

¿WHY IS EXPORTING TO MEXICO A GOOD STRATEGY?

As the second largest economy in Latin America, it provides a solid, stable business environment with great growth potential that makes the country promising in the field of international trade. Being in the heart of the Americas makes it the ideal location for business. Its privileged geographical location makes it the strategic bridge between the Atlantic and the Asia-Pacific region, with an extensive coastline enriched with natural resources and necessary for the productive development of any country.

- **Access to the North American market:**

The United States has become Mexico's largest trading partner by 2024.

Mexico is part of the Mexico-United States-Canada Agreement (T-MEC), which facilitates access to the vast US and Canadian markets, offering exporting companies a strategic advantage.

- **Network of treaties and trade agreements in the world:**

Mexico has established an extensive network of Free Trade Agreements, including the agreement with the European Union, which not only allow easy access from Mexico to important international markets, but also simplify the supply of inputs needed for production, contributing to the competitiveness of companies.

Mexico's presence facilitates negotiation and penetration in other Latin American countries by taking advantage of existing trade connections and agreements.

- **Governmental support to investors**

The new government reform has implemented promotion and foreign investment support that generates growth opportunities in the Mexican market.

- **Special Customs Procedures in Mexico**

Strategic Bonded Warehouse (RFE):

Allows goods to be stored with tax and customs benefits.

Temporary Import Programme:

Facilitates the temporary import of goods for subsequent re-export.

Fiscal Warehouse:

Allows the storage of goods with tax suspension.

IMMEX Programme (Manufacturing, Maquiladora and Export Services Industry):

Offers benefits to companies that carry out production, manufacturing or repair processes of goods destined for export.

- **Basis for access to the Mexican market**

1. Sector-specific rules and regulations.
2. Labelling and packaging to be complied with at the point of entry and at the point of entry and marketing.
3. Certifications and Standards for specific products.
4. Market conditions according to consumer preferences.
5. Customs broker and specialised International Trade Consultancy with Importer of Record.

- **Mexico's Main Imported Products in 2024**

1. Machinery and Equipment
2. Chemical, organic and pharmaceutical products
3. Iron and Steel Casting Materials
4. Mineral Fuels
5. Plastics
6. Vehicles and Automobile Parts
7. Metals and Metal Products
8. Optical Instruments and Apparatus
9. Plastics and Plastic Products