

WHY PYMAIS?

AMERICA IS BACK IN THE FACTORY BUSINESS

Record spending on manufacturing construction heralds a made-in-the-US rebound, stoked by green energy incentives and concerns about foreign supply chain; "this is here to stay"

THE AMERICAN JOBS PLAN

(A.K.A. The Infrastructure Bill)

\$ 50 billion

for the National Science Foundation to establish a new directorate focused on technology and innovation to support supply chain resiliency

\$ 100 billion

for workforce development programs, including apprenticeships and other training programs that could help develop the skills needed for manufacturing jobs

\$ 180 billion

for investments in research and development, including in areas such as advanced manufacturing, clean energy, and biotechnology

ASU, MEXICO PARTNER TO BOOST PRODUCTION OF SEMICONDUCTORS IN NORTH AMERICA

Mexican ambassador visits ASU to talk CHIPS Act, tour facilities, sign MOU

"Semiconductors are the most essential input for a wide range of products — electronics, smartphones, computers, automobiles, the aerospace industry, information technologies, telecommunications infrastructure, medical devices, electromobility and household appliances," he said, noting that the manufacturing process requires specialized technology and materials.

"Semiconductors make up 40% of the total cost of a new car today."

He noted the rise of manufacturing in Asia, where 75% of all semiconductors are now produced.

"Today, the industries and national securities of the United States depend on the supply of semiconductors produced in China, Japan, Taiwan and Korea. If this supply chain is broken, there will be a global economic crisis, as we experienced during the pandemic when China closed almost all economic activities.

[ASU, Mexico partner to boost production of semiconductors in North America](#) | [ASU News](#)

NEARSHORING A GREAT OPPORTUNITY FOR MEXICO

The high production costs in China, along with the current geopolitical context, have caused a disruption in global supply chains. This situation presents a unique opportunity for companies to respond to these changes. In this environment, Mexican small and medium-sized enterprises can take advantage of "nearshoring" to improve their competitiveness and strategically position themselves in binational supply chains.

MEXICO ADVANTAGES

- Proximity to the United States market
- USMCA (Chapter 20-Intellectual Property)
- and global trade agreements
- Good level of human capital
- Relatively developed infrastructure

CHALLENGES IN LEVERAGING NEARSHORING

- Value chains Integration
- High value-added sectors development
- Technological convergence and innovation

Other:

- Export centers diversification
- Need to invest in electrical infrastructure
- Water scarcity in some states
- Housing shortages
- Mobility and pollution issues

KEY DRIVERS TO LEVERAGE NEARSHORING

For SMEs:

- Technical assistance and support programs
- Technology transfer
- Process standardization
- Financing

Other:

- Talent development
- Innovation development
- Triple helix industrial policy

OPPORTUNITIES

- The industry needs to expand its value chains
- SMEs are unaware of the business opportunities available to them
- SMEs require training and refinement of their value proposition to meet industry needs
- There aren't enough programs with this approach that are accessible in terms of cost, time, and format
- Disruption due to digital trends and artificial intelligence

PYMAIS VALUE OFFER

Modernization and competitiveness: SMEs are equipped with advanced technologies such as artificial intelligence, cybersecurity and cloud management, improving their business practices and increasing their competitiveness in the market.

Industry connections: Training, mentoring, and networking events help SMBs connect with large North American manufacturers, expanding their role as suppliers and opening up new business opportunities.

Sustainable growth: The platform supports SMEs with tools, knowledge and connections to thrive in the modern market, while promoting job creation and investment in new opportunities.

Visibility and opportunities: The SME program boosts the visibility of Mexican SMEs before the main players in the industry, improving their chances of success and expansion in the North American market.