



Opportunities in Mexico

Mexico is third among Virginia export destinations. The market continues to benefit from NAFTA liberalization (until the impending ratification of the USMCA), proximity, and modern port infrastructure. Mexico is the fifth largest franchise market in the world with top brands predominantly from the U.S. The country is in the supply chain for aerospace and vehicle manufacturing and has the second-largest business aircraft fleet in the world. Security challenges will drive continued public and private demand for equipment and training. Finally, the ambitious ICT project "Red Compartida" will bring mobile broadband to neglected areas.

The top opportunities for Virginia exporters in Mexico include:

- Automotive Parts
- Building Materials and Services
- Environmental Technologies
- Internet and IT
- Medical Devices
- Security Equipment and Services
- Telecommunications Equipment

Trade Mission Details

Dates: March 23 - 27, 2020

Fee: \$2,500 (fee does not include airfare, lodging and meals)

**Registration
Deadline:** January 24, 2020

Questions?
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"The people we were able to meet with as a result of this trade mission were high level decision makers that typically take us a long time to reach. The research and insights gained on this trip will help us keep our competitive advantage!"

- Trade Mission to the United Kingdom

"This trip turned out to be an excellent opportunity to build relationships with five qualified Mexican companies that can and will support my business going forward."

- Trade Mission to Mexico

"The trade mission to Colombia was one of the best events we have attended. The meetings matched our search criteria, we were productive in our efforts to obtain new client contacts, and we gained new insight into our industry in Colombia."

- Trade Mission to Colombia

"I have visited Saudi Arabia before, but the success I had in this trip was above and beyond our expectations. We have a few opportunities that may result in business. We are now developing proposals and evaluating partnerships."

- Trade Mission to Saudi Arabia