

# Virtual Trade Mission: Mexico

## Overview

Mexico is third among Virginia export destinations. Mexican companies, government agencies, and entire industries are deeply familiar with and receptive to U.S. products and services. U.S. producers often find it straightforward to market and sell their services and products in Mexico. The market continues to benefit from the agreement to modernize NAFTA into the USMCA, as well as from its proximity to the United States, and its modern port infrastructure. Mexico is the 15<sup>th</sup> largest economy in the world, and recent economic reforms have liberalized key sectors such as energy and telecommunications, creating market opportunities for U.S. companies. Close cultural, social, and economic ties make Mexico a natural market to consider for first-time and expanding exporters.

Top opportunities for Virginia exporters to Mexico include:

- Aerospace
- Environmental Technologies
- Internet and IT
- Safety and Security
- Smart Grid

## Manufacturing

Manufacturing has led productivity in Mexico for nearly 30 years. This is particularly true in the Bajío region over the last 10 years, both in terms of absolute growth and investment and in best practices for quality control, supply chain logistics, and process management.

Automotive, aerospace, electronics, and appliance manufacturing clusters offer opportunities for offering advanced materials, components, and secondary processes; operations and warehouse optimization; plus logistics, IoT, automation, and services that help local companies perform better.



Mexico City, Mexico

## Infrastructure

Infrastructure is a very active sector, as Mexico's government at the end of 2019 renewed its support of investment by the private sector in telecommunications; rail, port, and highway transportation; and tourism infrastructure. This is in addition to perennial improvement in water and electricity management.

Opportunities to add value exist for Virginia service providers in design, integration, and engineering and for companies with related managed services and innovations.

## Information Technology

Boom opportunities in Mexico take the form of cloud-based and API services; expert consulting services, especially in information security; financial technology to help keep up with accelerated "bankarization" of consumers and SMEs; automation; IoT networks; and logistics and process management. Mexico's dominant wireless operator América Móvil announced 5G roll-out to start at the end of 2020. ICT offerings, like most services in Mexico, are most successful through local partners or agents who already have strong relationships with your potential customers.

## Aerospace

[Feria Aeroespacial México \(FAMEX\)](#) is our top-recommended commercial event for companies to support Mexico's defense and aerospace operations as well as commercial aerospace manufacturing. Organized by the Mexican Secretariat of Defense every two years, the 2021 edition takes place April 21-24 at the Querétaro airport. Mission participants who wish to exhibit are recommended to do so with the U.S. Pavilion organized by the U.S. Commercial Service, to take advantage of additional networking opportunities sponsored by the U.S. Embassy for the event. VEDP Mission events take place throughout the week, so if you exhibit it's recommended that you send at least two people.

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**Great opportunity to meet potential clients and develop relationships. Also offered the ability to better understand the business culture and steps necessary to build business and to cull prospects that don't fit.**

2018 Attendee,  
Trade Mission to Mexico

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**Leveraging the state of Virginia on this trade mission was extremely helpful in establishing an increased level of credibility for my company. We will certainly see the value in this trip to Mexico in our future business relationship with Mexico.**

2017 Attendee,  
Trade Mission to Mexico

# Details

The objective for this virtual trade mission is to arrange and conduct quality meetings between you, our VEDP client, and potential sales partners (agents, representatives, or distributors) and/or customers in Mexico. Our ultimate goal is for these meetings to help you generate new sales for your company to customers in Mexico and to provide you with market intelligence.

To verify that Mexico is a good market for your company, contact your local International Trade Manager or the Trade Mission leader immediately! We only want you to participate if we think there is good market potential in Mexico for your company. We can perform exploratory market research within a short period of time to verify market potential for you. The more time you give us, the better job we can do!

## Trade Mission Dates

April 19-23, 2021

## Registration Deadline

February 19, 2021\*

\*You are encouraged to register early as this mission fills quickly.

## Schedule:

The virtual trade mission will take place over a two- to three-week period (to be confirmed with consultant). This allows for flexibility when dealing with scheduling and time zone constraints.

The itinerary is planned as follows, and is subject to change:

Date	Day	Activity
February 19, 2021	Friday	Last day for registration
During the week of April 12, 2021		Conduct virtual Doing Business in Mexico briefing
April 19, 2021	Monday	Virtual Trade Mission begins; Individual meetings
		Virtual meetings continue for two - three weeks as scheduled by the in-country consultant
May 7, 2021	Friday	Virtual Trade Mission ends



# Registration

Register and pay the trade mission fee online: <https://mexicotrademission2021.eventbrite.com>

The registration process is ongoing. Based on past trade missions, we expect 6-8 Virginia companies to participate.

You must pay the trade mission participation fee of \$2,500 to VEDP at the time of registration. The participation fee includes the following:

- Identifying, contacting, and pre-qualifying local distributors, reps, and/or partners and organizations of your meetings with interested prospects
- Briefing on “Doing Business in Mexico”
- Your VEDP Trade Mission Leader and in-country consultant available to you to ensure everything runs to plan
- Interpreter, as needed

# Meetings

VEDP has engaged the services of Neighbors International Business Group, a highly qualified consulting firm, to identify, screen, and arrange meetings with potential partners for each of our trade mission delegates. Neighbors International Business Group was selected through a competitive bidding process and has demonstrated extraordinary expertise, enthusiasm, and commitment to the work of introducing Virginia companies to the Mexican market. Neighbors International Business Group has supported VEDP’s trade missions to the region for over 6+ years and has served as our market research partner in Mexico. If you would like to learn more about Neighbors International Business Group please review their website: <http://www.neighbors.mx/>.

The virtual trade mission will take place over a two- to three-week period (to be confirmed with consultant). This allows for flexibility when dealing with scheduling and time zone constraints.

During virtual meetings, someone from the consultant’s team will likely participate in all meetings in order to facilitate the meeting, making sure everyone joins, and ensuring logistics run smoothly.

# Communication

Mexican company representatives at the managerial level often speak English, although there could be exceptions for which interpreter services will be provided by the mission organizer. It’s typically of benefit (and recommended) to have product literature available in Spanish, especially if you target government or non-transnational clients. It’s also helpful to have the text of any presentation you show written in Spanish, even if you plan to walk clients through it in English. Our consultants can facilitate translation services in Mexico if you wish to look at having them translated there.

# How to Prepare

To best represent your company in a virtual environment you need to be prepared. Here are some items that you should consider before your meeting:

- Do I need to have my marketing materials or presentation translated?
- Could my product best be demonstrated with a video?
- Does my company have the appropriate technology to participate in virtual meetings?
- Do I have the right people from my company on the call?

# Questions?

Nathan Day

International Trade Manager

Phone: 540.387.2562

Email: [nday@vedp.org](mailto:nday@vedp.org)

# Consultant Bio

## Mary Claire Whitaker

Mary Claire Whitaker is the founding partner of Neighbors International. Since 2013, she and her team at Neighbors have worked to introduce Virginia exporters to Mexican partners and clients.

Mary Claire grew up in a U.S. Air Force family with roots in Virginia. She studied English and Government at the College of William and Mary, and she has a Master of Arts from the Queen's University Belfast, UK. She has lived in Mexico since 2009 and been to 31 of its 32 states. She learned Spanish in school during childhood and adolescence.

Prior to moving to Mexico, she worked in media planning at the Martin Agency advertising firm in Richmond, where she coordinated vendors to plan annual ad investments of up to \$180 million for clients like Alltel, UPS, Burt's Bees, and Thomasville Furniture.

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The Mexico Trade Mission was a huge success! Everything was very professionally organized and VEDP's in-country consultant did an outstanding job. I felt very prepared going into the week based on the schedule and company background information. We are following up on several leads and one initial quote for product. We'll strategize on our long-term approach later next month.

2018 Attendee,  
Trade Mission to Mexico

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I would not have been able to expand into Mexico or make the connections with these business owners without this event.

2017 Attendee,  
Trade Mission to Mexico