



# 2017 SelectUSA Mexico Road Show: Spring Investment Tour

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Presentation for U.S. Economic Development Organizations and Marketing Partners  
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# About SelectUSA



**SelectUSA's mission is to promote and facilitate business investment in the United States.** We are the single point of contact at the national level for international and domestic companies to invest in the United States.



## Our Clients:

- ✓ Companies
- ✓ U.S. States, Regions, and Cities

# Road Show Goals



- Promote inward investment into the United States by creating opportunities to connect U.S. economic development organizations and international investors in a high potential market.
- Educate international investors about the U.S. market and how to do business in the United States.
- Provide an opportunity for economic development organizations to directly engage in target markets and sectors.

# SelectUSA – Mexico Investment Specialist



## Ruben Lugo

*SelectUSA Investment Specialist, Mexico City*

- Joined SelectUSA in April 2015
- Previous positions:
  - International Business Consultant @Ambos America, San Diego, CA
  - International Affairs Director @Sonora State Government. Hermosillo, Mexico.
  - International Cooperation Adviser @Presidency of the Republic of Colombia. Bogota, Colombia.
  - Consultant @Organization of American States, Washington D.C.

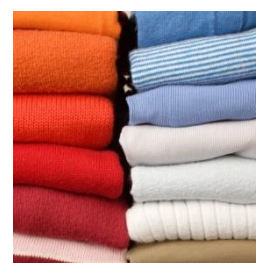


# Mexican Market Overview

# Mexico at a Glance



- ✓ 125 million inhabitants
- ✓ 15<sup>th</sup> largest world economy GDP \$1.3 trillion
- ✓ Solid macroeconomic environment
- ✓ Private consumption (2013) 67% of GDP
- ✓ GDP composition per sector (2014): 59% services, 32% industry, and 3% primary sector
- ✓ Leading exporter in Latin America
- ✓ Strong bilateral economic relationship with the U.S.
  - \$1.6 billion in daily two-way trade
  - 81% of Mexican exports taken by U.S.
  - 47% of Mexican imports supplied by the U.S.
  - 15<sup>th</sup> largest investor in the United States
  - Total stock of bilateral (Mexico-US) FDI has risen more than six-fold since 1996 totaling \$128 billion dollars





# Mexican FDI in the United States



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## \$35.5B

Total stock of FDI from Mexico in the United States in 2015 *(by UBO)*



Supporting  
U.S. Jobs

**77,800**

Number of U.S. workers employed by U.S. affiliates of majority Mexican-owned firms in 2014.



Investing in  
Innovative R&D

**\$70 million**

Value of research and development (R&D) spending by U.S. affiliates of majority South and Central American-owned firms in 2014.\*



Expanding  
U.S. Exports

**\$991 million**

Total contribution to U.S. goods exports by majority Mexican-owned firms operating in the United States in 2014.

## Mexican FDI in the USA *(in USD millions)*

	2011	2012	2013	2014	2015
<b>Position (UBO)</b>	\$27,081	\$27,807	\$31,820	\$34,555	<b>\$35,516</b>
<b>Flow</b>	\$2,432	\$304	\$3,157	\$2,347	<b>\$1,285</b>

# Mexican FDI in the United States



## TOP 6 INDUSTRY SECTORS

*by # of announced Mexican FDI projects in the USA*

**#1** Food & Tobacco

**#3** Plastics

**#5** Business Services

**#2** Metals

**#4** Auto Components

**#6** Hotels & Tourism



# Large Mexican Companies Investing in the US



**Rassini**

**Mexichem**

**alfa**

POSADAS

**CEMEX**



# Large Mexican Companies Investing in the United States



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Grupo Bimbo	Red Sun Farms	Herdez Del Fuerte
Cemex	Republic Engineered Products	Higueral Produce
Bimbo Bakeries USA (BBU)	Rotoplas	Inesa
Alfa	Ruhrpumpen	Interceramic
America Movil	Sigma Alimentos	Internacional De Ceramica
Gruma	Vitro	JBC International
Grupo Posadas	Vitro America Inc	Kastro
Metalsa	Allen Foods	Katcon Global
Mission Foods	Atencion Telefonica	La Moderna
Proeza Group	Bienes Turgon	Marves
Claro Puerto Rico	Carso Energy	Mid Continent Steel and Wire
DAK Americas	Claro	Neitek Solutions
Mexichem	Conservas La Costena	Neolpharma
Productos Laminados de Monterrey (Prolamsa)	Corporacion Faeza (Faeza Group)	Nice de Mexico
Qualfon	Deacero	Ojeda
Agricola El Rosal	Detaggio Muebles	Rassini-NHK Automotive
Alpek	DevTech PET	Rosen Law
Arca Continental	Dura-Line	Sanluis Corporacion
Control Administrativo Mexicano	Envases Universales Group (Zapata Envases)	Sydsa Senales y Dispositivos
Corporacion EG (Corporacion EG, SA de CV)	Evox (Evoluciona Comunicaciones)	Sytecso
Electric Vehicles International	FAMSA	TREMEC
Grupo Cementos de Chihuahua (GCC)	FINSA	TechBA
Grupo Empresarial Kaluz	Grupo Carso	Zagis
Grupo Modelo	Grupo Lala	Zagis US
Industrias CH	Grupo Salinas	Hildebrando
Kuo Group (DESC)	Grupo Zaga	Villacero
Multitraslados	Gulf Coast Spinning	
Prolamsa USA	Gunler Foods	
	Heiner's Bakery	



# **2017 Mexico Road Show: Spring Investment Tour**



# What is the Road Show? Why Join?



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The Road Show will provide U.S. state, local, and regional economic development organizations (EDOs) the opportunity to market their offerings directly to qualified Mexican investors and prospects.

- Direct engagement/one-on-one meetings
- Half-day seminar programming
- Promotion in program brochure



# 2017 Mexico Road Show(s)



Two-city “Spring Investment Tour” in a major market (Mexico City) and an emerging market (Mérida).

Sector diversity, including:

- Aerospace
- Automotive
- Consumer goods
- Food processing
- Metal-mechanics
- IT & Communications
- Pharma
- Construction materials

Future tours include:

Northern region – Monterrey

Pacific region – Guadalajara



# 2017 Mexico Road Show Locations



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**Spring:** March 28<sup>th</sup>, **Mexico City** & March 30<sup>th</sup>, **Mérida**, Yucatan

**Fall:** Monterrey & emerging market in Northern Mexico (Dates TBD)

**Future dates:** Guadalajara & other city in the Bajío Area





# Mexico City



**Mexico City** is the biggest urban nucleus in the country and its main political, academic, economic, financial, business, cultural, and trend center.

- One of the fastest growing cities in the world, its economy is expected to triple by 2020
- The population in the capital is around 8.8 million inhabitants. Together with its urban area (Valle de México metropolitan zone) it has more than 21 million inhabitants, making it the world's third largest urban agglomeration. This metropolitan area accounts for almost 25% of Mexico's GDP.
- Main sectors: Automotive, Medical devices, Renewable energies, Pharmaceuticals, Infrastructure, Construction materials, IT, Textiles



# Mérida



**Mérida** is the capital and most populated city in the state of Yucatán.

- With a population of almost a million inhabitants, is the highest in southeastern Mexico.
- Economic center of Southeast Mexico
- Yucatán is considered the most important business region in Southeast Mexico, sharing borders with Campeche and Quintana Roo. Privileged geographic location and access.
- Sectors of strength: Agribusiness, Textile and Apparel, Information Technologies, Medical Devices, Aerospace.



# 2017 Road Show Itinerary



## **March 27<sup>th</sup> – Mexico City**

Arrive in Mexico City (**Recommended**)

## **March 28<sup>th</sup> – Mexico City**

09:00-12:30 SelectUSA Investment Seminar

12:30-15:00 One-on-one matchmaking sessions

Rest of the day open for company visits / Private appointments

## **March 29<sup>th</sup> – Mexico City / Mérida**

Travel / Company Visits / Private Appointments

Arrive in Mérida (**Recommended**)

## **March 30<sup>th</sup> – Mérida**

09:00-12:30 SelectUSA Investment Seminar

12:30-15:00 One-on-one matchmaking sessions

Rest of the day open for company visits / private appointments / travel back to the United States – or Cancún –

# Tentative Agenda



8:30 – 9:30	Registration and Breakfast
9:30 – 10:30	Panel Sessions
10:30 – 11:00	Networking Break
11:00 – 12:00	Panel Sessions
12:00 – 15:00	One on One Matchmaking Meetings

Seminar Topics include (but not limited to): Resources for Investors, How to Do Business in the United States, Mexican Company Success Stories

Opportunities for EDO recognition:

1. Welcome remarks – mention the EDOs
2. Before Networking Break – present EDOs/Marketing partners + invite to network
3. Before one on ones – thank attendees + invite and remind of opportunity to schedule one-on-ones

# EDO Participation Benefits



- Recognition/Acknowledgement at Event
- Access to online matchmaking platform for **one-on-one matchmaking sessions**
- Table-top space to display materials and conduct meetings
- **2 tickets** to attend the half-day seminars in each of the two cities
- Access to the **list of participants** from half-day seminars in each city for follow-up
- 1 page containing **EDO profile**, contact details, and logo on the official event brochure

# EDO Registration Fee



**Registration fee: USD \$1,800**

**Additional participant: \$250**

**Registration deadline: February 28, 2017**

**Register at <https://connect.eventtia.com>**

***Road Show registration fee does not include costs for shipping materials between cities, travel, lodging, subsistence and other personal expenses that may be incurred.*** We can provide recommend hotels, blocked rooms, and recommended flights between cities.

# Marketing Partner Opportunities



Up to two service provider organizations may participate as a marketing partner.

## Benefits:

- Recognition as a sponsor of the conference
- Two tickets to the conference per city
- Promotional display table with chairs in premium location
- Full page company profile/advertisement in program booklet
- Contact list of attendees and supporting organizations
- Recognition in event recruitment campaigns and website

Participation fee: USD \$3,000

**Deadline to apply: January 31, 2017**

Interested parties should please contact [Ruben.Lugo@trade.gov](mailto:Ruben.Lugo@trade.gov).





# Questions?





# Thank You!

## We look forward to seeing you in March!

For further information, please contact:

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