



NEW ZEALAND AND MEXICO NATURAL PARTNERS

MARCH 2017

PRO **méxico**

Trade and Investment

MEXICO : Economy Emerging

- **Stable**, democratic government
- **Comprehensively** responding to internal challenges
- **15th** largest economy; 2nd in Lat. Am.
- **Largest** exporter in Latin America
- **127** million population
- **110,000** engineers graduate yearly
- **11** current structural reforms
- **10th** most visited country in the world
35 million visitors in 2016
 - + 15K visitors from NZ
 - + 85K visitors from Australia
- **26.7** billion USD of FDI in 2016
- **Top ten** largest economy forecast by 2030



SOLID MACROECONOMIC ENVIRONMENT

Evolution of exports and international reserves in Mexico
(1995 - 2015)



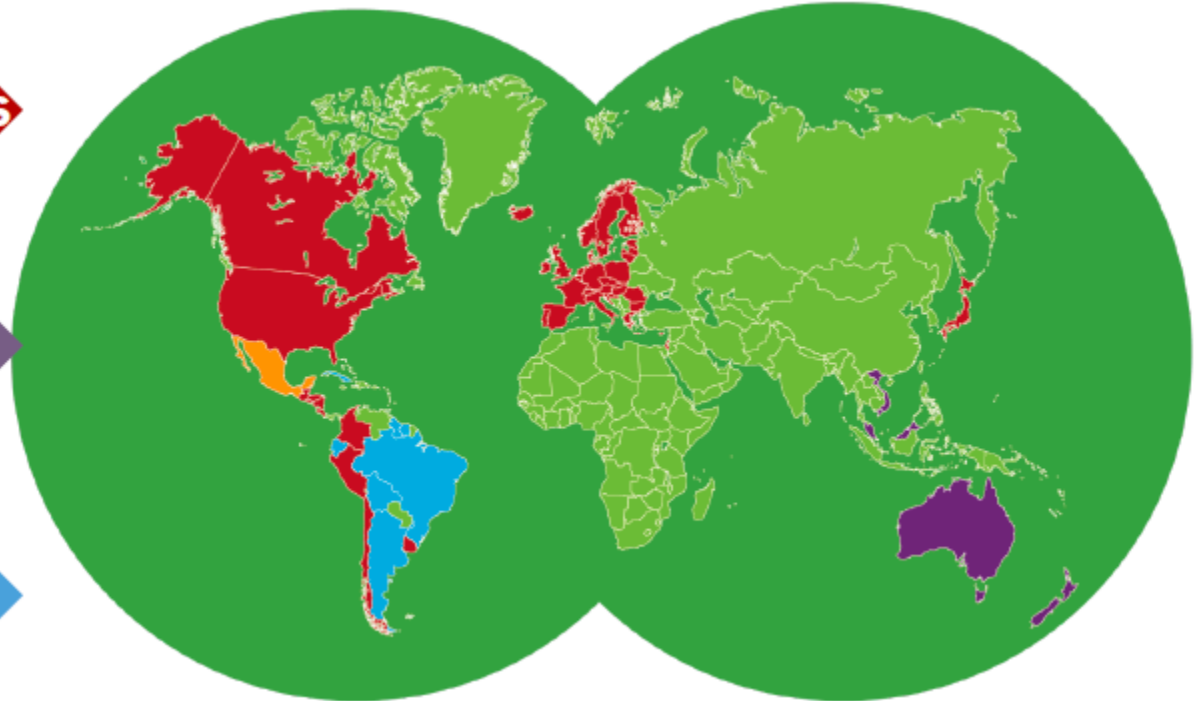
PREFERENTIAL ACCESS

Through its network of free trade agreements, Mexico has **privileged access to 46 countries**, a market of more than 1,200 million people.

FTAs with 46 countries

TPP ?





6 economic
complementation
agreements



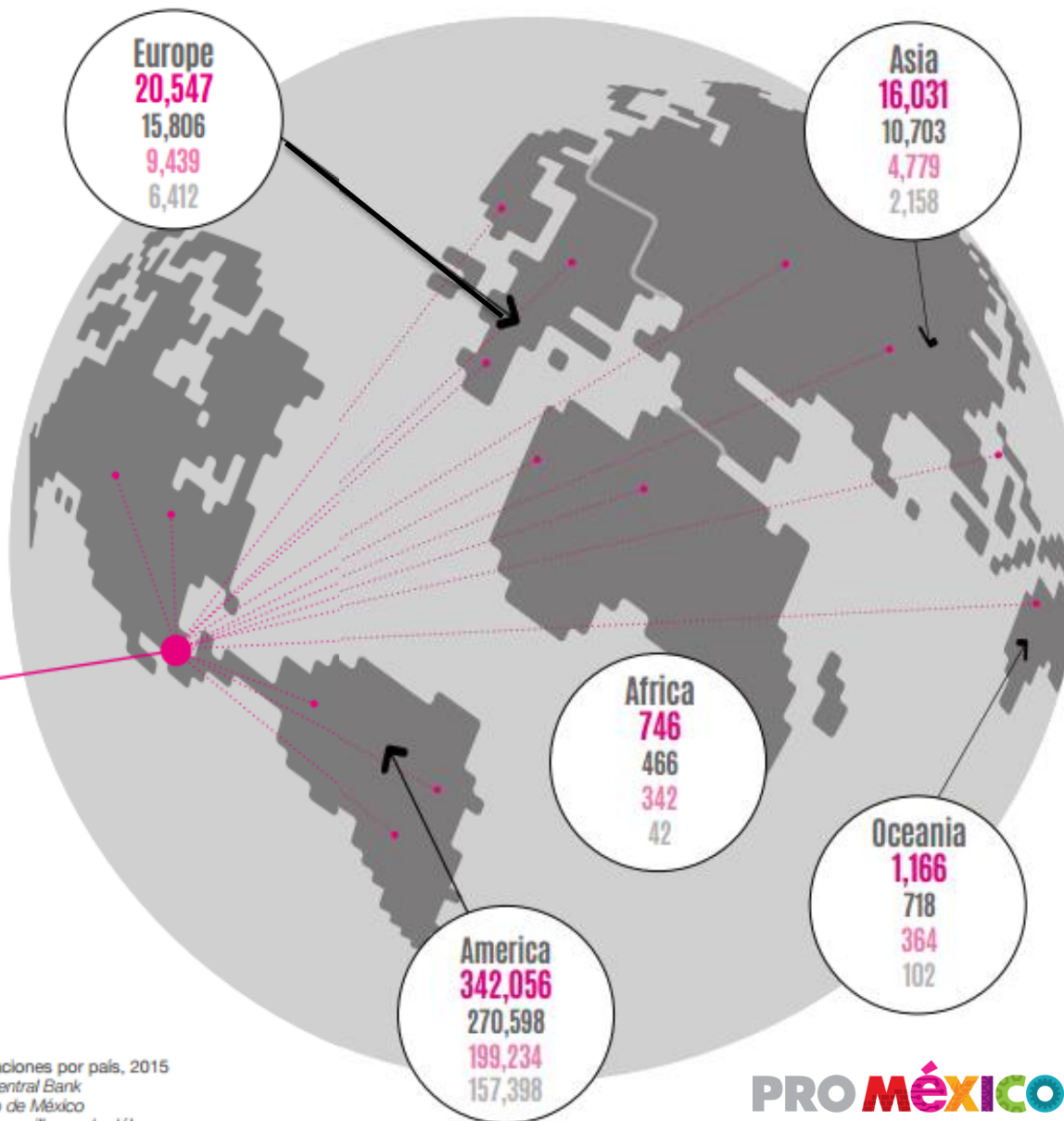
MEXICO IN THE WORLD: Top Export Destinations

United States		308,891
Canada		10,545
China		4,873
Brazil		3,799
Colombia		3,668
Germany		3,509
Spain		3,350
Japan		3,018
South Korea		2,816
France		2,120

Total Exports

2015		380,623
2010		298,473
2005		214,233
2000		166,121





MÉXICO



*Mexican exports by country, 2015 / Exportaciones por país, 2015
 Source: ProMéxico with data from Mexico's Central Bank
 Fuente: ProMéxico con información del Banco de México
 All values in million dollars / Todos los valores en millones de dólares

MEXICO: STRONG TRADE RELATIONSHIPS INTO THE UNITED STATES

US Trade Figures (US\$ Billions)

		US Exports	US Imports	Total Trade	US Deficit	Deficit (% of trade)
	Mexico	\$236	\$297	\$533	-\$61	-11%
	China	\$117	\$503	\$620	-\$386	-62%
	Japan	\$63	\$135	\$198	-\$72	-36%
	Korea	\$43	\$74	\$117	-\$31	-26%
	Germany	\$49	\$126	\$175	-\$77	-44%
	France	\$32	\$49	\$81	-\$17	-21%
	Russia	\$7	\$17	\$24	-\$10	-42%

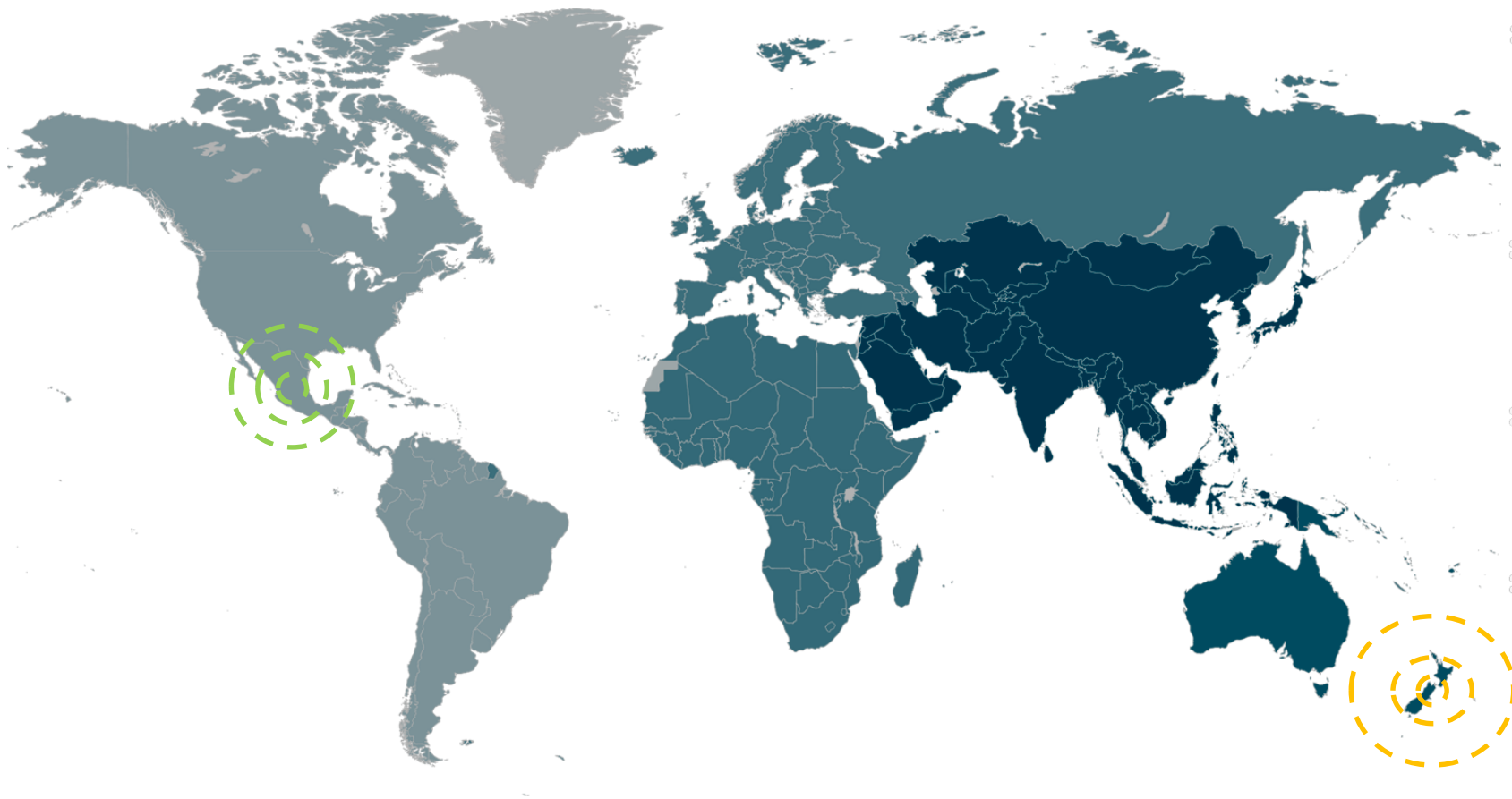
*data from Trademap.org

Adapted from J. De Nigris (2016)

Some Findings and Comments

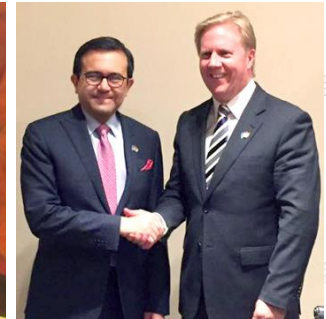
1. Mexico imports more than double that of China (\$236 vs. \$117).
2. US deficit with China is 5 times bigger than that with Mexico (\$386 vs. \$61).
3. US trade deficit with Mexico is similar (in dollar value) than that with Germany and Japan (about \$65.)
4. US trade deficit with Mexico represents only 11% of total trade between the two countries, about half the % of the next country in this sample (France), and less than a third of Japan and Germany.
5. US is key investor in Mexico; a relevant % of US imports from Mexico are made by US-owned companies. This means that "mexican products" brought to the US are made by US companies.

NEW ZEALAND AND MEXICO COMPLEMENTARY ECONOMIES



MUTUALLY BENEFICIAL RELATIONS

- **Fluid** political dialogue at every level
- **Common** visions on global questions
- **Increasing** people-to-people relations
- **Large** potential for cooperation
- **Foremost** trading partner for NZ in Lat.Am.
- **Growing** bilateral trade and investment
- **Partners** in OECD, APEC, G-20, Pacific Alliance (NZ observer)



The Pacific Alliance

BILATERAL GROWTH

MEX - NZ EXPORTS

NZ Exports (Thousand NZD)				
	2013	2014	2015	2016
Butter and diary spreads	71800	62900	142200	254700
Casein	92800	96200	94000	67700
Milk and cream, concentrated	47600	33700	20000	42300
Cheese	18200	17100	19300	18800
Sheep Meat	19700	20200	20500	14400
Top 5 products as % of trade	84%	82%	81%	87%
Total trade	296600	282200	365200	455300

Total Exports:
\$ 455.3 million

Annual growth 2016:
24.6%

BILATERAL GROWTH

MEX - NZ IMPORTS

NZ Imports (Thousand NZD)				
	2013	2014	2015	2016
Telephones and mobiles phones	27500	20400	29100	35300
Beer from malt	20000	19200	26100	32800
Motor vehicles	30700	28700	33600	24000
Medical, dental or veterinary instruments	17200	17400	19100	18500
Yachts and other vessels	700	1800	5700	11100
Top 5 products as % of trade	39%	37%	43%	45%
Total trade	248300	234300	262700	269300

Total Imports:
\$ 269.3 million

Annual growth:
2.5%

Bilateral
Trade 2016
\$724.6 million

NZ Trade Surplus
2016
\$186.0 million

Annual Growth:
81%

DEEPENING BILATERAL TRADE KEY OPPORTUNITIES



MEXICO'S CHAMPION INDUSTRIES



FOOD

INVESTMENT 2015: 1.3 billion dollars⁹
EXPORTS 2015*: 26 billion dollars

*Agri-food sector

OPPORTUNITY

- Mexico has been the second supplier of food to the United States for over two decades.¹⁰
- Mexico is the most competitive American country for the processed food industry, with manufacturing costs 11% lower than the United States.³²

MEXICO IS THE...

- 1st producer and exporter of avocado in the world.^{10,39}
- 3rd producer of processed food in America.¹⁵
- 1st exporter of fresh bluefin tuna, guava, mango, papaya, tomatoes, and salsas globally.¹⁰
- 2nd global exporter of asparagus, broccoli, cauliflower, lemon, lime, melon, walnuts, watermelon, frozen bluefin tuna, cocoa powder with added sugar, and frozen orange juice.¹⁰
- 3rd exporter of celery, chillies, cucumber, eggplant, strawberries, raspberries, and chewing gum in the world.¹⁰
- 4th exporter of vegetables, roots, and tubers, decaffeinated coffee, and prepared or preserved citrus in the world.¹⁰
- 5th exporter of garlic, onion, shallots, langoustine, natural honey, sweet cookies, and candies without cocoa.¹⁰

BEVERAGES

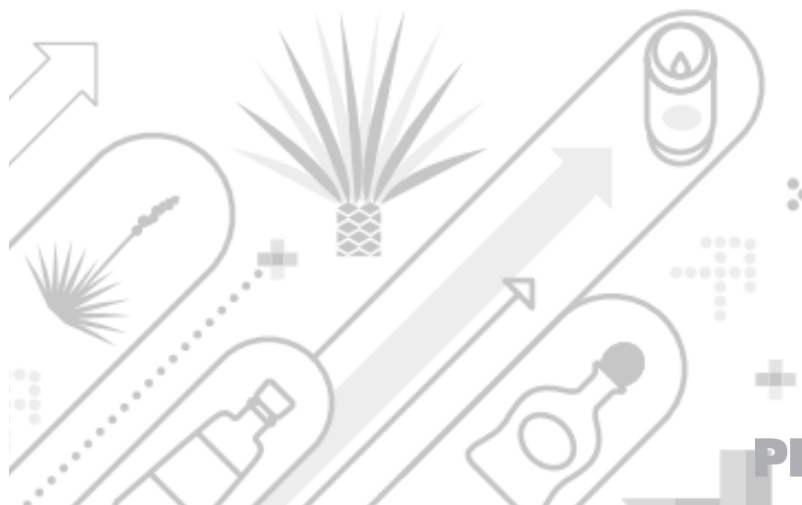
INVESTMENT 2015: 712 million dollars⁹

OPPORTUNITY

- Mexico produces and exports mezcal, tequila, and sotol, three beverages with protected designation of origin.
- In 2015 tequila was the 8th most exported spirit in the world, with exports valued at 1.2 billion dollars (159 million liters).¹⁰

MEXICO IS THE...

- 1st beer exporter in the world (2.8 billion liters in 2015).¹⁰



AUTOMOTIVE

PRODUCTION 2015:	3.4 million light vehicles ²⁴ 191,000 heavy vehicles ²⁵
EXPORTS 2015:	2.8 million light vehicles ^{10, 24} 156,900 heavy vehicles ²⁵
INVESTMENT 2015:	2.6 billion dollars ²⁶

OPPORTUNITY

- 81% of the Mexican terminal automotive industry is exported to more than 100 countries.^{24, 25}
- 28% of the vehicles imported to the United States in 2015 was assembled in Mexico.²⁷
- 11 out of every 100 light vehicles²⁵ and 8 out of every 10 heavy vehicles²⁷ sold in the United States in 2015 were assembled in Mexico.
- Market opportunities for metal-mechanic processes required by the Mexican automotive and auto parts industry are valued at more than 95 billion dollars.^{13, 14}

MEXICO IS THE...

- 7th largest producer of light vehicles in the world.²⁸
- 5th largest producer of heavy vehicles in the world.²⁸
- 1st producer of vehicles in Latin America.²⁸
- 4th largest exporter of light vehicles in the world.^{10, 24}
- 4th largest exporter of heavy vehicles in the world.²⁵

AUTO PARTS

PRODUCTION 2015:	81.8 billion dollars ²⁹
DOMESTIC MARKET:	62.2 billion dollars ²⁹
INVESTMENT 2015:	3.1 billion dollars ²⁶

OPPORTUNITY

- 90 of the 100 world's major auto parts producers have operations in Mexico.³⁰
- 70% of the production of auto parts in Mexico is purchased by OEMs.³¹
- 3 out of every 10 auto parts imported by the United States are manufactured in Mexico.²⁷
- Auto parts manufacturing costs in Mexico are 12% lower than in the United States.³²

MEXICO IS THE...

- 6th producer of auto parts in the world.^{13, 29}
- 6th exporter of auto parts worldwide and the 1st exporter in Latin America.^{10, 29}
- 1st exporter of air bags globally.¹³
- 1st auto parts supplier to the United States.¹³



AEROSPACE

EXPORTS 2015: 6.7 billion dollars
INVESTMENT 2006-2015: 1.8 billion dollars

OPPORTUNITY

- 72% of the more than 300 aerospace companies in Mexico are focused on manufacturing and 24% offer design, engineering, as well as maintenance, repair and overhaul (MRO) services.³³
- Mexican engineers participated in the design of the GENx turbine at the GE IQ Center in Querétaro, which is GE's largest research and design center outside the United States.
- Mexico is responsible for the manufacture, assembly and installation of parts of the fuselage, wings, horizontal and vertical stabilizers, and electrical harnesses of the Learjet 85, Challenger, and Global Bombardier executive jets.
- As a member of the Wassenaar Arrangement, Mexico has access to a potential market for high-tech exports for dual use.⁹

MEXICO IS THE...

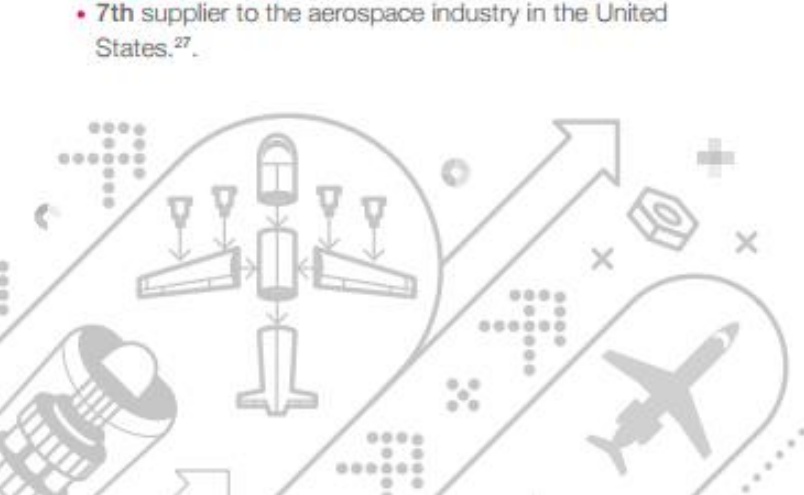
- 7th supplier to the aerospace industry in the United States.²⁷

ELECTRIC

PRODUCTION 2015: 19.4 billion dollars^{14, 15}
EXPORTS 2015: 35.3 billion dollars¹⁰

MEXICO IS THE...

- 1st exporter in the electric sector in Latin America and the 5th globally.¹⁰
- 2nd largest producer in the electric sector in Latin America.¹⁵
- 1st supplier of electricity generation and distribution equipment to the United States.³⁴
- 2nd largest supplier of lightning products and other electrical equipment, as well as electric accessories to the United States.³⁴



HOME APPLIANCES

PRODUCTION 2015: 7.3 billion dollars^{14, 15}

EXPORTS 2015: 12 billion dollars¹⁰

MEXICO IS THE...

- 1st exporter of home appliances in Latin America and the 5th globally.¹⁰
- 1st producer of home appliances in Latin America.¹⁵
- 1st global exporter of two-door-fridge-freezers.¹⁰
- 2nd largest global exporter of air-conditioners, washing machines with capacity of 10 kilos or more, and electric water heaters.¹⁰
- 3rd largest exporter in the world of gas stoves and compression-type refrigerators.¹⁰
- 2nd largest supplier of home appliances to the United States.³⁴

ELECTRONICS

PRODUCTION 2015: 64 billion dollars^{13, 14}

EXPORTS 2015: 78.4 billion dollars¹⁰

OPPORTUNITY

- 9 of the 10 most important transnational firms for electronics manufacturing services (EMS) are established in Mexico.
- Manufacturing costs for electronics and telecommunications equipment in Mexico are 15% lower than in the United States.³²

MEXICO IS THE...

- 1st producer of the electronics industry in Latin America and the 8th largest globally.¹⁵
- 1st exporter electronics in Latin America and the 10th largest in the world.¹⁰
- 1st exporter of flat screen TVs in the world.¹⁰
- 4th exporter of microphones, speakers, headphones, parts for television sets, video cameras, and radios worldwide.¹⁰
- 5th largest exporter of computers in the world.¹⁰
- 6th largest exporter of printed circuits globally.¹⁰
- 2nd largest supplier of electronic products to the United States.³⁴

MEDICAL DEVICES

INVESTMENT 2005-2015: 1.94 billion dollars

OPPORTUNITY

- Mexico is America's most competitive country for manufacturing medical devices, with manufacturing costs 21% lower than in the United States.⁴⁰

MEXICO IS THE...

- 1st exporter of medical devices in Latin America and the 8th globally.¹⁰
- 1st supplier of medical devices to the United States.¹⁰
- 3rd largest exporter of needles for suture and tubular metal needles globally.¹⁰
- 4th largest exporter of medical, surgical, dental and veterinary furniture in the world.¹⁰
- 5th largest exporter in the world of medical, surgical, dental and veterinary instruments and equipment.¹⁰
- 7th largest exporter of respiratory therapy equipment in the world.¹⁰

PHARMACEUTICAL

EXPORTS 2015: 1.96 billion dollars¹⁰

INVESTMENT 1999-2015: 3.5 billion dollars⁹

OPPORTUNITY

- 20 of the top 25 pharmaceutical companies in the world have operations in Mexico.
- Manufacturing costs for the pharmaceutical industry in Mexico are 17% lower than in the United States.⁴¹

MEXICO IS THE...

- 1st exporter of pharmaceutical products in Latin America.¹⁰
- 2nd largest market for the pharmaceutical industry in Latin America.¹⁵



INFORMATION TECHNOLOGIES (IT)

INVESTMENT 2013-2017:* 1.16 billion dollars³⁵

*Data until the second quarter of 2016

OPPORTUNITY

- Operation costs for software development companies in Mexico are 33% lower than in the United States.³²
- Operation costs for shared service centers in Mexico are 61% lower than in the United States.³²
- 26 of the 30 most important software companies in the world have operations in Mexico.³⁶
- 6 of the 7 better ranked Business Process Outsourcing (BPO) companies in the world, according to IAOP, have operations in Mexico.³⁷
- 33% of the service centers in Latin America are located in Mexico.³⁸

MEXICO IS THE...

- 1st investment destination for the IT industry in Latin America.
- 8th most important destination in the world for the localization of IT and support services, as well as contact centers.³
- 3rd largest exporter of IT services in the world.⁵²

MINING

PRODUCTION 2015: 13.47 billion dollars

OPPORTUNITY

- Mexico ranks 5th among the places with the best business environment for mining projects in the world.⁴³

MEXICO IS THE...

- 1st destination for mining exploration projects in Latin America and the 4th globally.⁴²
- 1st producer of silver globally.⁴⁵
- 2nd largest producer of gold in Latin America and the 8th producer in the world.⁴⁵
- 3rd largest global producer of bismuth.⁴⁵
- 3rd largest producer of lead in the world.⁴⁵
- 5th largest producer of cadmium in the world.⁴⁵
- 6th largest producer of zinc worldwide.⁴⁵
- 7th largest producer of salt globally.⁴⁵
- 10th largest producer of copper in the world.⁴⁵



OIL & GAS

OPPORTUNITY

- For the first time in eight decades, Mexico has opened its energy sector to global competition.
- The Exploration and Extraction Five Year Plan 2015-2019 comprises four bidding rounds that include 96 exploration areas and 237 productive oilfields covering an area of 235,000 square kilometers.
- The Five Year Plan for the National Gas Storage and Transport System 2015-2019 considers strategic and social coverage pipelines tenders, as well as the development of commercial pipelines.
- Mexico's energy reform opens a wide range of opportunities in the sector's supply chain, and implies a profound change in the transportation, industrial transformation, distribution, and sales models of hydrocarbons.

RENEWABLE ENERGIES

INSTALLED CAPACITY 2015 :

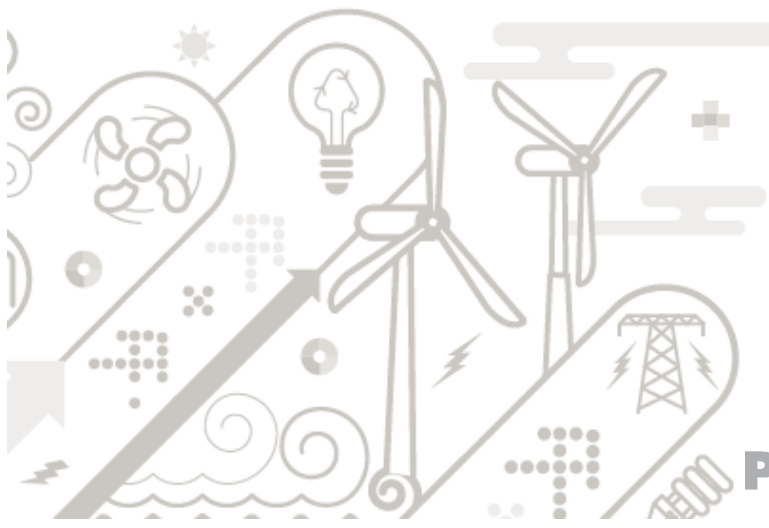
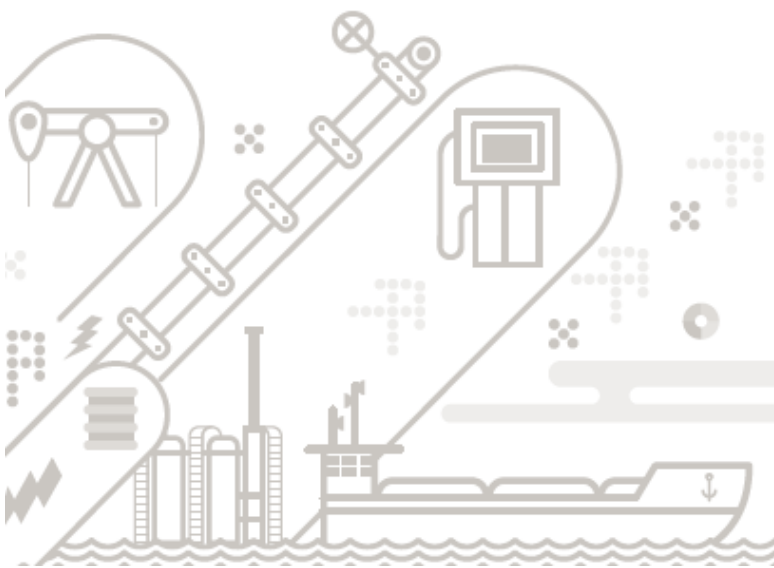
16,665 MW⁴⁶

OPPORTUNITY

- Renewable energies account for 25% of the country's total installed capacity to generate electricity.⁴⁶
- By 2024, 35% of the electricity generated in Mexico will come from clean sources; 40% in 2035, and 50% in 2050.⁴⁷
- Average daily insolation during the year in Mexico is 5.5 kWh/m², and values higher than 8.5 kWh/m² can be registered.⁴⁷

MEXICO IS THE...

- 3rd most attractive country in the world for investment in photovoltaic solar energy projects.¹⁵
- Latin American country with the largest manufacturing base of photovoltaic panels, with an annual production capacity of over 1,667 MW.⁴⁸



FASHION & DESIGN

TEXTILE & CLOTHING

EXPORTS 2015: 6.7 billion dollars¹⁰

LEATHER & FOOTWEAR

PRODUCTION 2015: 251 million pairs of shoes^{14, 49}

EXPORTS 2015: 1.37 billion dollars¹⁰
(27 million pairs of shoes)

MEXICO IS THE...

- 1st exporter of clothing products to Latin America and 15th largest exporter worldwide.¹⁰
- 5th largest supplier of textile and clothing products to the United States.¹⁰
- 6th largest supplier of jewelry to Canada and the United States.¹⁰
- 9th largest footwear producer in the world.^{14, 49}
- 13th largest exporter of silver jewelry in the world.¹⁰

CREATIVE INDUSTRIES

EXPORTS OF CREATIVE GOODS:

6 billion dollars⁵⁰

MASS MEDIA SALES:

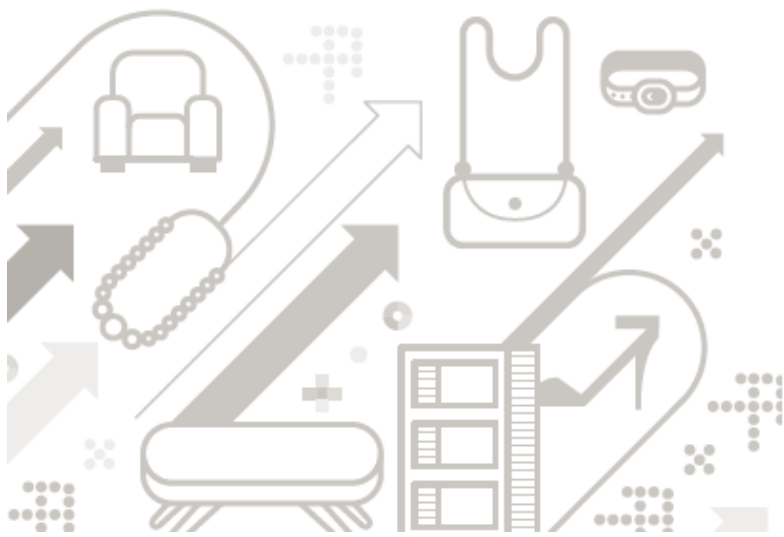
26 billion dollars³⁶

OPPORTUNITY

- Due to its geographic location, Mexico is the ideal platform to produce creative goods for the Spanish-speaking market.
- Contents produced in Mexico are exported to more than 100 countries and are increasingly consumed by the Spanish-speaking market in the United States.
- There are more than 1,500 companies in Mexico providing production, post-production, animation, and digital services.
- Digital Creative City (Guadalajara, Jalisco) will be the most important cluster of the creative, digital, and entertainment industries in Latin America.

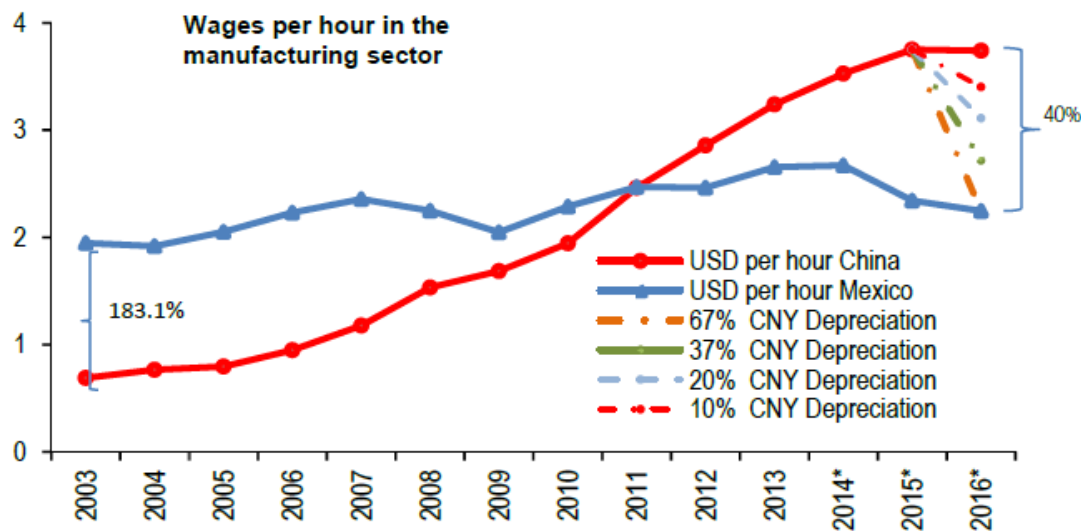
MEXICO IS THE:

- 1st exporter of creative goods in Latin America.⁵⁰
- 1st Spanish-speaking market for video games in Latin America.³⁶
- 4th largest market in the world (in terms of assistance to movie theaters) for the film industry.⁵¹
- 6th world's largest exporter of animation, video games, software, and digital contents.⁵⁰



MEXICO: COST EFFECTIVE MANUFACTURING DESTINATION

Chart of the day: Wages per hour are lower in Mexico than in China



Source: Bank of America Merrill Lynch Global Research, INEGI, ILO, Bloomberg

- Mexican wages in manufacturing display stable **competitiveness**.

MEXICO: TOP COMPETITIVE ALTERNATIVE KPMG 2016

Relocating your
business?

Top countries with the lowest business costs

1. Mexico
2. Canada
3. Netherlands
4. Italy
5. Australia
6. France
7. UK
8. Germany
9. Japan
10. US



Top 3 cost competitive countries

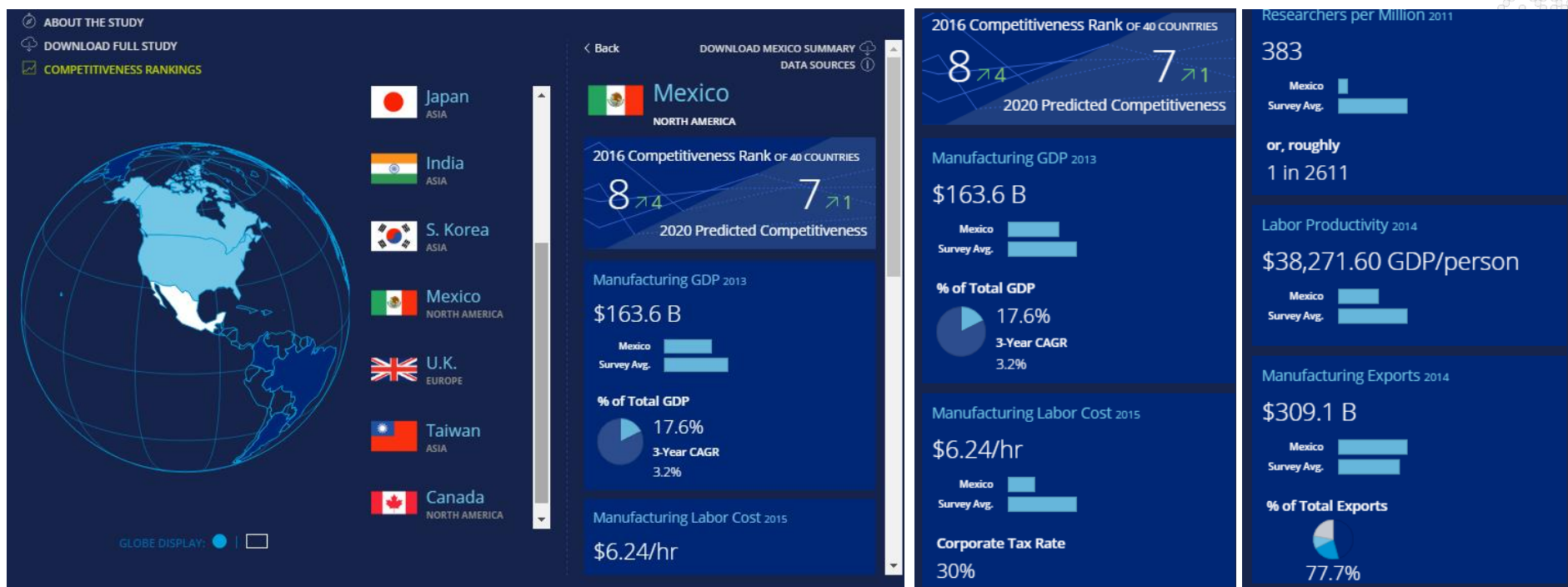
Major cost factors



MEXICO: TOP GLOBAL RANKING TAX COMPETITIVENESS - KPMG 2016



MEXICO: TOP 10 GLOBAL MANUFACTURING COMPETITIVENESS INDEX DELOITTE 2016



Source: DELOITTE

<http://www2.deloitte.com/global/en/pages/manufacturing/articles/global-manufacturing-competitiveness-index.html>

MEXICO: A TOP 10 INVESTMENT HAVEN FOR 2017

CEO SURVEY PWC 2017

Mexico is expected to emerge as the 8th best destination for growth in 2017, according to 1,379 surveyed CEOs



Source: PwC

<https://www.pwc.com/gx/en/issues/high-growth-markets/assets/pwc-gmc-winning-in-maturing-markets.pdf>

MEXICO: EASE OF DOING BUSINESS 2016



Ease of Doing Business in

Mexico



WORLD BANK GROUP

DOING BUSINESS

Measuring Business Regulations

This page summarizes *Doing Business* 2016 data for Mexico. The first section presents the Ease of Doing Business rank (out of 189 economies) and the distance to frontier (DTF)** measure, overall and by topic. The second section summarizes the key indicators for each topic benchmarked against regional averages.

ECONOMY OVERVIEW

PRINT

EXCEL

REGION	Latin America & Caribbean	DOING BUSINESS 2016 RANK	DOING BUSINESS 2015 RANK ^①	CHANGE IN RANK
INCOME CATEGORY	Upper middle income	38	42	↑ 4
POPULATION	123,799,215			
GNI PER CAPITA (US\$)	9,980	DOING BUSINESS 2016 DTF (% POINTS) ^①	DOING BUSINESS 2015 DTF (% POINTS) ^①	CHANGE IN DTF (% POINTS) ^①
CITY COVERED	Mexico City, Monterrey	73.72	72.15	↑ 1.57

Performance

2016 → #38

2015 → #42

2014 → #53

Rankings Distance to Frontier Distance to Frontier - Mexico City Distance to Frontier - Monterrey

Topics	DB 2016 Rank	DB 2015 Rank	Change in Rank
Starting a Business	65	63	↓ -2
Dealing with Construction Permits	67	65	↓ -2
Getting Electricity	72	76	↑ 4

Top Rank in
Latin America

Source: <http://www.doingbusiness.org/data/exploreeconomies/mexico/#starting-a-business>

Economy Rankings **DOING BUSINESS** Measuring Business Regulations

[EXPLORE ECONOMY DATA](#)

Ranking Methodology

Explanation of how the ease of doing business rankings and the distance to frontier measure are calculated (PDF).

Economies are ranked on their ease of doing business, from 1–189. A high ease of doing business ranking means the regulatory environment is more conducive to the starting and operation of a local firm. The rankings are determined by sorting the aggregate [distance to frontier](#) scores on 10 topics, each consisting of several indicators, giving equal weight to each topic. The rankings for all economies are benchmarked to June 2015.

 = Subnational *Doing Business* data available.

Rankings by region: or Rankings by income:

 PRINT  EXCEL

Economy	Ease of Doing Business Rank ▲	Starting a Business	Dealing with Construction Permits	Getting Electricity	Registering Property	Getting Credit	Protecting Minority Investors	Paying Taxes	Trading Across Borders	Enforcing Contracts	Resolving Insolvency
Singapore	1	10	1	6	17	19	1	5	41	1	27
New Zealand	2	1	3	31	1	1	1	22	55	15	31
Denmark	3	29	5	12	9	28	20	12	1	37	9
Korea, Rep.	4	23	28	1	40	42	8	29	31	2	4
Australia	13	11	4	39	47	5	66	42	89	4	14
Canada	14	3	53	105	42	7	6	9	44	49	16
Germany	15	107	13	3	62	28	49	72	35	12	3
Mexico *	38	65	67	72	106	5	57	92	59	41	28

MEXICO: GLOBAL COMPETITIVENESS REPORT 2016 WEF



Insight Report

The Global Competitiveness Report 2016–2017

Klaus Schwab, World Economic Forum



The Global Competitiveness Index 2016–2017 Rankings

Economy	Score ¹	Prev. ²	Trans ³	Economy	Score ¹	Prev. ²	Trans ³	Economy	Score ¹	Prev. ²	Trans ³
1 Switzerland	5.81	1		44 South Africa	4.47	49		101 Lao PDR	3.93	83	
2 Singapore	5.72	2		45 Bahrain	4.47	39		102 Trinidad and Tobago	3.93	89	
3 United States	5.70	3		46 Latvia	4.45	44		103 Tunisia	3.92	92	
4 Netherlands	5.57	5		47 Bulgaria	4.44	54		104 Kenya	3.90	99	
5 Germany	5.57	4		48 Mexico	4.41	57		105 Bhutan	3.87	105	
6 Sweden	5.53	9		49 Rwanda	4.41	58		106 Nepal	3.87	100	
7 United Kingdom	5.49	10		50 Kazakhstan	4.41	42		107 Côte d'Ivoire	3.86	91	
8 Japan	5.48	6		51 Costa Rica	4.41	52		108 Moldova	3.86	84	
9 Hong Kong SAR	5.48	7		52 Turkey	4.39	51		109 Argentina	3.81	106	
10 Finland	5.44	8		53 Slovenia	4.39	59		110 Lebanon	3.84	101	
11 Norway	5.44	11		54 Philippines	4.36	47		111 Mongolia	3.84	104	
12 Denmark	5.35	12		55 Brunei Darussalam	4.35	n/a		112 Nicaragua	3.81	108	
13 New Zealand	5.31	16		56 Georgia	4.32	66		113 El Salvador	3.81	95	
14 Taiwan, China	5.28	15		57 Vietnam	4.31	56		114 Bangladesh	3.80	107	
15 Canada	5.27	13		58 Colombia	4.30	61		115 Bosnia & Herzegovina	3.80	111	
16 United Arab Emirates	5.26	17		59 Romania	4.30	53		116 Gabon	3.79	103	
17 Belgium	5.25	19		60 Jordan	4.29	64		117 Ethiopia	3.77	109	
18 Qatar	5.23	14		61 Botswana	4.29	71		118 Cape Verde	3.76	112	
19 Austria	5.22	23		62 Slovak Republic	4.28	67		119 Kyrgyz Republic	3.75	102	
20 Luxembourg	5.20	20		63 Oman	4.28	62		120 Senegal	3.74	110	
21 France	5.20	22		64 Peru	4.23	69		121 Uganda	3.69	115	
22 Australia	5.19	21		65 Macedonia, FYR	4.23	60		122 Ghana	3.68	119	
23 Ireland	5.18	24		66 Hungary	4.20	63		123 Egypt	3.67	116	
24 Israel	5.18	27		67 Morocco	4.20	72		124 Tanzania	3.67	120	
25 Malaysia	5.16	18		68 Sri Lanka	4.19	68		125 Paraguay	3.65	118	
26 Korea, Rep.	5.03	26		69 Barbados	4.19	n/a		126 Zambia	3.60	96	
27 Iceland	4.96	29		70 Uruguay	4.17	73		127 Cameroon	3.58	114	
28 China	4.95	28		71 Croatia	4.15	77		128 Lesotho	3.57	113	
29 Saudi Arabia	4.84	25		72 Jamaica	4.13	86		129 Bolivia	3.54	117	
30 Estonia	4.78	30		73 Iran, Islamic Rep.	4.12	74		130 Pakistan	3.49	126	
31 Czech Republic	4.72	31		74 Tajikistan	4.12	80		131 Gambia, The	3.47	123	
32 Spain	4.68	33		75 Guatemala	4.08	78		132 Benin	3.47	122	
33 Chile	4.64	35		76 Armenia	4.07	82		133 Mali	3.46	127	
34 Thailand	4.64	32		77 Albania	4.06	93		134 Zimbabwe	3.41	125	
35 Lithuania	4.60	36		78 Brazil	4.06	75		135 Nigeria	3.39	124	
36 Poland	4.56	41		79 Montenegro	4.05	70		136 Madagascar	3.33	130	
37 Azerbaijan	4.55	40		80 Cyprus	4.04	65		137 Congo, Democratic Rep.	3.29	n/a	
38 Kuwait	4.53	34		81 Namibia	4.02	85		138 Venezuela	3.27	132	
39 India	4.52	55		82 Ukraine	4.00	79		139 Liberia	3.21	129	
40 Malta	4.52	48		83 Greece	4.00	81		140 Sierra Leone	3.16	137	
41 Panama	4.51	50		84 Algeria	3.98	87		141 Mozambique	3.13	133	
42 Indonesia	4.52	37		85 Honduras	3.98	88		142 Malawi	3.08	135	
43 Russian Federation	4.51	45		86 Cambodia	3.98	90		143 Burundi	3.06	136	
44 Italy	4.50	43		87 Serbia	3.97	94		144 Chad	2.95	139	

Source: World Economic Forum

http://www3.weforum.org/docs/GCR2016-2017/05FullReport/TheGlobalCompetitivenessReport2016-2017_FINAL.pdf

	Economy	Score ¹	Prev. ²	Trend ³
1	Switzerland	5.81	1	
2	Singapore	5.72	2	
3	United States	5.70	3	
4	Netherlands	5.57	5	
5	Germany	5.57	4	
6	Sweden	5.53	9	
7	United Kingdom	5.49	10	
8	Japan	5.48	6	
9	Hong Kong SAR	5.48	7	
10	Finland	5.44	8	
11	Norway	5.44	11	
12	Denmark	5.35	12	
13	New Zealand	5.31	16	
14	Taiwan, China	5.28	15	
15	Canada	5.27	13	
16	United Arab Emirates	5.26	17	
17	Belgium	5.25	19	
18	Qatar	5.23	14	
19	Austria	5.22	23	
20	Luxembourg	5.20	20	
21	France	5.20	22	
22	Australia	5.19	21	

Economy	Score ¹	Prev. ²	Trend ³
51 Mexico	4.41	57	

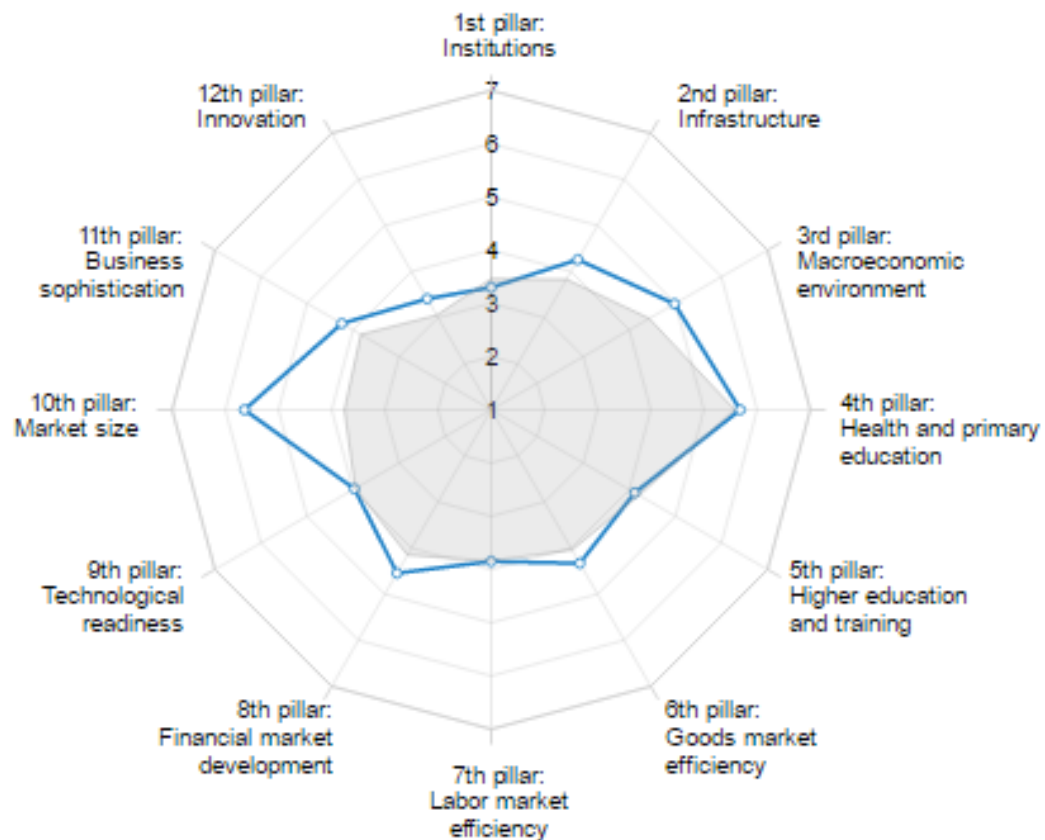
Mexico

Global Competitiveness Index:
2016-2017 edition

51st / 138

Key Indicators, 2015

Population (millions)	127.0 ①	GDP per capita (US\$)	9009.3 ①
GDP (US\$ billions)	1144.3 ①	GDP (PPP) % world GDP	1.96 ①



■ Mexico ■ Latin America and the Caribbean

Source: World Economic Forum

http://www3.weforum.org/docs/GCR2016-2017/05FullReport/TheGlobalCompetitivenessReport2016-2017_FINAL.pdf

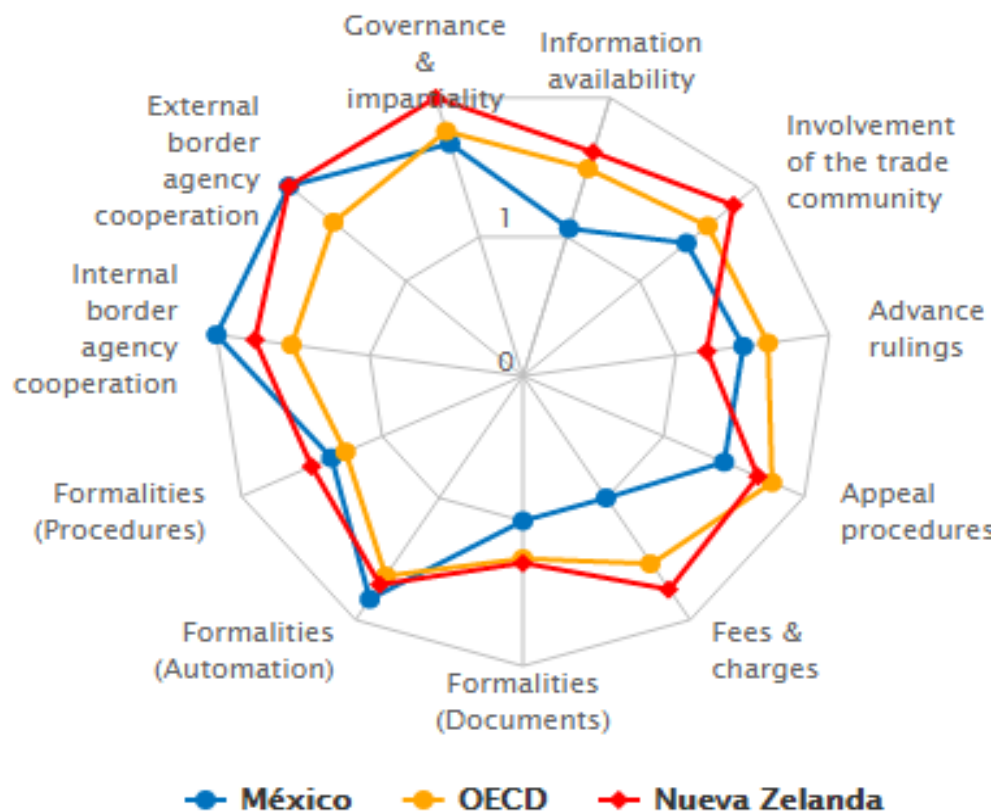
PRO México

Trade and Investment

MEXICO: TRADE FACILITATION PERFORMANCE

- Mexico matches or exceeds best performance across the OCDE sample as regards automation and border agency cooperation.
- Improvement between 2012 and 2015 in the areas of information availability, advance rulings, the streamlining of border procedures and border agency cooperation.

Country performance, latest available year.
2 = best performance that can be achieved.



Source: OCDE

<http://www2.compareyourcountry.org/trade-facilitation?cr=mex&lg=es>

MEXICO: BOOSTING INVESTOR CONFIDENCE IP REGULATIONS CERTIFICATIONS

Rigorous IP Protection Regulations

Mexico has developed a strong legal infrastructure that protects intellectual property rights.

The Mexican Institute of Industrial Property is responsible for the enforcement of all industrial and intellectual property laws in Mexico.

MEXICO: IP CERTAINTY

IP Protection
Commitment through
multiple treaties

- World Intellectual Property Organization
- Paris Convention for the Protection of Industrial Property
- Nice Agreement Concerning the International Classification of Goods and Services for the Purposes of the Registration of Marks
- Lisbon Agreement for the Protection of Appellations of Origin and their International Registration
- Patent Cooperation Treaty
- Singapore Treaty on the Law of Trademarks
- Trademark Law Treaty
- Vienna Agreement Establishing an International Classification of the Figurative Elements of Marks
- Strasbourg Agreement Concerning the International Patent Classification
- Locarno Agreement Establishing an International classification for Industrial Designs

BUSINESS EXPANSION

NZ → ← MX



SECTORS WITH HIGHEST POTENTIAL

- **Education and training:** especially transnational and vocational education, and English language training
- **Food and agribusiness:** (esp. post-TPP) highly complementary food markets; great potential once tariffs lessened and awareness of opportunities promoted NZ land management and agriculture infrastructure highly relevant to Mexico's macroeconomic needs
- **Energy** : in particular, oil, gas and renewables – massive opportunities for NZ investment in Mexico's energy industries
- **IT:** potential investment by NZ private sector to support Mexican projects related to e-government, health, education, highways, safety and security and energy and environment.
- **Food and Beverages:** NZ experience and expertise highly relevant to Mexico's challenges to compete in the modern food and beverage market.
- **Advanced Manufacturing:** especially including chemicals, automotives and aerospace
- **Insurances and bonds:** Financial services and insurance

STRENGTHENING THE BILATERAL RELATIONSHIP MEXICO-NEW ZEALAND

- Statement of intent for the Innovation and Promotion of Micro, Small and Medium Enterprises
- New Zealand's Latin America Strategy
- Agricultural agreement of 2017
- Trade and Investment Promotion
- Export Financing
- Tourism
- Science and Technology



MFAT: NEW ZEALAND LATIN AMERICA STRATEGY



The Re-freshed Latin America Strategy: One Year Later

Annual Report for the 2010-11 Financial Year

Executive Summary

- With positive results for NZ's economic interests, there has been good progress in the implementation of the re-freshed Latin America Strategy approved by Cabinet in May 2010.
- Momentum of NZ political engagement with the region was maintained during the year, notably through the Foreign Minister's visit to South America, and Trade Minister's visit to Brazil and Mexico, demonstrating that NZ is a committed partner.
- But there needs to be a continued focus on building political links in 2011-12, with a particular focus on the new Rousseff administration in Brazil, including at Head of Government level.
- Targetted inwards visits from the region have supported NZ business links (e.g. dairy, fisheries investments).
- Major business networking events held in Sao Paulo and Mexico during Minister of Trade's visit, as well as visits to the region by business association representatives used to spread the message at the NZ end of "how to do business" in the region and highlight the opportunities there.
- NZTE is working with a growing number of NZ businesses that are interested in, and engaging across the region.
- TPP negotiations, significant support for NZ investments, work on trade access issues (sanitary and phytosanitary as well as technical barriers to trade), as well as "best practice" policy engagement all contribute to addressing barriers to business.
- Active Rugby World Cup promotion resulted in around 5,000 additional visitors from Argentina and other countries in the region.
- Air Services negotiations could open opportunities for improving airlinks with the region.
- Mixed results on the education marketing front –student numbers from Brazil and Chile appear to have slowed after years of strong growth; partly off-set by continued strong growth in student numbers from Colombia.

FTA NEW ZEALAND MEXICO

MUTUAL ASPIRATIONS FOR FTA

“Mexico will immediately initiate conversations for bilateral commercial agreements with [Asia-Pacific partners (New Zealand)].”

President of Mexico,
Enrique Peña Nieto,
23.01.2017



<http://www.gob.mx/presidencia/videos/pronunciamiento-en-materia-de-relaciones-exteriores-91953?idiom=es>

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- Exports of Mexican Products & Services
- Internazionalization

Tailored Services

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- Strategic Information
- Specialized Advice in Mexico
- Mexican Sourcing Assistance
- Promotion Events

DIRECT ENGAGEMENT

Tools



Made in Mexico - B2B



Mexico's trade directory



Mexican Products by Sector

- AEROSPACE (40) >
- AGRICULTURE & FOOD (771) >
- AGRIBUSINESS (1) >
- GIFT, JEWELRY & DECORATION (253) >
- AUTOMOTIVE (181) >
- BIOTECHNOLOGY (1) >
- CONFECTION (290) >
- LEATHER, FOOTWEAR & LEATHERWORK (239) >
- ELECTRICAL - ELECTRONIC (298) >
- MEDICAL EQUIPMENT (13) >
- OIL AND GAS EXTRACTION (13) >
- PHARMACEUTICAL (83) >
- HABITAT, FASHION & DESIGN (249) >
- FORMS, STATIONERY & OFFICE EQUIPMENT (95) >
- FOOD INNOVATION (1416) >
- HARDWARE & BUILDING MATERIALS (484) >
- METALS, MANUFACTURING & MACHINERY (5) >
- METALLURGICAL (499) >
- MINING (68) >
- WOOD FURNITURES AND RELATED PRODUCTS (217) >
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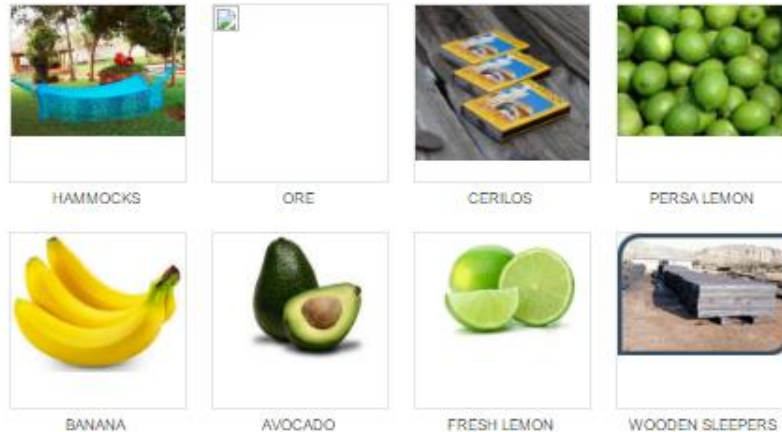
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Trade and Investment

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