



GOBIERNO DE
MÉXICO

ECONOMÍA
SECRETARÍA DE ECONOMÍA

RELACIONES EXTERIORES
SECRETARÍA DE RELACIONES EXTERIORES



14 REASONS TO INVEST IN MEXICO



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1

WE HAVE A STRATEGIC GEOGRAPHIC LOCATION AND A COMPETITIVE LOGISTIC INFRASTRUCTURE

From Mexico, the industries have access to the main trade destinations in a shorter average time and with less interruptions in the value chain, thanks to:



49
CUSTOMS

21 in borderlines | 11 internals | 17 maritime



58
ports and
terminals
in the Pacific
Ocean coasts



59
terminals
in the Gulf of
Mexico and the
Caribbean coasts



15
road
corridors

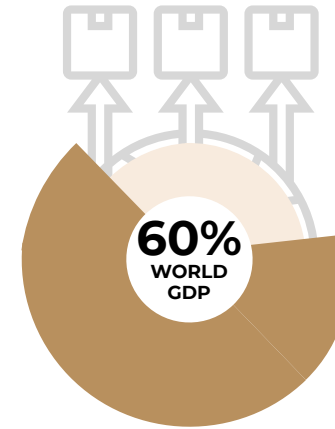


2

WE ARE AN EXPORTING POWER

WE ARE THE
1^o
EXPORTING COUNTRY
IN LATIN AMERICA

WE OFFER FACILITIES FOR ENTERPRISES
TO MOVE THEIR PRODUCTION AND
MANAGE THEIR SUPPLY CHAIN IN A QUICK
AND COMPETITIVE MANNER.



Our network of 14 trade agreements
grants us preferential access to 50 countries,
which represent 60% of the world GDP.



3 WE ARE PART OF THE BIGGEST AND MOST INNOVATIVE TRADE AGREEMENT IN THE WORLD

T-MEC represents the start of a new business and trade era in North America. It defines innovative trade rules to face the challenges of the XXI century in terms of:



Labor market regulation



Inclusion of SMEs to foreign trade through datafication



Trade of digital goods



Environment protection



Fight against corruption



Gender equality promotion



4 WE ATTRACT INVESTMENTS FROM ALL OVER THE WORLD AND TO MULTIPLE ECONOMIC SECTORS



WE HAVE

30 INVESTMENT AGREEMENTS
with **31 countries**
IN 2020 WE ATTRACTED 27.6 BILLION DOLLARS IN FOREIGN DIRECT INVESTMENT (FDI).

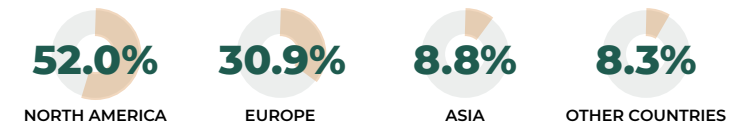
BETWEEN JANUARY AND SEPTEMBER 2021, WE ATTRACTED 24,831.7 MILLION DOLLARS OF FOREIGN DIRECT INVESTMENT (FDI), WHICH IS 5.7% HIGHER THAN THE SAME PERIOD IN 2020.

MEXICO IS THE
9th foreign

DIRECT INVESTMENT RECIPIENT
COUNTRY IN THE WORLD.

IN 2020

THE FDI CAME FROM



THE SECTORS THAT RECEIVED MORE INVESTMENT IN THAT YEAR WERE THE MANUFACTURING INDUSTRY (10.6 BILLION USD), FINANCIAL SERVICES AND INSURANCE SECTOR (6.4 BILLION USD), AND THE TRANSPORTATION AND WAREHOUSING INDUSTRY (2.7 BILLION USD).

5 WE CONDUCT A MULTILATERAL, DIVERSIFIED AND INCLUSIVE FOREIGN POLICY

In the United Nations, Mexico made a call to act on:

Preserving a human rights, gender equality and intergenerational equity perspective in the 26TH UNITED NATIONS CLIMATE CHANGE CONFERENCE OF THE PARTIES (COP26).

Grant affordable, equitable and fair access to vaccines against COVID-19 AND GUARANTEE THEM AS A GLOBAL PUBLIC GOOD FOR ALL THE PEOPLE.

Define a fraternity and wellbeing WORLD PLAN TO FIGHT INEQUALITY WITHIN THE UNITED NATIONS SECURITY COUNCIL.



6 WE CREATE FAVORABLE ECOSYSTEMS FOR INNOVATIVE ENTERPRISES

IN 2021

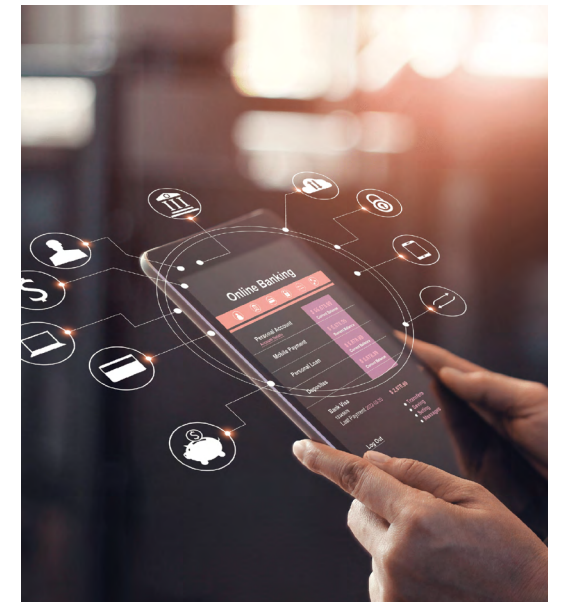
THE STARTUPS THAT ARE NOT LISTED ON THE STOCK ALMOST RAISED

3 billion USD

A RECORD NUMBER THAT TRIPLE THE COLLECTED VALUE IN THE LAST 5 YEARS.

WE HAVE A FINTECH INDUSTRY IN A GROWING STAGE WITH AN ANNUAL OPERATION VOLUME OF

3.6 billion USD & 4.7 million users



7 WE HAVE YOUNG, PRODUCTIVE, AND SPECIALIZED HUMAN CAPITAL

126 MILLION INHABITANTS

HALF THE POPULATION IS 29 YEARS OLD OR LESS, AND 49.8% IS IN THEIR REPRODUCTIVE STAGE.



Every year, approximately 1,700 engineers graduate in Mexico. Today, we are in the top 10 OECD countries with the largest number of professionals in engineering.



In partnership with the private sector and international cooperation agencies, the Mexican education system is implementing the Dual Formation Model, inspired by the German system.



8 WE HAVE A DOMESTIC MARKET WITH GROWING PURCHASING POWER

8

1 out of 7 middle class people in Latin America is Mexican.

IN 2020 THE AVERAGE MONTHLY INCOME OF MEXICAN FAMILIES REACHED \$896 USD.



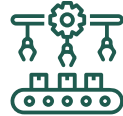
WITH A VALUE OF 18.9 BILLION DOLLARS IN 2021, E-COMMERCE IN MEXICO IS THE SECOND LARGEST IN LATIN AMERICA.

ITS GROWTH EXPECTATION IS BIGGER THAN IN MOST EUROPEAN COUNTRIES

9

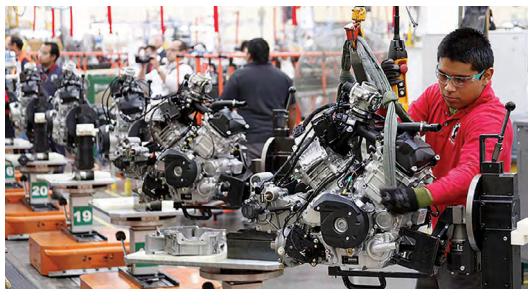
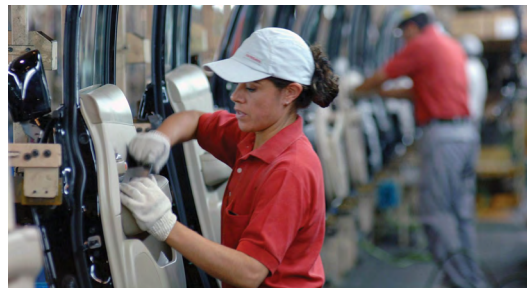
WE OFFER PROFITABILITY TO YOUR BUSINESS

According to the World Bank's 2020 Doing Business ranking, Mexico rate as the best country in Latin America to open and operate a business.



We are among the top 15 economies whose regulations facilitate obtaining credit.

WE REPRESENT 1 OF THE 5 MOST COMPETITIVE MANUFACTURING ECONOMIES IN THE WORLD, which makes us an ideal alternative for companies seeking to relocate their value chains.



10

WE PROVIDE TAX INCENTIVES TO ATTRACT INVESTMENT



WE HAVE A FREE ZONE ON OUR NORTHERN AND SOUTHERN BORDERS: value added tax (IVA) reduction from 16% to 8% and income tax (ISR) reduction from 30% to 20%.

We are developing strategic projects such as the Inter-oceanic **Corridor of the Isthmus of Tehuantepec**, which contemplates the installation of 10 Development Poles with favorable conditions for business in sectors such as agro-food, chemicals, logistics and textiles.



11

WE BUILD CERTAINTY THROUGH REGULATIONS AND A STRICT FIGHT AGAINST CORRUPTION

Through the Mexican Institute of Intellectual Property (IMPI), brands and inventions are protected with international standards. Mexico is part of trademark, patent and industrial design protection agreements that facilitate registration from abroad.

By having held the Pro Tempore Presidency of the Community of Latin American and Caribbean States (CELAC), WE PROMOTED THE INSTALLATION OF THE SPECIALIZED GROUP FOR THE PREVENTION AND FIGHT AGAINST CORRUPTION.

Mexico participated in the 9th period of sessions of the Conference of the United Nations Convention against Corruption in Cairo, Egypt.



12

WE ARE TRANSITIONING TO A STABLE EMPLOYMENT RELATIONS ECONOMY

We reached the biggest minimum wage annual increase in the last 44 years. We recently created the Federal Center for Labor Conciliation and Registration.



WE FORMALIZED THE PROCEDURES TO GUARANTEE UNION DEMOCRACY AND AUTHENTIC COLLECTIVE ARBITRATION.



WE PROMOTE A LABOR MARKET WITH EQUAL OPPORTUNITIES through the Mexican Norm **NMX-R-025-SCFI-2015 on Labor Equality and Non-Discrimination.**



13 WE CARRY OUT A RATIONAL MANAGEMENT OF THE NATIONAL ECONOMY

THE NET EXTERNAL DEBT OF THE FEDERAL GOVERNMENT HAD A REDUCTION OF 12.2% IN REAL TERMS DURING THE SECOND QUARTER OF 2021 COMPARED TO THE SAME PERIOD OF THE PREVIOUS YEAR AND 4.6% LESS IN RELATION TO LATE 2020



14. IN MEXICO YOU WILL FIND WELLBEING, GOOD CLIMATE, DIVERSITY, AND CULTURAL RICHNESS

14

Our culture, nature, celebrations, and Pueblos Mágicos (Magical Towns) offers endless and vibrant opportunities for tourism, recreation and living places. These are some of the reasons why more than a million foreigners have made Mexico their home.



As of late 2020, we received 28.4 million international tourists, with an economic spillover of 14.2 billion USD.



We have 12 million artisans in Mexico seeking to sell their crafts fairly.

MEXICO IS ONE OF THE FEW MEGADIVERSE COUNTRIES

WE HAVE 70% OF THE WORLD'S DIVERSITY OF ANIMAL AND PLANT SPECIES

MEXICO IS THE 7TH COUNTRY WITH MORE PLACES DECLARED AS WORLD HERITAGE SITES

Since 2010, Mexican gastronomy is considered an Intangible Cultural Heritage of Humanity by the United Nations Educational, Scientific and Cultural Organization (UNESCO).

We have a great cultural diversity that gathers the historic plurality, ethnic groups, languages, and traditions.

21% of Mexican people describe themselves as indigenous. There are 68 indigenous towns, each one with its own original language, which are organized in 11 linguistic families and derive in 364 dialect variants.







RESOURCES
(BY REASONS)

1. Secretaría de Comunicaciones y Transportes
2. Secretaría de Economía, 2019
4. UNCTAD, 2021
Secretaría de Economía, 2020 * Información actualizada hasta junio 2021
6. The Economist, 2021
Statista, 2020
7. INEGI, 2021
OCDE, 2018
8. OCDE, 2018
INEGI, 2021
Statista, 2021
10. Secretaría de Hacienda y Crédito Público, 2020
12. Secretaría del Trabajo y Previsión Social, 2021
13. Secretaría de Hacienda y Crédito Público, 2021
14. UNESCO, 2021

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TO INVEST IN MEXICO**

January 2021
Mexico City

