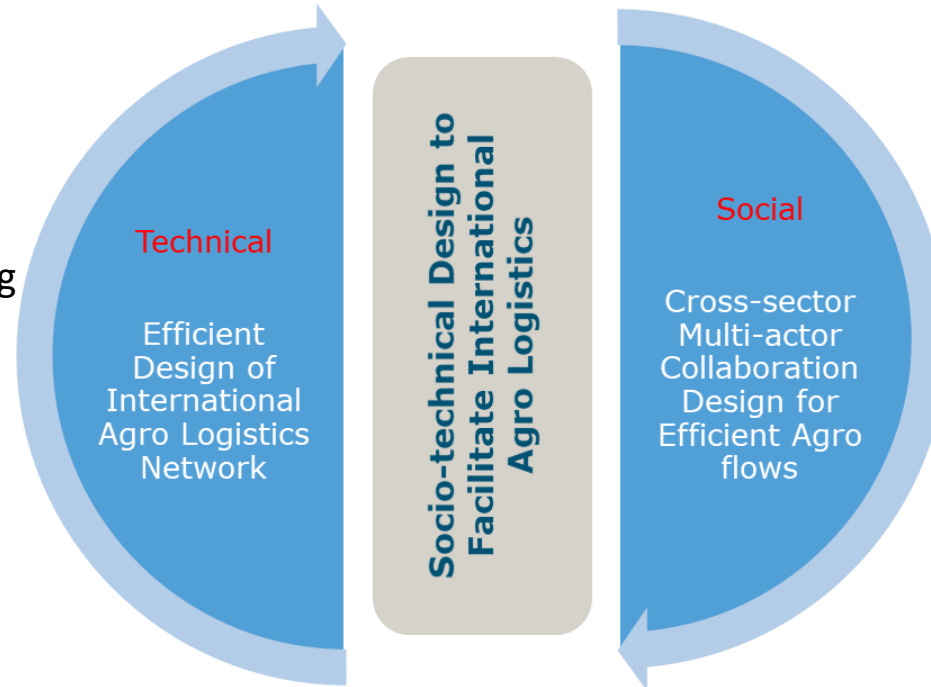
## Logistics Innovations

- ICT
- T&T
- Service providers

Sustainable packaging

Circular/waste solutions

Labs & Certification



Topsector approach  
Know-how exchange

- Academic
- vocational

Start-ups

Governance models

Inclusive SCM

G2G

# Thanks for your attention



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*Consejo Nacional Agropecuario*

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**Business Developer WUR**

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**Jorge Narvaez**

**Vice-Presidency of Agrologistics**

**e-mail: [agrologistica@cna.org.mx](mailto:agrologistica@cna.org.mx)**

**Mobile secr: +52 1 55 2324 8354**

# ERVARING OVER ZAKEN DOEN IN MEXICO

**FRANK OCAMPO**  
THE GREENERY-HAGE INTERNATIONAL





# The Greenery-Hage International



Mexico Business Update

19 de Febrero 2020



Bienvenidos



# Our source





# Kerncijfers



Meer dan  
500 telers



Meer dan  
350 producten



Import/Export  
naar  
57 landen



Omzet  
€1.03 miljard



1.100  
medewerkers



# Missie & Visie

## Missie

Samen met haar telers maakt The Greenery groente en fruit waardevol.

## Visie

The Greenery draagt bij aan een gezondere samenleving door duurzame en voedselveilige teelt van smaakvolle groente en fruit, productinnovaties, technologische ontwikkelingen en samenwerking met ketenpartijen.



# Import/Export

Van en naar 57 landen inclusief Mexico



# Waardeketen

## De rol van The Greenery

### Production



- Product en verpakkingsadvies (marketing)
- Gesprekspartner voor teeltplanning

### Sourcing



- Leden sourcing, niet leden sourcing en import
- Productbeschikbaarheid
- Leveringszekerheid
- Kwaliteitscontrole
- Tegengaan overproductie

### Distribution



- Verpakken
- Opslag
- Transport via vrachtwagen (Dijco) en vliegtuig (Blue Sky Cargo)
- Hollander verzorgt de versdistributie voor diverse Nederlandse supermarkten

### Sales



- Optimale inrichting voor verkoop aan Retail en Trade
- Focus op maximale 'verwaardig'
- Specialistische marktbenadering via dochteronderneming
- Klanten in 57 landen

### Customers



- Category management
- Retailtrends
- Handelsmogelijkheden
- Marktonderzoek
- Productbeschikbaarheid
- Productspecialisten





# Onze toegevoegde waarde



Jaarrond volledig  
assortiment



Focus op retail



Sterk logistiek  
netwerk



Innovatie



Duurzaamheid IDH

Samen met haar  
medewerkers & telers  
maakt The Greenery  
groente en fruit  
waardevol!



THANK YOU



# BREAK-OUT SESSIE

## MARITIEM & ENERGIE (ZAAL: UC-P021)





# AGENDA: ENERGIE & MARITIEM

- 10:35-10:45** Market update Energie & Maritiem - Guido van der Zwet, iPS Powerful People & Holland House Mexico
- 10:45-11:00** Ervaring over zaken doen in Mexico - Wilbert Versteeg, EMAR Offshore
- 11:00-11:15** Ervaring over zaken doen in Mexico - David Blackmon, Heerema Marine Contractors
- 11:15-11:30** Afronden en follow-up (Zaal UC-P021)
- 11:30-12:30** Netwerk lunch



# MARKET UPDATE MARITIEM & ENERGIE

**GUIDO VAN DER ZWET**

**IPS POWERFUL PEOPLE & HOLLAND HOUSE MEXICO**



## Guido van der Zwet General Manager Commerce

### iPS Powerful People

- Founded in The Netherlands in 1988
- Active in Mexico since 2007
- +50,000 qualified candidates worldwide
- Over 10,000 Mexican candidates
- QHSE: ISO 9001:2015, OHSAS 18001:2007 and MLC:2006

### Services

- Recruitment / Permanent Staffing
- Payroll solutions
- Crewing

### Co-Founder

- Holland House Mexico
- Dutch Energy Association  
(now HHM Maritime & Energy)





## Mexico Energy Update

- Political update
  - Pemex
  - Refinery Dos Bocas
  - Other refineries
- Energy Reform
  - Upstream
- Potential for Dutch companies
- Holland House Mexico



## Political Update

- AMLO in office since Dec 2018
- Zero Corruption tolerance
- Strong taste nationalism
- Reinforce Pemex
- Direct assignments
- Energy Reform has been paused; current contracts respected



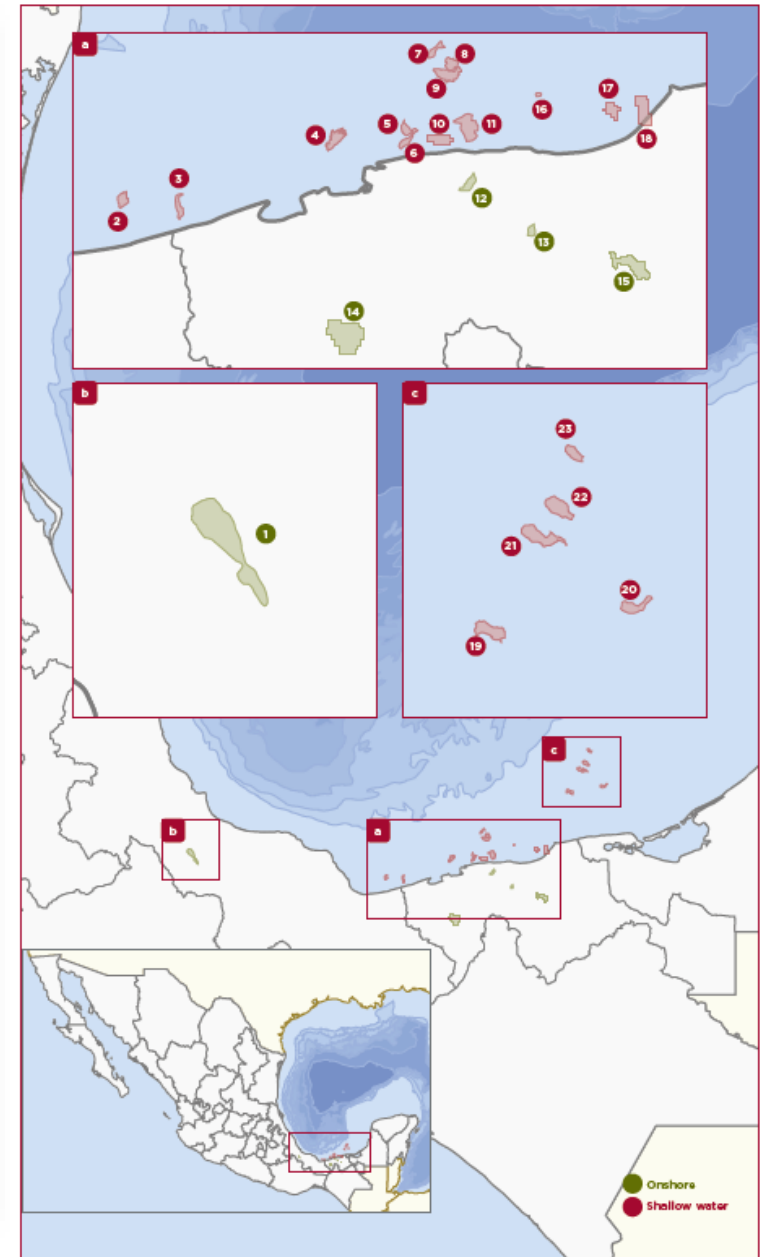
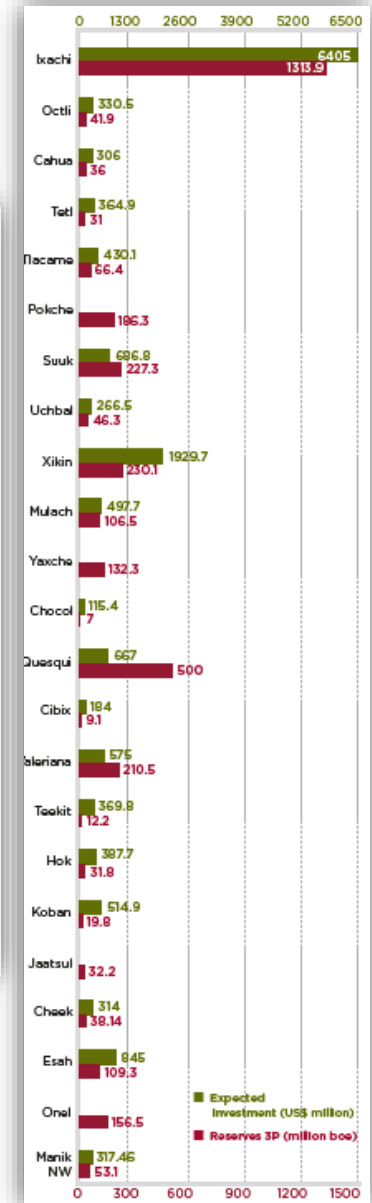
# Political Update - Pemex

- Pemex



- “To rescue national sovereignty”
- Government investments Pemex:
  - 2018: 78 billion MXN (3.7 billion EUR)
  - 2019: 107 billion MXN (5 billion EUR)
  - 2020: 86 billion MXN (4 billion EUR)
- Dos Bocas Refinery (next page)

#	Field	API	Lifespan
1	Ixachi	41.6	N/A
2	Octli	31	2039
3	Cahua	53.4	2043
4	Tetl	36	2029
5	Tlacame	21.9	2029
6	Pokche	42	N/A
7	Suuk	38.4	2039
8	Uchbal	22	2035
9	Xikin	39	N/A
10	Mulach	27	2034
11	Yaxche	34	N/A
12	Chocol	36.8	2035
13	Guesqui	NA	N/A
14	Cibix	19.3 - 44	2033
15	Valeriana	48	N/A
16	Tookit	25	2038
17	Hok	26	2029
18	Koban	42.9	2033
19	Jaatzul	38	N/A
20	Cheek	31	N/A
21	Esah	19	N/A
22	Onel	24.3	N/A
23	Manik NW	22 - 33.3	2039



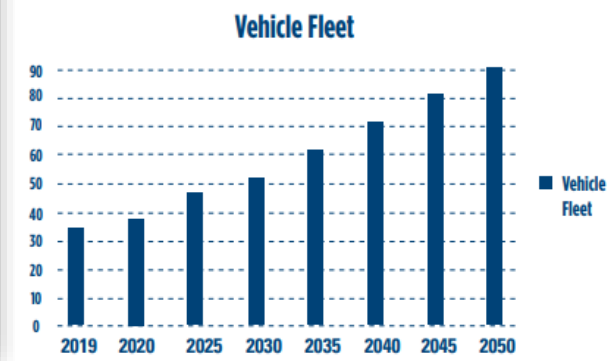


# Political Update - Pemex

- **Refinery Dos Bocas**
  - Announced: December 2018
  - Kick-off: June 2019
  - Completion: 2022
  - Capacity 340 MMb/d
    - 170 Gasoline
    - 120 Diesel
    - 50 Jet fuel, Asphalt
- **Awarded companies:**
  - Van Oord + Grupo Huerta Madre (groundwork) 566 ha
  - Flour Enterprises + ICA Fluor (Package 1)
  - Samsung Engineering + Acosidos Constructores DBNR (Packages 2+3)
  - KBR + Grupo Hostotipaquillo (Packages 4+5)
- **Total investment: 8 billion USD**



Below, a forecast for Mexico's vehicle fleet by 2050:

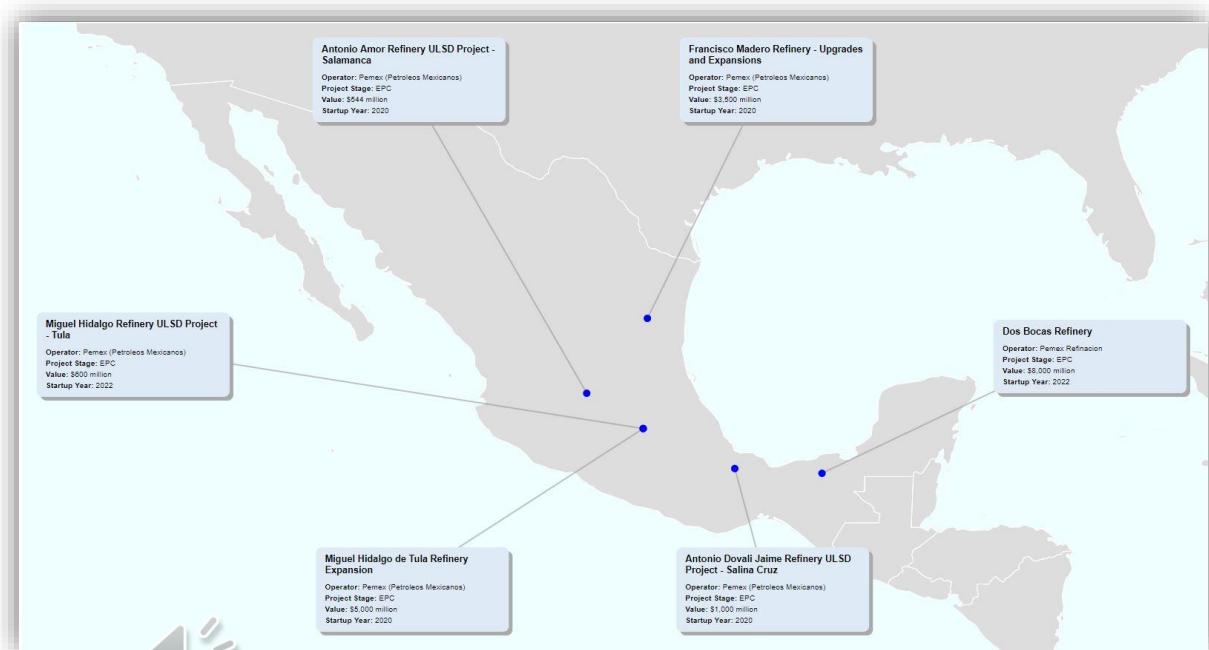




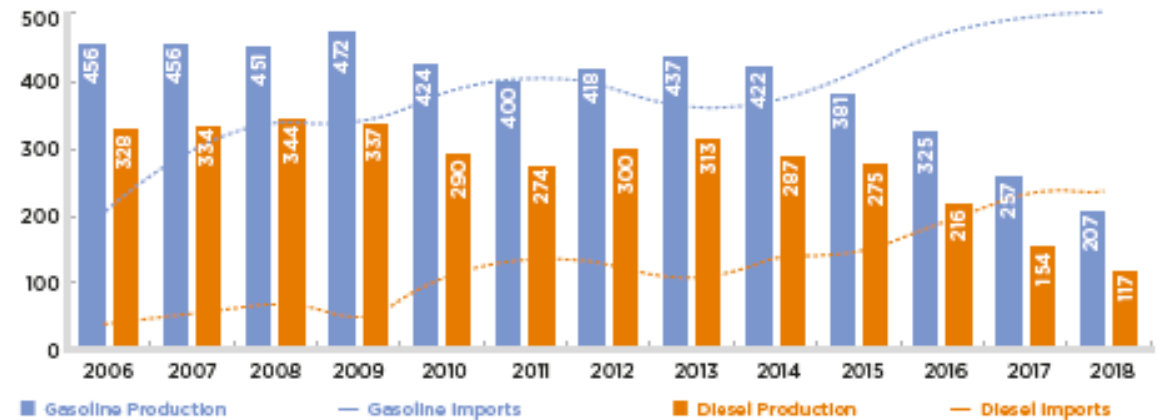
## Other Pemex refineries

- Antonio Amor Refinery - Salamanca
- Francisco Madero Refinery
- Miguel Hidalgo de Tula Refinery
- Antonio Dovali Jaime Refinery - Salina Cruz

These refineries will get upgrades and expansions, in order to increase domestic fuel production and decrease reliance on US imported fuel



PEMEX GAS AND DIESEL PRODUCTION AND IMPORTS (Mb/d)



Source: PEMEX



# Energy Reform

- Approved 11th of August 2014
- 111 contracts given out
  - 107 exploration and production
  - 3 farmouts
  - 1 under new administration
- 25% of original 5-year-plan

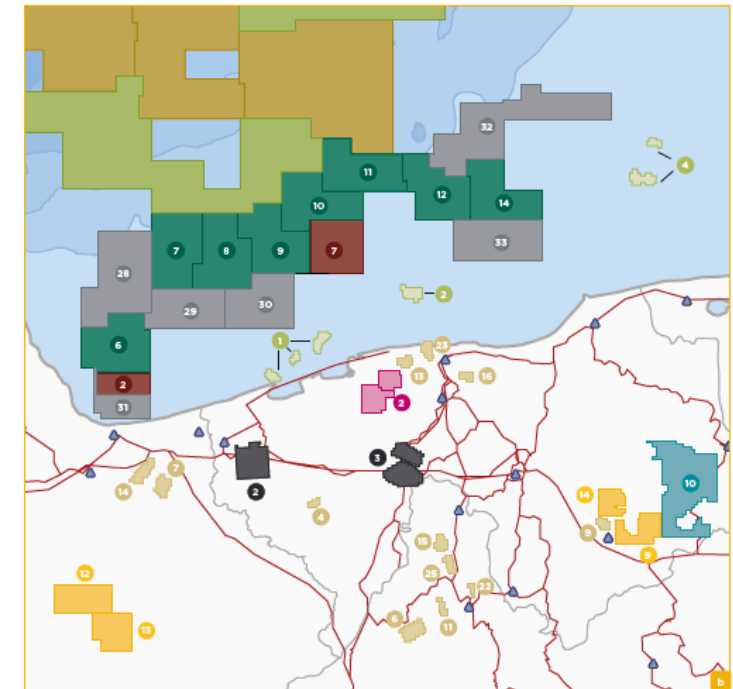
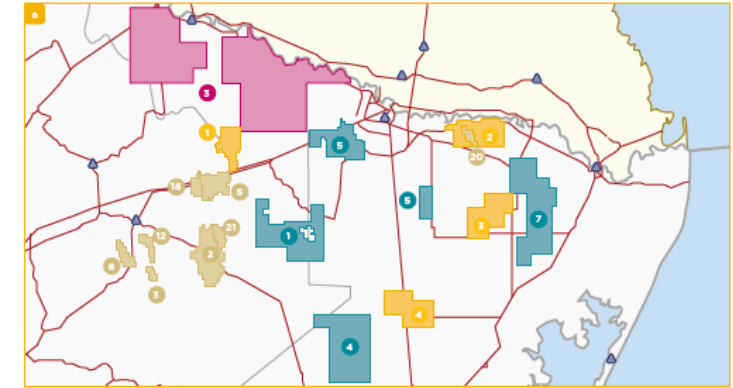
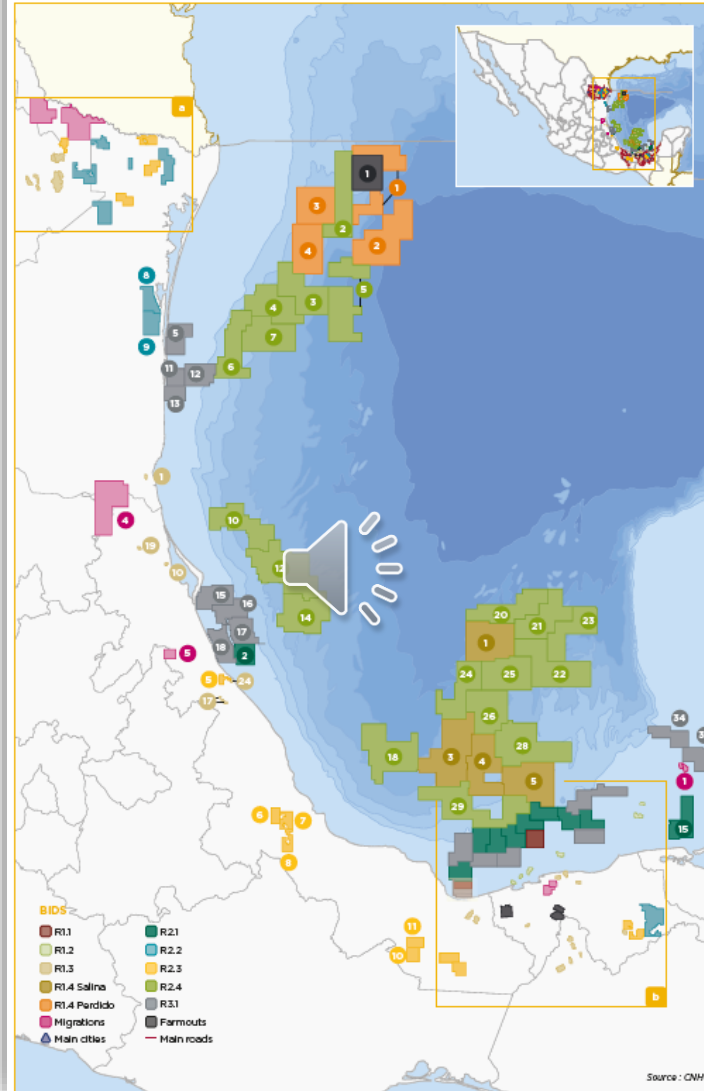
## Envisaged investments

- \$3.4 bn USD for deepwater projects
- \$26 bn USD for shallow water projects
- \$6 bn USD for onshore projects

## Companies

- 24 shallow waters
- 15 deepwater
- 28 on land

LICENSING ROUNDS, FARMOUTS AND MIGRATIONS



## LICENSING ROUNDS, FARMOUTS AND MIGRATIONS

Round	Block	Winning bidder
1.1	2	Talos Energy, Sierra Oil and Gas and Premier Oil
1.1	7	Talos Energy, Sierra Oil and Gas and Premier Oil
1.2	1	Eni International
1.2	2	Pan American Energy and E&P Hidrocarburos
1.2	4	Fieldwood Energy and PetroBAL
1.3	1	Diavex Offshore
1.3	2	Sistemas Integrales de Compresión in consortium with Nuvoil and Constructora Marusa
1.3	3	Consortio Manufacturero Mexicano
1.3	4	Grupo Diarqco
1.3	5	Strata Campos Maduros
1.3	6	Diavex Offshore
1.3	7	Servicios de Extracción Petrolera Lifting de México
1.3	8	Construcciones y Servicios Industriales Globales
1.3	9	Compañía Petrolera Persaus
1.3	10	Ingeniería, Construcciones y Equipos Conaquipos Ing in consortium with Industrial Consulting, Desarrolladores Oleum, Marat Intamational and Constructora Tzaulan
1.3	11	Renaissance Oil
1.3	12	Consortio Manufacturero Mexicano
1.3	13	Grupo Diarqco
1.3	14	Canamex Dutch in consortium with Perfolat de México and American Oil Tools
1.3	15	Renaissance Oil
1.3	16	Roma Energy Holdings in consortium with Tubular Technology and Gx Geoscience Corporation
1.3	17	Servicios de Extracción Petrolera Lifting de México
1.3	18	Strata BPS
1.3	19	Renaissance Oil
1.3	20	GS Oil & Gas
1.3	21	Strata Campos Maduros
1.3	22	Grupo R Exploración y Producción in consortium with Constructora y Arrendadora México
1.3	23	Compañía Petrolera Parsaus
1.3	24	Tonalli Energía
1.3	25	Renaissance Oil
1.4	1	China Offshore Oil Corporation
1.4	2	Total and ExxonMobil
1.4	3	Chevron, PEMEX and INPEX
1.4	4	China Offshore Oil Corporation
1.4	1	Statoil, BP and Total
1.4	3	Statoil, BP and Total
1.4	4	PC Carigali and Sierra Oil and Gas
1.4	5	Murphy Oil, Ophir, PC Carigali and Sleem Oil and Gas

Round	Block	Winning bidder
2.1	2	PEMEX and DEA Deutsche
2.1	6	PC Carigali and Ecopetrol
2.1	7	Eni México, Capricorn Energy and Citla Energy
2.1	8	PEME and Ecopetrol
2.1	9	Capricorn Energy and Citla Energy
2.1	10	Eni México
2.1	11	Repsol Exploración and Sierra Parota
2.1	12	Lukoil International
2.1	14	Eni México and Citla Energy
2.1	15	Total E&P and Shell
2.2	1	Iberoamericana de Hidrocarburos and PJP4
2.2	4	Sun God and Jaguar E&P
2.2	5	Sun God and Jaguar E&P
2.2	7	Sun God and Jaguar E&P
2.2	8	Sun God and Jaguar E&P
2.2	9	Sun God and Jaguar E&P
2.2	10	Sun God, Jaguar E&P
2.3	1	Iberoamericana de Hidrocarburos and PJP4
2.3	2	Newpex Exploración y Extracción and Verdad Exploration
2.3	3	Newpex Exploración y Extracción and Verdad Exploration
2.3	4	Iberoamericana de Hidrocarburos and PJP4
2.3	5	Jaguar E&P
2.3	6	Shandong Kerul, Sicoval MX and Nuevas Soluciones Energéticas
2.3	7	Jaguar E&P
2.3	8	Jaguar E&P
2.3	9	Jaguar E&P
2.3	10	Shandong Kerul, Sicoval MX and Nuevas Soluciones Energéticas
2.3	11	Shandong Kerul, Sicoval MX and Nuevas Soluciones Energéticas
2.3	12	Carso Oil and Gas
2.3	13	Carso Oil and Gas
2.3	14	Jaguar E&P
2.4	2	Shell and PEMEX
2.4	3	Shell and Qatar Petroleum
2.4	4	Shell and Qatar Petroleum
2.4	5	PEMEX
2.4	6	Shell and Qatar Petroleum
2.4	7	Shell and Qatar Petroleum
2.4	10	Repsol, PC Carigali and Ophir
2.4	12	PC Carigali, Ophir and PTTEP
2.4	14	Repsol and PC Carigali
2.4	18	PEMEX
2.4	20	Shell
2.4	21	Shell
2.4	22	Chevron, PEMEX and INPEX

Round	Block	Winning bidder
2.4	23	Shell
2.4	24	Eni and Qatar Petroleum
2.4	25	PC Carigali
2.4	26	PC Carigali
2.4	28	Shell
2.4	29	Repsol, PC Carigali, Sierra O&G and PTTEP
3.1	5	Repsol Exploración
3.1	11	Premier Oil
3.1	12	Repsol Exploración
3.1	13	Premier Oil
3.1	15	Capricorn and Citla
3.1	16	PEMEX, DEA Deutsche and CEPSA
3.1	17	PEMEX, DEA Deutsche and CEPSA
3.1	18	PEMEX and CEPSA
3.1	28	Eni and Lukoil
3.1	29	PEMEX
3.1	30	DEA Deutsche, Premier Oil and Sapura

Round	Block	Winning bidder
3.1	31	Pan American
3.1	32	Total and PEMEX
3.1	33	Total and PEMEX
3.1	34	Total, BP and Pan American
3.1	35	Shell and PEMEX

Farmouts	Winning bidder
1. Trion	BHP Billiton
2. Ogarrlo	DEA Deutsche Erdol AG
3. Cárdenas-Mora	Chalron Holdings

Migrations	Winning bidder
1. Campo Balam	PEMEX E&P, Operadora de Campos DWF
2. Santuario-El Golpe	Servicios Multiples de Burgos, PEMEX E&P
3. Misión	PEMEX E&P, DS Servicios, D&S Petroleum
4. Ebano	PEMEX E&P, Operadora de Campos DWF
5. Miquotla	Petrofac Mexico, PEMEX E&P

## CONTRACTS FOR EXPLORATION AND EXTRACTION



## NUMBER OF BIDDER COMPANIES BY COUNTRY





# Potential for Dutch companies

- Operators look for suppliers
  - Find local partner
  - Get distribution in order
  - Go with your current clients
  - Knowledge / Technology
- Port development / Infrastructure
  - Various ports need expansion
  - Storage capacity to grow
  - Other infrastructure projects
- Mexican - Netherlands treaty
  - Companies already active
  - Holland House Mexico
- Industry events:
  - Shallow & Deepwater - March
  - MP visit to Mexico - April
  - Breakfast session OTC - May
  - CMP + Trade Mission - June



# Holland House Mexico

- **Leasing options**
  - Virtual Office Space
  - Flexible and fixed office space
  - Local phone number
  - Commercial Address
  - Private meeting rooms
- **Business Services**
  - Market scans
  - Matchmaking
  - Local representation
  - Legal services
  - Fiscal address
  - Accounting
  - Recruitment & Payroll
  - Translation
- **Activities**
  - Dutch Pavilions
  - Breakfast sessions
  - Trade Missions







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PERSONNEL | PROJECTS | PAYROLL

Questions & comments: [guido@ips.jobs](mailto:guido@ips.jobs)

Graphs by Mexico Business Publishing: [www.mexicobusiness.news](http://www.mexicobusiness.news)





# ERVARING OVER ZAKEN DOEN IN MEXICO

**WILBERT VERSTEEG**  
EMAR OFFSHORE





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- Introduction 4Maritime Holding
- Introduction EMAR Offshore Services
- Long term Projects
- Our story in Mexico
- Maritime Exhibitions Mexico
- Our locations



- Dutch holding company 4Maritime operates following “brands” and JVs:
  - EMAR Offshore Services ([www.emaroffshoreservices.com](http://www.emaroffshoreservices.com))
  - OSB Offshore Support Base – layup locations ([www.offshoresupportbase.com](http://www.offshoresupportbase.com))
  - Joint Venture with Kotug for tugs in Russia ([www.kotug.com](http://www.kotug.com))
  - Joint Venture with SMT Shipping for Transshipment tugs ([www.smtshipping.com](http://www.smtshipping.com))
  - Joint Venture with Riverlake Solutions for SPM operations ([www.riverlakesolutions.com](http://www.riverlakesolutions.com))
  - Joint Agreement with Naviera Integral for providing Maritime Services in Mexico ([www.navinsa.com.mex](http://www.navinsa.com.mex))
- Since 2015 consolidated and audited by Ernst & Young





- Since 2010 active as brokers with long term charters and seagoing towages
- Since 2017 ISO 9002 certified by DNV
- Since 2019 ISM certified by BV
- Seven (7) vessels & 1 barge in ownership
- Eight (10) shore based employees
- Pool of 60 contracted seafarers
- For more info visit [www.emaroffshoreservices.com](http://www.emaroffshoreservices.com)







- Since 2015 various “girlfriends” with different results
- Brokers, big and small owners
- EMAR new commercial mgr with new ideas → Holland House Mexico
- Change of commercial manager Naviera Integral
- Is it all about the connection & match:
  - Know what you can and can't
  - Joint interest in the Netherlands (Honor Consul) and Damen vessels
  - Naviera Integral (N.I.) strong & reputable
  - EMAR no-nonsense, good worldwide network, thinking in alternatives
  - Basis N.I. = Damen, EMAR provides alternatives (vessels & finance)





- Team up with Holland House Mexico;
- Find a local partner, where your company can provide added value;
- In maritime business local content is mandatory to operate vessels (local crew, navigation permit, overall challenging local rules and regulations);
- Nowadays safety standard are very high, similar to North Sea;
- Vessel rates are still under pressure compared to the region;
- Seek advice on taxes

- **Shallow and Deepwater** in Ciudad del Carmen  
24<sup>th</sup> till 26<sup>th</sup> of March 2020  
EMAR & NAVIERA will be present  
at the Holland Pavilion, stand nr 2
- **Congreso Mexicano del Petroleo**, Monterrey  
24<sup>th</sup> – 27<sup>th</sup> of June 2020  
EMAR will join NAVIERA at their own stand



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# ERVARING OVER ZAKEN DOEN IN MEXICO

**DAVID BLACKMON**  
HEEREMA MARINE CONTRACTORS





# Mexico – A market on the move

David Blackmon – General Counsel &  
Director of Services

**HEEREMA MARINE CONTRACTORS**

2020



The Heerema Group is a privately owned family company founded more than 50 years ago.



Heerema Marine Contractors (HMC) excels at Transporting, Installing and Removing offshore facilities in any water depth:

- Fixed & Floating facilities for the offshore energy production market
- Subsea infrastructure
- Decommissioning of offshore infrastructure



Heerema Fabrication Group (HFG) specializes in the engineering and fabrication of large and complex structures for the offshore oil & gas and energy-related industries.

HFG has yards in Vlissingen (NL) and south of Poland.



*Pieter H. Heerema*





## Raising the bar with Sleipnir.

With the introduction of Sleipnir, HMC shows commitment to its clients towards the future, continuing to serve the heavy installation and removal market for the next decades. This latest step in our fleet renewal program further reinforces our aim to remain an industry leader in offshore installation and removal services.

20,000 MT LIFTING CAPACITY

SELF-PROPELLED, 10 KNOTS, DP CLASS 3

DUAL-FUEL PROPULSION, LNG/MGO





A photograph of an offshore oil rig in the middle of the ocean at sunset. The sun is low on the horizon, creating a bright, golden glow that reflects on the water's surface. The sky is filled with soft, orange and yellow clouds. The rig is silhouetted against the bright light of the sun.

## Why Mexico?

- Mexico needs to boost its oil production
- 2024 Target is at 2.7m bpd (current +/- 2.0m)
- The Energy Reform
  - A temporary slow down
  - But changes are already in place
  - Foreign operators are now active
  - Pemex needs to modernize
- (Dutch) Contractors can play a major role
  - The need for cost effective solutions
- Dutch contractors have been active in the past with good results



# The Mexican offshore market

## The Past - HMC track record

### Standard T&I

### Large/Heavy/Deep T&I

### Integrated Projects SURF EPCI



The diagram illustrates various offshore structures and projects. On the left, a callout box highlights 'Fixed Platforms' and 'Compliant Towers'. The central list includes projects under 'Tension Leg Platforms' and 'SPARs'. On the right, two photographs show offshore platforms in operation. The background features a 3D rendering of a compliant tower structure on a seabed.

**Fixed Platforms**

**Compliant Towers**

**Tension Leg Platforms**

- EPC-22 (2000 / 2001)
- EPC-1 (2000/2001)
- SINAN-D (2006)
- KU-MALOOB-ZAAP (2006/2007)
- AKAL-J (2007)
- CAYO ARCAS (2008)
- PP-LUM-A (2008)
- AKAL EXTENSIONS (2009/2010)
- Balam-A Jacket (2013)
- EK-A2 Jacket (2014)
- Ayatsil A,B,C&D (2014)

**SPARs**

07/01/2014 16:11



# The Mexican offshore market

## Moving forward

Standard T&I

Large/Heavy/Deep T&I

Integrated Projects SURF EPCI

Fixed  
Platforms

Compliant  
Towers

Tension Leg  
Platforms

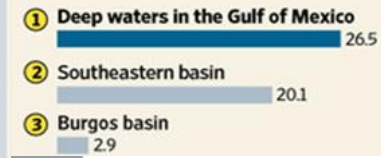
SPARs

Subsea  
Infrastructures

Round	Block	Winning Bidder	Basin	Location
2.4	14	Repsol and PC Carigali	Cordilleras Mexicanas	Deepwater
2.4	18	PEMEX	Cordilleras Mexicanas	Deepwater
2.4	20	Shell	Salina	Deepwater
2.4	21	Shell	Salina	Deepwater
2.4	22	Chevron, PEMEX and INPEX	Salina	Deepwater
2.4	23	Shell	Salina	Deepwater
2.4	24	ENI and Qatar Petroleum	Salina	Deepwater
2.4	25	PC Carigali	Salina	Deepwater
2.4	26	PC Carigali	Salina	Deepwater
2.4	28	Shell	Salina	Deepwater
2.4	29	Repsol, PC Carigali, Sierra O&G and PTTEP	Salina	Deepwater



Prospective resources,  
in billions of barrels of oil equivalent



3.1	5	Repsol Exploración	Burgos	Shallow water
3.1	11	Premier Oil	Burgos	Shallow water
3.1	12	Repsol Exploración	Burgos	Shallow water
3.1	13	Premier Oil	Burgos	Shallow water
3.1	15	Capricorn and Citla	Tampico-Misantla	Shallow water
3.1	16	PEMEX, DEA Deutsche and CEPSA	Tampico-Misantla	Shallow water
3.1	17	PEMEX, DEA Deutsche and CEPSA	Tampico-Misantla	Shallow water
3.1	18	PEMEX and CEPSA	Tampico-Misantla	Shallow water
3.1	28	ENI and Lukoil	Cuencas del Sureste	Shallow water
3.1	29	PEMEX	Cuenca Salinas	Shallow water
3.1	30	DEA Deutsche, Premier Oil and Sapura	Cuenca Salinas	Shallow water



A sunset over the ocean with a large offshore oil rig silhouette in the center. The sun is low on the horizon, creating a bright glow and reflecting on the water. The sky is filled with clouds, and the overall scene is serene and dramatic.

## What next?

- Find your way into the Mexican market:
  - Trade missions
  - Dutch embassy
  - The Holland House
- Opportunities are there
  - but you need to be there too
- Take the time
  - You are not selling a solution but a change
- A local partner is an option
- A local representative is a must
- The Mexican system can be complex
  - But bureaucracy is like a language
  - Make use of “native speakers”





Thank you

THANK YOU!





# AFRONDEN EN NEXT STEPS



# ENERGIE & MARITIEM EVENEMENTEN IN/OVER MEXICO

- **21-24 April 2020**  
[Trade Mission to Mexico](#)
- **24-26 March 2020**  
[Dutch Pavilion at Shallow and Deepwater Expo](#)
- **6 May 2020**  
[Mexico Networking Breakfast at OTC 2020](#)
- **20-27 June 2020**  
[Energy Trade Mission to Mexico](#)
- **24-27 June 2020**  
[Dutch Pavilion at Mexican Petroleum Congress 2020](#)
- **October 2020**  
Mexico Networking Breakfast at OEEC Amsterdam 2020

# TUINBOUW EVENEMENTEN IN/OVER MEXICO

- **21-24 April 2020**  
[Trade Mission to Mexico](#)
- **24-26 March 2020**  
[GreenTech Americas](#)
- **27-28 May 2020**  
Forum for International Women
- **8-10 June 2020**  
[GreenTech Amsterdam](#)

**THANK YOU!**

**NETWORK LUNCH IN DE COOPVAERT**





