

# Doing Business in Mexico: Market Opportunities

11 February 2014, 9:00am-12:30pm, Leeds

The Mexican Embassy and ProMexico, the Mexican government's agency in charge of promoting trade and investment into the country, have partnered with UKTI, Enterprise Europe Network in Yorkshire and Leeds, York & North Yorkshire Chamber of Commerce to organise this free seminar.

This event will provide UK companies with an overview of the Mexican economy and its key sectors as well as the range of support available to approach the Mexican market. Whether you are a company looking to expand and invest in new markets; develop cost efficient international supply chains; or looking to do business abroad, this seminar will feature Mexican experts who can answer your questions on how to do business with Mexico.

## At the event you will:

- Learn about highlights, competitive advantages and benefits of trading with Mexico.
- Gain access to specific trading opportunities in several fast-growing industries.
- Benefit from a dedicated one-to-one discussion with the conference speakers.
- Build your network of contacts.

## Interesting facts:

- Mexico is one of the 7 most attractive countries to invest in according to the United Nations UNCTAD.
- Mexico has 12 Free Trade Agreements with 45 countries, accessing 60% of world's GDP with 1.2 billion potential consumers.
- According to KPMG, Mexico is 21% more cost competitive than the United States in manufacturing projects.
- It has 112 million inhabitants with an average age of 26 and a growing middle class of over 40m people with an increasing purchasing power.

## Event Programme: The event will be held at the Queens Hotel, City Square, Leeds, LS1 1PL

09.00 - 09.30am	Registration
09.30 - 09.35am	Opening remarks by Mark Goldstone, Leeds, York & North Yorkshire Chamber of Commerce
09.35 - 09.50am	"Snapshot of the Mexican economy: sectors and business opportunities" by Mario González, Investment Officer, ProMexico
09.50 - 10.05am	"How to do business in Mexico" by Yves Hayaux, Chairman, Mexican Chamber of Commerce
10.05 - 10.20am	"Making the most of your business in Mexico" by Mark Collings, UK Sales Director International, Santander
10.20 - 10.35am	Coffee Break
10.35 - 10.55am	"UKTI in Mexico: services and support" by Colin Russell, International Trade Advisor, UKTI
10.55 - 11.05am	Review of support available from Leeds, York and North Yorkshire Chamber of Commerce by Mark Goldstone (including Enterprise Europe Network and Chamber International)
11.05 - 11.20am	Case study of a successful UK company in Mexico
11.20 - 11.40am	Q&A session
11.40 - 12.30pm	Networking session / one-to-one meetings (light lunch from 12.00)
12:30pm	Close

This seminar is part of a road show that will visit 6 UK cities to provide information and develop contacts to do business in Mexico: Belfast, Birmingham, Glasgow, Leeds, Liverpool, and Manchester. For more information on this contact Mario González on +44 (0) 207 811 5040 or [mario.gonzalez@promexico.gob.mx](mailto:mario.gonzalez@promexico.gob.mx).

To book or for further information, please visit [www.yourchamber.org.uk](http://www.yourchamber.org.uk) or call Katy Raife on 0113 247 0000.