



CORPORATIVO  
inMOTION

# Nearlanding Mexico

We offer a unique package of services that gives the ability to fully benefit from one the current greatest global business opportunities.

*(" The greatest opportunity that represent the nearshoring is to bring more business to Mexico. Mexico is the first priority for JP Morgan in term of investments ".  
Jamie Dimond, CEO JP Morgan)*

We have designed through many years of expertises an integrated service that provides high value added, reduces risks and contingencies, efficiency and higher ROI for local and foreign companies with plans to invest in the region.

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# What is Nearshoring?

This is the outsourcing strategy whereby a company transfers part of its production to third parties who, despite being located in other countries, are located in nearby destinations with a similar time zone.

The North American region is home to the world's largest importer: the United States.



**CHINA IS ONE OF THE LARGEST SUPPLIERS TO THE NEIGHBORING COUNTRIES**



**MEXICO HAS GAINED GROUND**

However, the relationship between the two countries is not at its best.

The scenario is favorable for more companies in the United States to adopt nearshoring and concentrate in our country.



China-US trade war and geopolitics



Increasing costs in the Supply Chains



Rethinking the Global Supply Chain

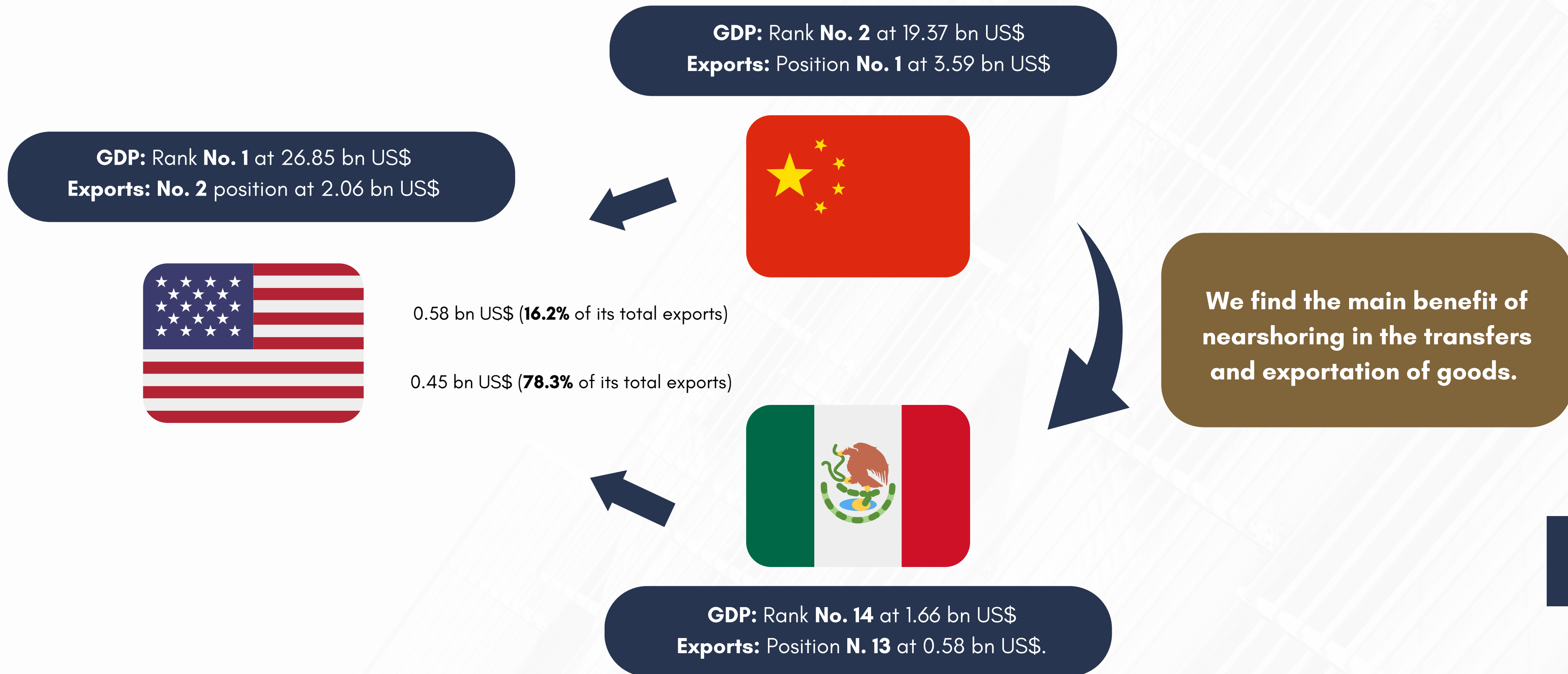
**Sources:**

<https://www.thomsonreutersmexico.com/es-mx/soluciones-de-comercio-exterior/blog-comercio-exterior/nearshoring-la-solucion-actual-para-el-comercio-exterior>

<https://es.statista.com/estadisticas/600238/ranking-de-paises-importadores-en/>

<https://es.statista.com/estadisticas/635356/principales-paises-exportadores-a-nivel-mundial-en/>

# Trade War and Geopolitics: China - United States





# Context: Increase in Supply Chains costs

In recent years, global supply chains have faced major disruptions due to a number of key factors:



## The Covid-19 pandemic

It led to widespread factory closures, causing a shortage of intermediate inputs on the world's assembly lines.



## The war in Ukraine

It has led to higher energy and commodity prices, the destruction of regional industries, increased concern about cyber-attacks and greater operational complexity.



## Increased protectionism

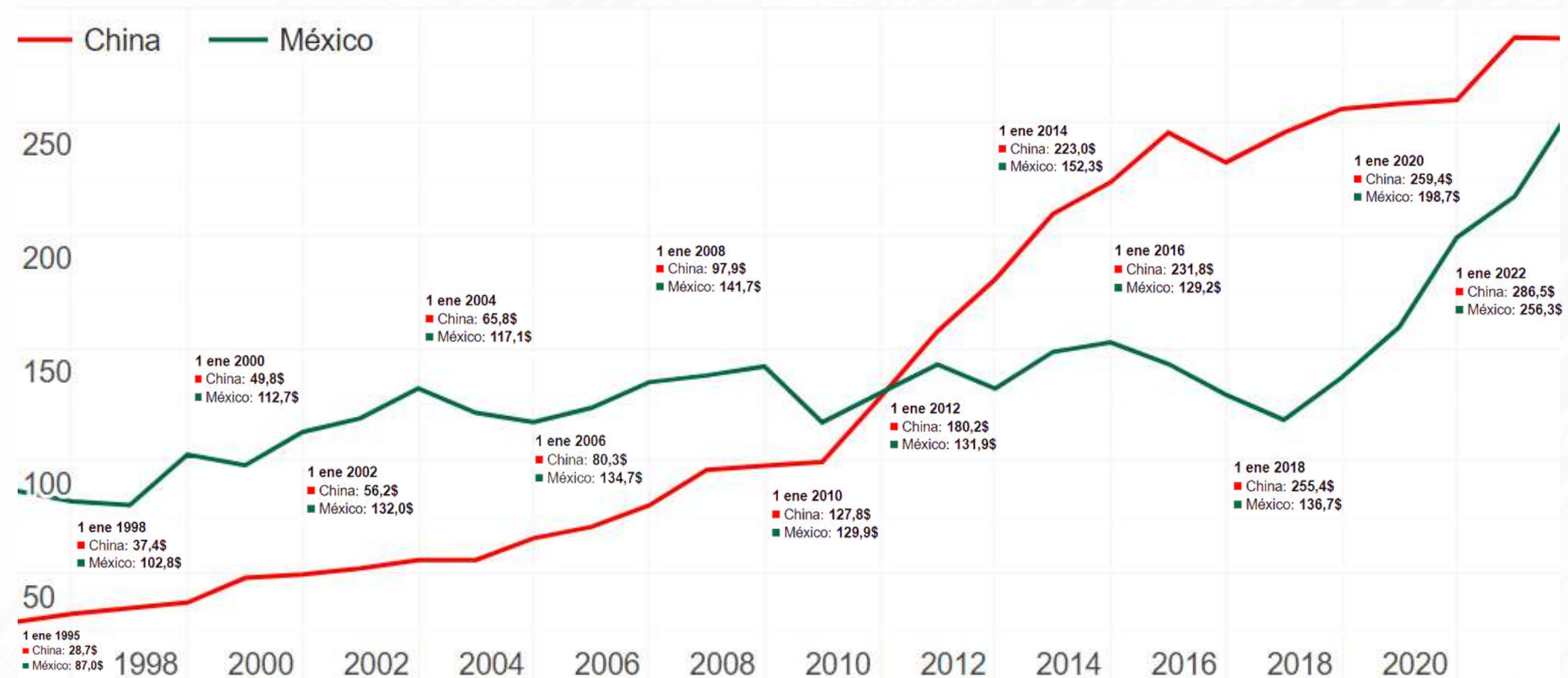
Global supply chains face the risks of government policies that favor domestic industries and hinder the free flow of goods and capital across borders.



## Wage inflation in lower-cost countries with lower costs

There has been a noticeable trend towards wage inflation in lower-cost countries, particularly in China. In 2020, industrial companies encountered escalating labor costs in China, surpassing more modest changes in Europe and the United States.

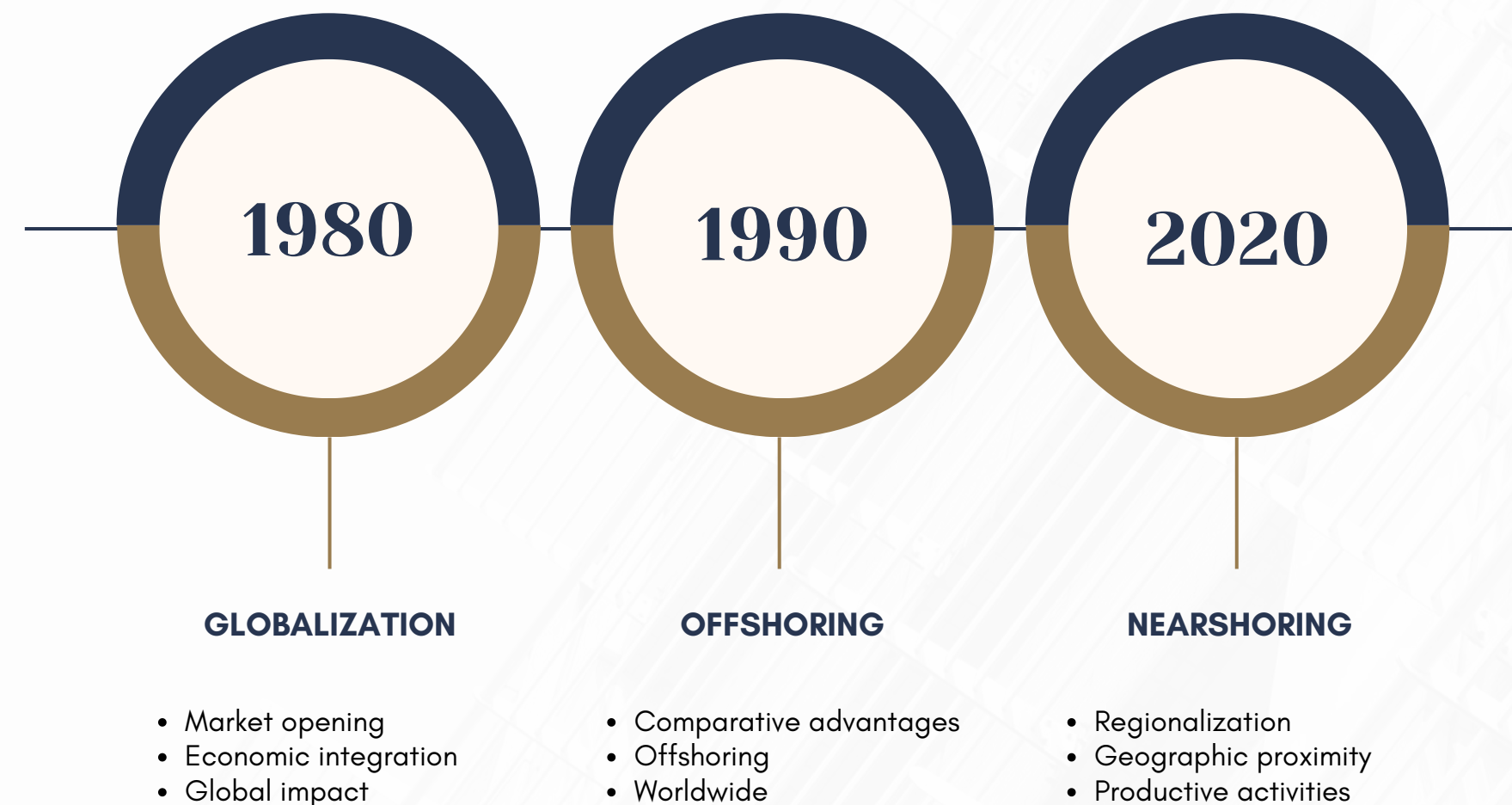
## "Comparison of the Evolution of the Minimum Wage in Dollars between Mexico and China"



Source: Datosmacro

# Context: Rethinking the Global Supply Chain

Inflationary pressure, supply uncertainty, geopolitical, economic and ESG pressures are causing a rethinking of traditional global supply chain models. Linear, lower-cost supply chains are yielding to more multidimensional supply networks that better balance **risk, sustainability, speed, agility and cost**.

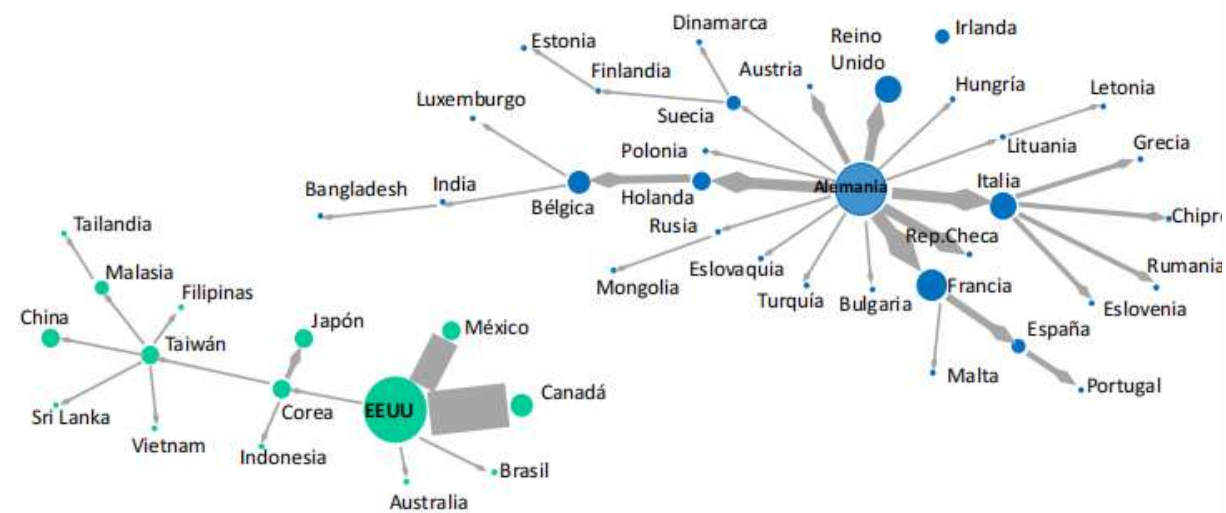


**Companies need to reconsider their operational locations, the materials they procure, the suppliers they engage with, and their physical supply footprint and operating model.**



# Challenges in the Global Supply Chain

Manufacturing value added on exports, by region

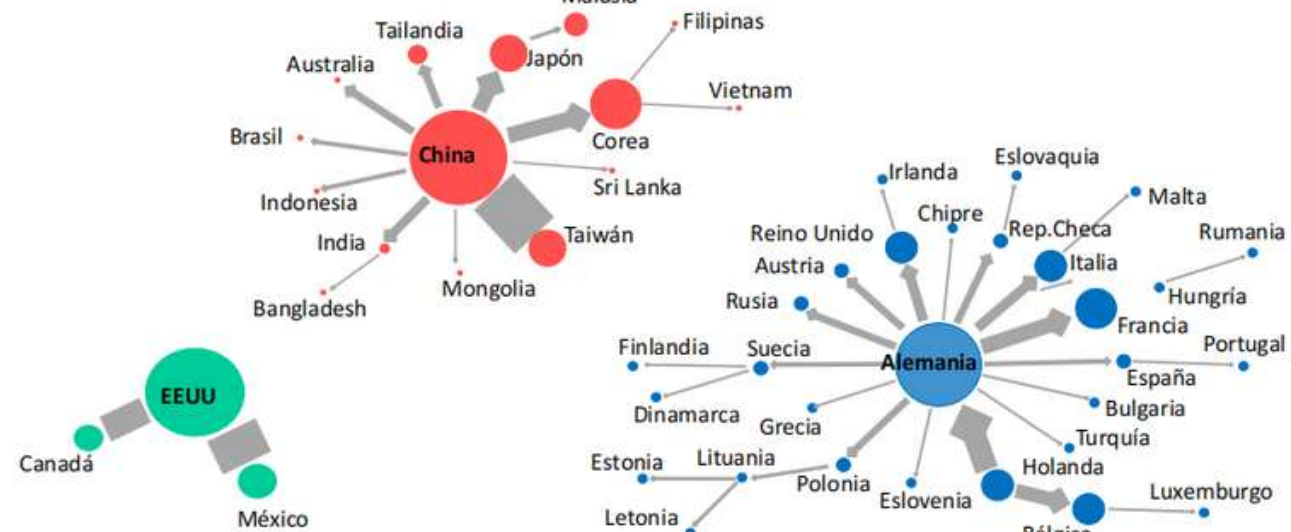


SOURCE:  
1.- DEGAIR, MENG, WANG, RECENT TRENDS IN GLOBAL TRADE AND GLOBAL VALUE CHAINS, WTO.  
2.- MENG AND YE (2019), ARE GLOBAL VALUE CHAINS TRULY GLOBAL? A NEW PERSPECTIVE BASED ON THE MEASURE OF TRADE IN VALUE-ADDED.

## BEFORE (1980-2010) Global model based on Offshoring

- Manufacturing locations are chosen based on a balance of fiscal, operational, strategic, financial and environmental factors.
- Managing increasing complexity requires broad visibility and risk monitoring.
- Companies are fostering fewer, deeper and more collaborative supply relationships.
- An integrated redundancy and inventory strategy is employed to reduce supply chain risk.
- In the major overhaul of the supply chain, companies are increasingly adopting sustainable practices.
- The goal is to effectively satisfy different product segments and markets.
- Companies are implementing a combination of global and regional models.
- Supply chain design now emphasizes sustainability, resilience, agility and cost considerations.

Manufacturing value added on exports, by region



SOURCE:  
1.- DEGAIR, MENG, WANG, RECENT TRENDS IN GLOBAL TRADE AND GLOBAL VALUE CHAINS, WTO.  
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## ACTUALLY (2010-2030) Regional model based on Onshoring and Nearshoring



# Benefits and Challenges of Mexico regarding nearshoring



## Advantages of Nearshoring in Mexico

Mexico is an attractive destination for industrial real estate investment due to the following:



Strategic geographic location



Qualified labor force and lower labor costs.



Favorable trade agreements



## Factors influencing the industrial real estate market



Economic growth



Boom in e-commerce



Development of industrial parks



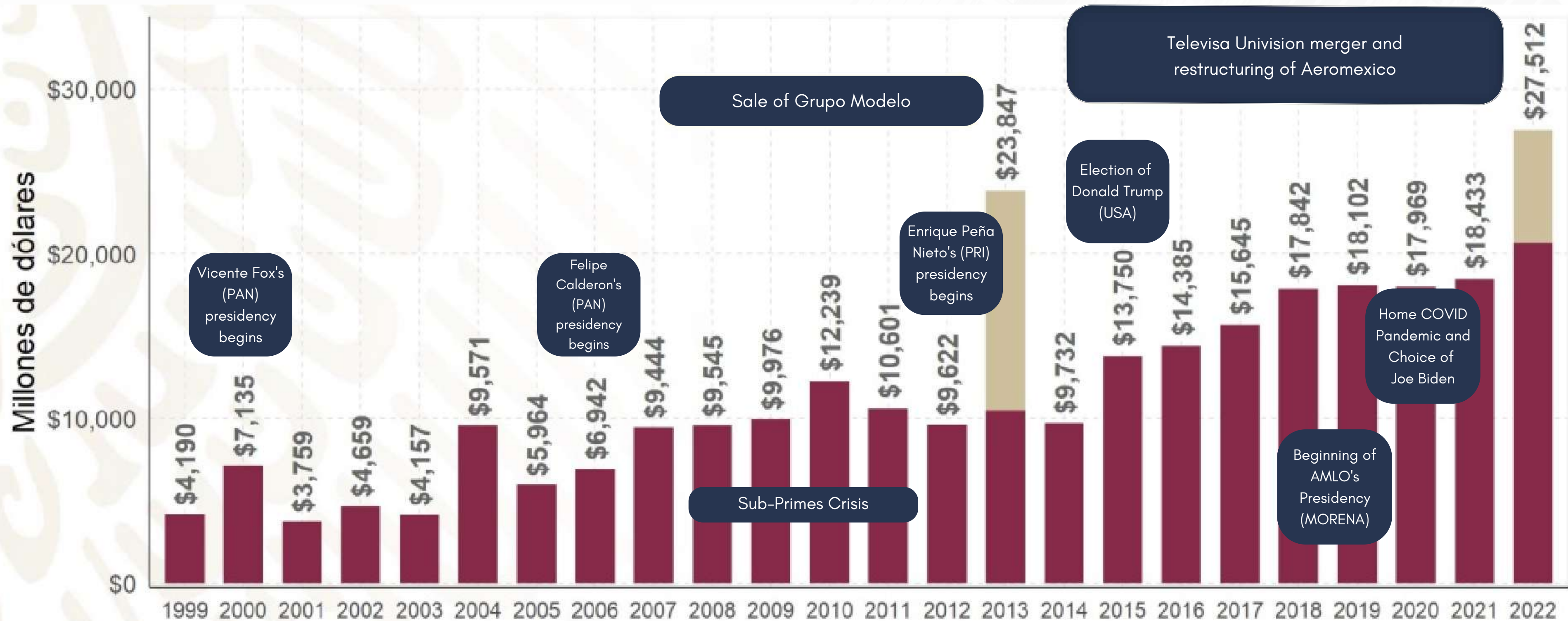
Government policies



## Challenges of some regions in Mexico...

- Shortage of adequate supply
- Infrastructure and logistics
- Security issues in some regions
- Operating costs
- Sustainability and environmental regulations
- Technology and adaptation

# Evolution of FDI (Foreing Direct Investments) in Mexico





# Industrial Market Overview in Mexico



Population  
131.2 M

GDP  
1,41 bn USD

Mexico's main trading partner is the U.S. economy. Exports to the U.S. account for about **75%** of total exports, while imports from the U.S. account for 61.5% of imports.



Mexico's economic growth is closely related to the U.S. economy, which is directly reflected in the **manufacturing sector**.

Country risk  
7.34pp

Average  
of investment  
2.8

GDP per  
capita  
11,091.3 USD

Inflation  
4.32

Unemployment  
rateo  
3.7%



"Mexico is becoming one of the fastest-growing hubs for technology and electronics manufacturing in North America, owing in part to Mexico's deep roots in the automotive industry and the race to incorporate new innovative technology in automobiles.

Interest rate  
average  
11.25%



Mexico has a sizable labor force, however, informal work represents 55% of the population. The working-age population constitutes 77% of the total, with a participation rate of around 59.7%.

**Source:**

Cushman & Wakefield

<https://www.banxico.org.mx/tipcamb/main.do?page=inf&idioma=sp>

<https://datos.bancomundial.org/country/MX>



# Industrial Market Overview in Mexico

The five largest markets are: Mexico City, Monterrey, Tijuana, Juarez City and Queretaro.

Total National Inventory	94,883,900 m2
Availability rate	1.8%
Requested rent	US\$5.79 m2/Mes

## Submarkets:

1. Mexicali
2. Nogales
3. Hermosillo
4. Chihuahua
5. Nuevo Laredo
6. Reynosa
7. Matamoros
8. Saltillo
9. Aguascalientes
10. S. Luis Potosí
11. Guadalajara
12. Edo. Guanajuato
13. Puebla





# About us



**Corporativo inMotion**  is a group of companies dedicated to delivering solutions for business management, development and financial growth.

With more than 10 years of experience and a team of multidisciplinary professionals, we have helped national and international companies from different business sectors.

We offer tailored solutions to each of our clients.

Our objective **is to generate a solid and trusty relationship with our clients in order to help them growth their corporations in Mexico and increase their ROI**



# Our solution: NEARLANDING

**NEARSHORING** will be the growth engine of the Mexican economy for the next 20 years, cutting across all sectors of activity.

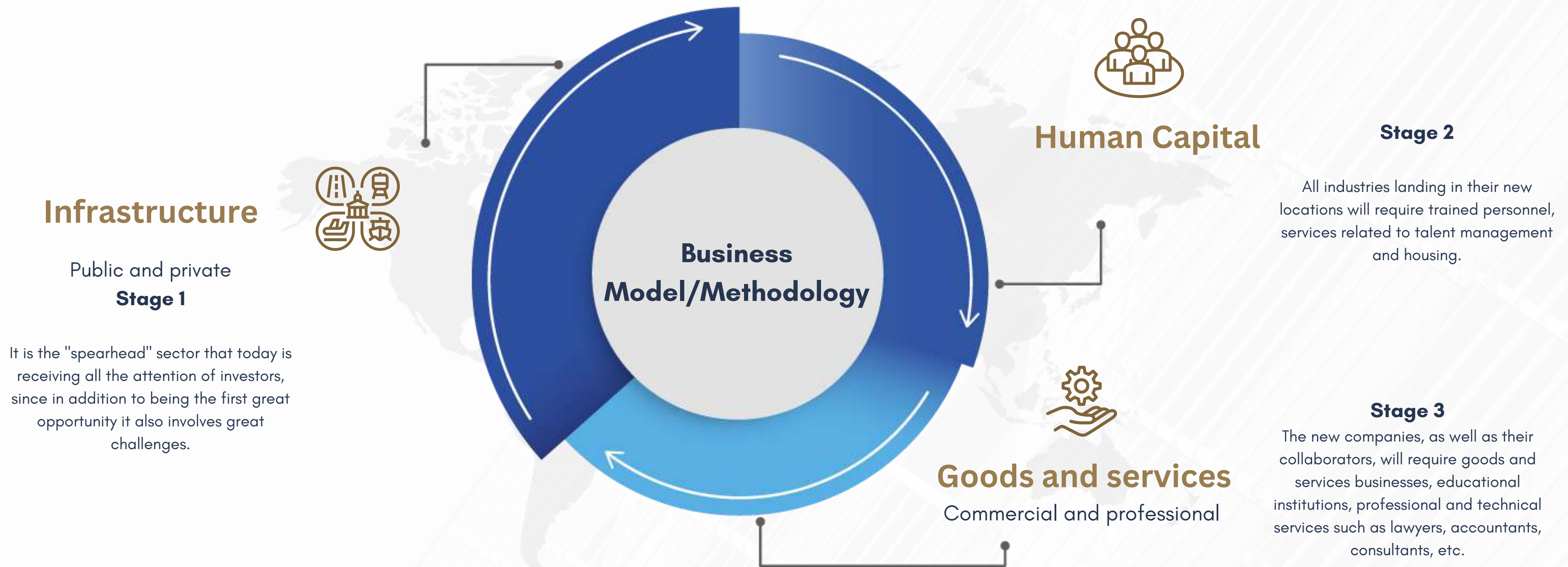
Therefore, we have developed a business model/methodology that combines all of our clients needs.

The bases of our **NEARLANDING** service is a combination of softlanding and nearshoring spheres.



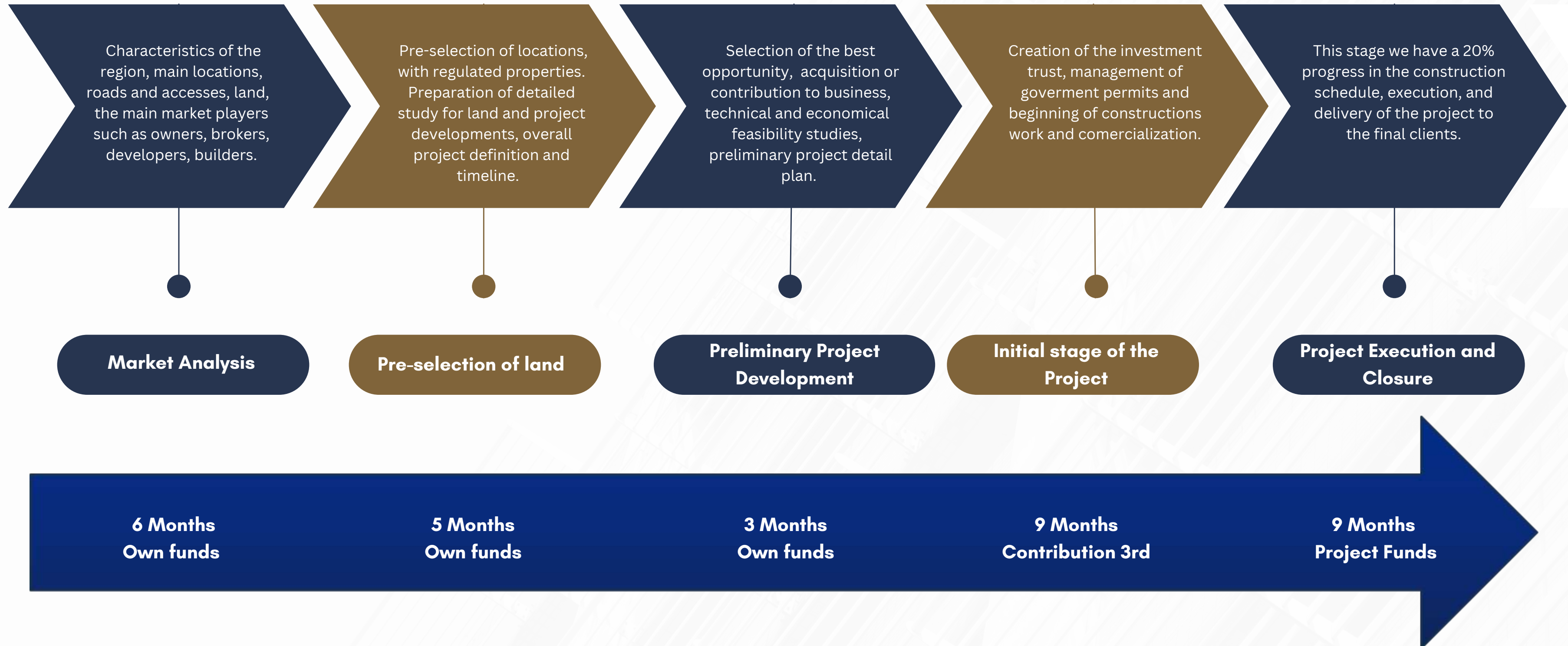


# Our Business Model/Methodology





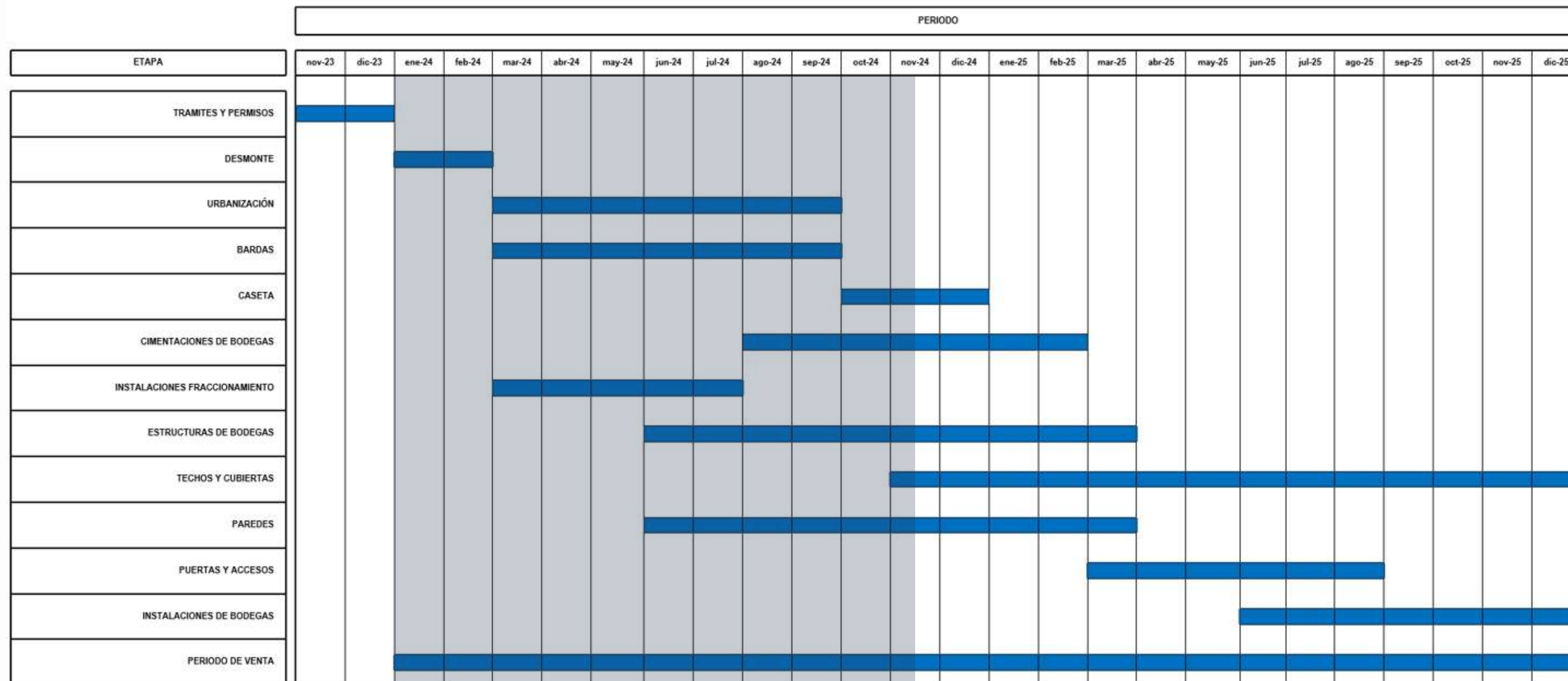
# Selection and Development Process of Infrastructure Projects







# Leverage for the Management of Infrastructure Projects.



Own funds

Leverage Funds

Project Funds





# Business Units.



## Human Resources

### Specialty:

- Payroll administration
- Talent Management
- Recruitment
- Labor Climate
- Labor regulations



## Business Consulting

### Specialty:

- Management Systems
- Change Management
- Implementations
- Nearshoring
- Softlanding



## Business Consulting

### Specialty:

- Accounting
- Tax consulting
- RESICO



## Focus Accelerator, Start-ups

### Specialty:

- Market studies
- Implementation of Business Business Plans
- Digital Marketing
- Strategic Marketing
- Design Thinking



## Coworking

### Locations:

- Reforma, CDMX
- Condesa, CDMX



# Investment Model



## Friends and Family

Our preferred customers and the savings funds of direct and indirect employees are our primary source of financing.

Minimum Ticket: \$ 500,000 USD



## Investment funds

Projects requiring a higher investment (amount or intensity) will also be made available to investors outside our business network.

Minimum Ticket: \$ 2,000,000 USD



## Investment Market Place

In 2024 we will launch a Project Marketplace so that users outside the business network can contribute small investments.

Minimum Ticket: \$ 50,000 USD



### PROJECTS

#### Lenght

Industrial: 36 months  
Commercial: 12 months  
Residential: 24 months

In development: 3  
In preparation: 12

Estimated Investment  
Portfolio Value 2024:  
\$200 million USD

Estimated ROI: 14.5% Annual