

# Trade Mission: Mexico

## 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 U.S. Mexico Canada Agreement (USMCA), as well as from its proximity to the United States, and its modern port infrastructure. Mexico is the 15th 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.

The top opportunities for Virginia exporters in Mexico include:

- Aerospace
- Environmental Technologies
- Internet and IT
- Safety and Security
- Healthcare Products & Services

## Opportunities in Mexico

### 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 advanced materials, components and secondary processes; operations and warehouse optimization; as well as logistics, IoT, automation, and services that help local companies perform better.



Mexico City, Mexico

## Infrastructure

Infrastructure has once again become a very active sector, as Mexico's government in 2020 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. With development targeting Mexico's southeastern tropical region, environmental technologies are also in demand to assure safeguarding of precious natural resources.

## 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 "bankification" of consumers and SMEs; automation; IoT networks; and logistics and process management. ICT offerings, like most services in Mexico, are most successful through local partners or agents who already have strong relationships with your potential customers.

## Safety and Security

The safety and security industry ranges from defense and law enforcement cooperation on regional security to industrial safety in manufacturing, mining and petrochemicals. These can include environmental, worker, and asset protection services and products; situational awareness and intelligence platforms and consulting; aviation services and parts; and related training and technologies. Because Virginia solutions in these areas are often developed from direct work with US Government agencies, perception of value proposition by Mexico counterparts is particularly high.

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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.**

Trade Mission to Mexico 2018

# Details

The objective for this trip 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 you company to customers in Mexico and to provide you with market intelligence only attainable by an in-country visit.

## Trade Show Dates

March 14-18, 2022

## Registration Deadline

January 14, 2022\*

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

## Schedule:

The trade mission is based in Mexico City, with meetings to be scheduled with the metropolitan area, a region of 23 million people that includes Mexico City and Mexico State.

The itinerary is planned as follows, and is subject to change. Your specific itinerary will depend on the location of your best potential partners identified by Neighbors International Business Group. :



Date	Day	Activity
January 14, 2022	Friday	Last day for registration
March 12, 2022	Saturday	Latest day to depart United States; Rest / Sightseeing
March 13, 2022	Sunday	Welcome; Review of itineraries and group dinner
March 14, 2022	Monday	Individual meetings
March 15, 2022	Tuesday	Individual meetings
March 16, 2022	Wednesday	Individual meetings
March 17, 2022	Thursday	Individual meetings
March 18, 2022	Friday	Individual meetings
March 19, 2022	Saturday	Return to United States

## Frequently Asked Questions:

### How many Virginia companies will participate?

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

### What is the cost for my company to participate?

The trade mission participation fee is \$2,500. *This fee is per company, not per participant.*

The participation fee includes the following:

- Identifying and screening potential partners, as well as match-making and organizing meetings with these companies.
- Each participant will receive a fully customized report with a project/market overview, detailed company profiles of all prospective partners with scheduled meeting, and a summary of all other contacts made.
- Translator, as required.
- Briefing on “Doing Business in the Mexico”
- Additionally, this fee includes 90 days of follow up support from the in-country contractor post mission.
- Your VEDP Trade Mission Leader and in-country consultant on hand during the week to ensure everything runs to plan.

Additional *estimated* costs you will incur include (but are not limited to):

Expense	Estimated amount (\$)
Roundtrip airfare from Virginia to Mexico City, economy class	900-1,100
Hotels (6-7 nights at \$300/night)	1,800
Meals	400
Airport transfers, taxis, public transportation, and other miscellaneous items	85-250/day

### How are the meetings organized?

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 websites: <http://www.neighbors.mx/>.

Neighbors International and the Trade Mission Leader will have detailed conversations with each participating company, to ensure a full understanding of your products and services and the profile of companies, partners or government agencies you want to meet with during the trade mission.



## How will I get to my meetings?

In most cases, you will be traveling independently to the locations of the local companies with which you are meeting. Neighbors International Business Group will provide detailed instructions for each delegate on how to get from one appointment to the next, as well as expected travel time. For travel between meetings, Neighbors International Business Group will recommend the most effective method of transportation and provide information, including taxi services and public transportation options. Your meeting program will highlight details of advance booking options and specific travel instructions. Because most appointments will be held at the companies' locations, travel and other logistics may prevent each delegate from having a minimum of 3-4 meetings each day of the trade mission.

## Will I need an interpreter?

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 are airline and hotel reservations handled?

**Airline tickets:** You book (and pay for) your own airline ticket via local travel agent or online air travel website. The airport code for Mexico City Airport is MEX. If you do not have a travel agent, the Trade Mission Leader can recommend one for you.

**Hotels:** VEDP will choose the hotel(s) and make reservations at a pre-negotiated government rate for each delegate. **However, delegates will be responsible for their own hotel charges throughout the mission.** All delegates will stay at the same hotel in order to facilitate logistics as well as to encourage the interaction and networking that is always a collateral benefit of traveling with a group. You will pay all hotel room charges directly to the hotel.

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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.**

Trade Mission to Mexico 2017

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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.**

Trade Mission to Mexico 2017

## How can I verify that Mexico is a good market for my company before we register for the trade mission?

Contact your local International Trade Manager or the Trade Mission Leader (see next page) **immediately!** We only want you to make the trip 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!

## What are the entry requirements for Mexico? Will I need a passport or visa?

A visa is not required for Mexico for a stay of up to 90 days. Please keep in mind that while a visa is not required, you must:

- Hold a passport valid for at least six months beyond your date of country exit and with one blank visa page
- Hold proof of onward and return flights
- Hold all documents required for the next destination
- Hold proof of sufficient funds relative to your intended length of stay

If you plan to show samples, demonstrate products, or offer small branded gifts during your meetings, assess whether to carry them with you or to send them separately to Mexico via courier.

If you decide to send them, our consultant will gladly receive and hold them for you, but please ensure they are precisely, fully and accurately documented and that they are shipped well in advance of the mission, foreseeing possible delays in customs. Whether bringing these items with you or sending them, do also make it clear for customs that they are not for sale and entering Mexico temporarily.

### **IMPORTANT NOTE:**

You will enter Mexico as a tourist, for which a small piece of paper is issued that you must return to your airline when you depart the country. **Please keep this piece of paper** as delays and fees will occur if you do not present it upon leaving.



**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.**

Trade Mission to Mexico 2018

## Registration:

### How do I register to participate?

You can register and pay the trade mission fee online.  
You may do this visiting the following page on our website:  
<https://mexico-trade-mission-2022.eventbrite.com>

### Contact the Trade Mission Leader for more information:

Monica Sadie  
Program Manager  
Phone: 804.545.5763  
Email: [msadie@vedp.org](mailto:msadie@vedp.org)



# Consultant Bio

Mexico

## 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.