

Introduction:

US goods and services trade with Mexico totaled an estimated \$583.6 billion in 2015. Exports were \$267.2 billion, imports were \$316.4 billion.

Top exports in 2015: machinery (\$42 billion), electrical machinery (\$41 billion), vehicles (\$21 billion), mineral fuels (\$19 billion) and plastics (\$17 billion).

Top imports in 2015: vehicles (\$74 billion), electrical machinery (\$63 billion), machinery (\$49 billion), mineral fuels (\$14 billion), optical and medical instruments (\$12 billion)

The 10 points promised by Trump are:

- 1. 'Build a wall' — and make Mexico pay for it**
- 2. Temporarily ban Muslims from entering the United States**
- 3. . 'Bring manufacturing (jobs) back'**
- 4. Impose tariffs on goods made in China and Mexico**
- 5. Renegotiate or withdraw from the North American Free Trade Agreement and Trans-Pacific Partnership**
- 6. Full repeal of Obamacare' and replace it with a market-based alternative**
- 7. Renegotiate the Iran deal**
- 8. Leave Social Security as is**
- 9. Cut taxes**
- 10. 'Bomb' and/or 'take the oil' from ISIS**

We want to create an intelligent website that will become the first source of information for people impacted by points 1,3,4,5 above, mainly in Mexico and USA.

Why NAFTA INSIGHT 1345?

Users aware of the uncertainty coming within next year due to Trump assuming his future position as president of USA, looking constantly for information that could impact them economically. We want to create a useful tool so that they can get an immediate insight to update their views. In appendix A we include some of the companies that can be monitored.

USA has a complex relation with Mexico, many American (also European) companies have their latam headquarters in Mexico .

There are also many US companies (also European) with expensive plants to produce different goods in Mexico.

Mexico triggered last week its contingency plan to smooth hurricane Trump in order to stabilize the FX market. These type of financial measures impact small workers in a factory to fancy traders or portfolio managers in both NYC and Mexico. Many more measures will come.

We want to build a website for ordinary people and fancy traders, both English and Spanish, so that users find the most relevant info related to their future. By future I mean their current jobs, the state of the economy etc...

To my knowledge there is not a tool trying to provide useful resources for the user related to the potential implication of points 1,3,4,5

How to achieve our goal:

- **Delivering Impactful information**

We will monitor and extract most relevant news from the most relevant sources:

From USA:

Bloomberg

Reuters

Washington Post etc..

Twitter

We need to follow @RealDonaldTrump

Accounts related to points 1,3,4,5 (VIP people)

From Mexico

<http://www.banxico.org.mx/indexEn.html> Banxico

Any information about Agustin Carstens, Banxico Governor ,Ph.D U Chicago Economics.

Twitter

Accounts related to points 1,3,4,5 (VIP people)

- **Very Basic and powerful visual tools** (graph of FX rate, top Mexican indicators, Top usa indicators etc)

- **System of journalists** . A democratized system of journalist writing weekly or monthly, rewarded based on the number of clicks their stories receive. They can write stories related to their jobs with a nafta touch.

Rafa (german, MBA Mexico, executive at JNJ Mexico, educated in Germany Mexico)

Xime (mexican,Master Economics Duke, analyst at Bank of Mexico)

Juan (Mexican,Master in finance, Montreal, position at Pension Fund Mexico)

Many more to come.

- **Relevants videos** chosen in such a way that have an impact in 1345.
If the videos are in English we could try, if possible to find a translation.
- **Analytics.** WE can figure out if we can create some forecasting models of FX, etc..(Maybe not in the first version of the website)
- **Relaxed section** In this section we can choose certain stories (gossips, scoop) about the companies that everybody loves: AAPL, FB, Linkedin, Twitter,GOOGL or big mergers and acquisitions.

Appendix A

Companies covered (incomplete suggestion):

TV	Computers	OEM ODM	Engineering	Automobiles	Other
sony	lanix	foxconn	Siemens	gm	GE
toshiba	texa	celestica	Aapl	chrysler	walmart mexico
		sanmina-			
samsung	meebox	csi	dow	ford	Kansas city Southern
sharp	spaceit	jabil		nissan	Constellation Brands
zenith	kyoto	elcoteq		fiat	tpi
lg	dell	falco		renault	airlines
lanix	sony hp	kimball		honda	RLGT
tcl	acer	compal		toyota	Banks
rca	compaq	benchmark electronics		volswagen	citigroup
philips	samsung	plexus		kia	jpm
elcoteq	lenovo	lanix		bmw	Heathcare
tatung		flextronics		audi	Pfizer
panasonic					JNJ
vizio					german cos