



Monthly Bulletin

November 2013

Automobile production and exports increased in October
(Page 1)

Foreign Direct Investment will have a new record this year
(Page 1)

Mexico negotiates opening the service sector to 49 countries (Page 1)
Export of pork meat report growth (Page 1)

Mexico, a favorite among investors of the tourism sector (Page 2)
Industries consolidate the growth of Mexican Middle Class (Page 2)

GDP per capita in Mexico grows (Page 3)
Mexico has to look for new markets: Ministry of Foreign Relations (Page 3)

Business Opportunities
(Page 4)

Mexican Business News

Automobile production and exports increased in October



November 6, 2013. The production of vehicles in Mexico grew 1% in October, while exports grew 11%, declared the Mexican Association of the Automobile Industry.

The manufacturers established in the country produced 285,230 vehicles, from which they exported 240,316 the past month. Mexico exports the majority of its production to United States, its principal partner in the North America Free Trade Agreement (NAFTA). The sales to the American market increased 26.5%.

In the national market, sales showed a growth of 6.1%

Source: Excelsior

Foreign Direct Investment will have a new record this year

November 11, 2013. During the first year of the administration of president Enrique Peña Nieto, Mexico will attract 25

billion dollars as Foreign Direct Investment, 62% more than the obtained in 2012 when the total amount was of 15,453 million dollars.

Rocío Ruíz Chávez, under secretary of Competitiveness and Regulation of the Ministry of Economy, detailed that this amount does not takes into account the atypical operations such as the purchase of Grupo Modelo by the Belgian-American company Anheuser Busch InBev, which was valued in 13,249 million dollars.

Preliminary numbers of the federal ministry point out that in the first semester of 2013, Mexico attracted investments of 23,847 million dollars. Some statistics show that the manufacturing industry captured 83% of the capital, commerce 8%, transport 2%. While the rest was delivered to multiple sectors of the national economy.

The investments came from Belgium (56%), United States (23%), United Kingdom (4%), Japan (4%), and the Netherlands (4%).

Source: El Financiero

Mexico negotiates opening the service sector to 49 nations

November 13 2013. Mexico will present its offers for an ambitious opening in the service trade as part of an agreement that is being negotiated with 49 nations, which will increase the competition in an international and local area in this sector, informed the Ministry of Economy.

The Trade in Services Agreement, (TISA), was launch in 2012 by United States and nowadays is conformed by the European Union and 22 more states already part of the World Trade Organization.

Unlike the stagnation in the negotiations at the Doha Round between 169 nations, it is foreseen that TISA will move forward quickly, since it is a voluntary agreement and it is not related to opening other areas, such as access to the goods market.

During a meeting celebrated in September 16 to 20, offers made by United States and Japan have been revised. It was also defined that on November 30 of this year other countries will present their offers.

Services is the most dynamic sector in the world's economy. In Mexico, this sector provides approximately 70% of the GDP and employs more than 2/3 of the work force. The Ministry of Economy announced that the sector with national interest are: audiovisuals, informatics and engineering. Among the participants that don't have a Free Trade Agreement with Mexico are Hong Kong, South Korea, Chinese Taipei, Turkey and Pakistan.

Source: El Economista

Exports of pork meat report growth

November 17, 2013. The volume of the exports of Mexican pork meat increased

7.02% during this month, compared to 2013, informed the National Service of Food Safety, Quality and Sanitation (SENASICA). The decentralized body of SAGARPA declared that fresh and processed pork meat commercialized in foreign countries come from 10 states: Baja California, Chihuahua, Coahuila, Durango, Guanajuato, Jalisco, Puebla, Sinaloa, Sonora and Yucatán.

Between January and September of this year, sales reached a total amount of 63,056 tons; while last year 58,919 tons were commercialized. The biggest consumer of Mexican pork meat was Japan, nation that in 2013 imported from Mexico 51,596 tons, which represents an increase of 15% compared to the volume purchased in the same period of last year, when they imported 44,936 tons.

Until September 30 of this year, Korea had imported 6,510 tons of pork meat and United States consumed 4,310 tons. The Mexican producers commercialized their products in 32 countries of America, Asia and Europe.

Among the nations that have potential for exporting Mexican pork meat are: Angola, Cuba, Mauritania, Venezuela, Argentina, Ecuador, Nicaragua, Vietnam, Bolivia, New Zealand, Canada, El Salvador, Peru, China, Gambia, Dominican Republic, Colombia, Ghana, Russia, Guatemala, Congo, and Singapore.

Source: *El Economista*

Mexico, a favorite among the tourism industry investors



November 17, 2013. Mexico is one the preferred places for investors of the tourism industry, thanks to its economic situation and the many destinations it offers.

In this sense, the regional vice-president of Sales and Merchandising for Mexico,

the Caribbean and Latin America of Hyatt, Alvaro Valeriani, highlighted that “México is a country where there are many projects, which signs a well positioned destiny”.

The Chief operating officer of Playa Hotels and resorts, Alex Stadlin, pointed out that the sector had a good year and there are 25 different projects in Latin America for the next three years, from which 7 will be located in Mexico.

Related to the meetings and conventions tourism, Valeriani declared that this is a very strong segment nowadays, and one of the most important bets in the sector, since there have been major increases in the last years.

The head chief added that the acquisition of Nikko Hotel was favorable and it promoted Hyatt to expand in the region, since Mexico City is the door to Latin America. He also declared that they will invest 50 million pesos in this complex.

Source: *Excelsior*

Industries promote the consolidation of the Mexican middle class

November 19, 2013. Middle class in the central area of Mexico is emerging and consolidating itself thanks to the industrial impulse headed by the investment of foreign high tech companies, such as automobile, affirmed The New York Times.

According to the research done in Guanajuato and published this month, Mexico is finally attracting high tech industries that may conduct to long term prosperity. The newspaper points out that after many years of economic and technologic backlash, Mexico has found the right formula: attract the most important industries in the world in order to create more jobs

It explains that after a dozen of companies have invested in the central zone of the country, creating industrial corridors, a new Mexico has started to emerge. In this the newspaper highlights the presence of automobile companies in the central region of Mexico, which has surpassed Detroit, once considered the automobile heart in the United States.

Culture

Tamales

“The flavor of tradition wrapped in corn”



Tamal is a Mexican dish that has been prepared since ancient times, prepared with corn dough, filled with pork, chicken or beef and red or green sauces. They are wrapped in corn or banana leaves, depending in the zone were they are prepared. There is a variation prepared with fruit and jam, called sweet tamales and often eaten by kids. The word Tamal comes from the nahuatl Tamali and means wrapped.

Tamales have a huge cultural and gastronomic importance. They were not only eaten by the lower classes, but also by nobles and priests. During one of the most significant Aztec ritual, the Atamalqualiztli, dough tamales without salt or sauces were eaten during the fasting.

Nowadays, tamales are an important part of the Mexican eating habits and very popular in several parties and celebrations. They are usually eaten in baptisms, weddings, posadas and other celebrations. Also they are present during the Day of the Death in Ofrendas and on February 2, Candelaria Day, families unite in order to have tamales as dinner. It is often said that there are more than 500 recipes of tamales.

Tamales are prepared in different ways depending on the region. For example, in the states of Yucatán, Chiapas, Veracruz and Tabasco, tamales are wrapped in banana leaves, while in other parts corn leaves are used.

, The New York Times asks itself if the country will be able to satisfy the regional demand for educated work force, which would impulse it to the “developed nation club”

It highlighted that the central region of Mexico is different to the conception that Americans have of the border area. It also informed that 40% of the jobs created by the automobile industry in North America are found in Mexico and this percentage is increasing in a quick trend, especially in those states that offer incentives to the investors

Source: *El Economista*

GDP per capita in Mexico grows



November 21, 2013. During the third trimester of 2013, the GDP per capita grew 4.2%, reaching 10,498 dollars, according to the National Institute of Statistics and Geography (INEGI).

The projects come from Europe and United States and have concentrated in the center and south of the country, where they are taking advantage of the wind power, and in the north benefiting of solar energy.

Since October of 2010, when the first edition of the Green Solutions Forum was celebrated, the potential of Mexico as a center for generation of clean energies has become an essential appeal for investors, he assured while presenting two new green projects in the Baja California region, as well as investments made by foreign businessmen interested in promoting clean energies in the area of the Gulf of Mexico.

The ministry of Environment and Natural Resources said that the country has been economically impacted by the global warming, which has represented 7% of the national GDP, so he pressed on debating on an intersectional level, between public and private entities, as

well as the academy in order to generate solutions that accelerate Mexico’s transition to a green economy.

Source: *El Economista*

Mexico has to look for new markets: Ministry of Foreign Relations

November 21, 2013. The minister of Foreign Relations, José Antonio Meade, assured that Mexico is in a fine position to face new challenges and benefit from the commercial opportunities of more integration to the world’s economy.

He said that the chancellery will continue supporting Mexican enterprises in their international business, “because we know well the role that Mexico is playing in this world, will define the opportunities and challenges for upcoming generations”. During the opening of the 20th Congress of Mexican Foreign Commerce, organized by Comce, he highlighted that the Ministry of Foreign Relations, recognized the necessity of looking for new markets and alliances that will help promoting the prosperity of all Mexicans.

He added that based on a recent study, Mexico has a strong potential to expand its commercial relation with countries such as Russia, Japan, France, Italy and United Kingdom. He explained that maximizing the relation with this countries could represent more than 10,000 million dollars of exports per year, which represents twice the total amount of the exports to Central America and almost half of the ones sent to the European Union in 2012.

The federal authority mentioned that in the region of North America, the objective is to consolidate the economic integration in order to create a more competitive and dynamic area. The integration with United States is stronger, since annual trade has reached a total of 500,000 million dollars, which meant that it has grown 5 times more during the 20 years of the signing of NAFTA.

He added that in North America, Mexico is the first destiny for the exports of three states in the U.S.: Arizona, California and Texas, as well as the second destination for other 20 states.

Source: *Excelsior*



Ingredients used in the preparation of this dish also changes with the region. In the state of Michoacan, tamales are known as corundas, made with vegetables, cheese and a plant name tequesquite. They are also wrapped in a different triangular shape. In the northern part of the country, tamales are slimmer and are usually prepared with beef and beans.

The tamales Oaxaqueños, prepared in Oaxaca, are ones of the most consumed all along the country. They have pork meat with black, green or yellow mole and wrapped in banana leaves. In other Mexican regions, tamales might be cooked with seafood or fish, like in Sinaloa where shrimp tamales are very popular. Sweet tamales are made with sweeten corn dough and filled with honey, fruit jam and raisins.

In Mexico city, tamales are made with corn dough and wrapped in corn leaves. They have green or red chili and can be easily bought in street establishments or fancy restaurants. They are mostly consumed accompanied with traditional beverages such as champurrado or atole, soda or juice. They are commonly eaten for dinner or breakfast.

Since this dish and its ingredients were spread all along South and Central America, is very common to find some of the variations in countries such as Venezuela or Colombia. Finally, tamales are becoming very popular in the United States thanks to the large Mexican population living their. They have been adapted to that culture and are prepared with new ingredients.

Business Opportunities

Mexican companies looking for distributors / importers

Consorcio de Exportación Veterinario VETMEX , S.A. de C.V.

Veterinary and animal feed

Tel. +52 33 38 13 05 19
Fax.N/A

Website: www.vetmex.com.mx
E-mail: exportmanager@vetmex.com.mx

Globos Smits, S.A. de C.V

Latex balloons

Tel. +52 33 33 65 31 82
Fax. N/A

Website: www.globossmits.com
E-mail: ccarrillo@globossmits.com

Grupo Gylsa S.A de C.V.

Pharmaceutics

Tel. +52 55 56 11 45 65
Fax. +52 55 53 84 21 93

Website: www.gylsa.com.mx
E-mail: marcotulio@gylsa.com.mx

Lemery, S.A. de C.V.

Medicines

Tel. +52 55 59 50 02 00
Fax. +52 55 52 54 04 23

Website: www.lemery.com.mx
E-mail: qfip@hotmail.com

METCO S.A. DE C.V.

Sugar and sweeteners

Tel. +52 55 55 20 12 86
Fax. +52 55 55 40 49 06

Website: www.metco.com.mx
E-mail: hacs@metco.com.mx

Mosaicos Venecianos de Mexico S.A. DE C.V.

Decorative tiles

Tel. +52 777 320 21 60
Fax. +52 777 320 19 26

Website: www.mosaicosvenecianos.com
E-mail: guajardo@kolorines.com.mx

Personna International de Mexico S.A. DE C.V.

Shaving machines and blades

Tel. +52 55 57 52 47 19
Fax. +52 55 57 52 47 26

Website: www.personna.com
E-mail: berenice.cruz@energizer.com

Proteina Animal S.A de C.V.

Eggs, pork meat, milk, albumin

Tel. +52 395 7 25 2800
Fax. 395 7 25 2801

Website: www.proan.com
E-mail: luis.enrique@proan.com

SwissMex-Rapid S.A. de C.V.

Products: chemical products

Tel. +52 474 742 03 00
Fax +52 474 742 08 56

Website: www.swissmex.com.mx
E-mail: pedro@swissmex.com.mx

Boehringer Ingelheim Vetmedica S.A. DE C.V.

Animal pharmaceutical products

Tel. +52 33 36 68 80 00
Fax. +52 33 36 68 80 20

Website: www.boehringer-ingelheim.com
E-mail: victor.campos@gua.boehringer-ingelheim.com

Agencia de Logistica del Golfo.A. DE C.V.

Lard and vegetable oil

Tel. +52 229 100 38 56
Fax. +52 229 100 38 57

Website: N/A
E-mail: alogis@prodigy.net.mx

Cítricos EX, S.A. de C.V.

Product: Oils and juices from citrus

Tel. +52 232 324 95 00
Fax. +52 232 324 15 52

Website: N/A
E-mail: gpelaez@citrex.orgaitex.com