



MEXICO'S TOP 10 BUSINESS STRENGTHS



1. Location, location, location.
Mexico's privileged geographic location is impossible to emulate.



2. Strategic partner.
For Canada, Mexico is near shore; it is the closest and the most competitive country for doing business, creating important synergies that result in a more efficient participation in both NAFTA and other markets. It is the gateway to the growing and vast Latin American market.



3. Laws and openness.
Mexico is open to international business and has a legal framework that provides transparency, certainty and safety, the foundation to promote national and foreign investment.



4. Reforms. Mexico has shaped a decisive strategy of openness and support for key reforms that boost economic growth to more convincing levels. A few relevant examples are the labor reform and proposals to redefine the education, tax and energy sectors, among others.



5. Global champion in trade agreements. Mexico has 12 free trade agreements that provide it privileged access to 44 countries and 1.2 billion consumers. Together with Canada, Mexico is negotiating its participation in the Trans-Pacific Partnership (TPP), which will allow it to strengthen its strategic bilateral relations with Asia-Pacific.



6. Competitive costs. According to KPMG, Mexico has an average cost advantage of 21% (in 19 industries) compared to the US. It is worth noting that Canada has a large share in Mexico's mining investment, approximately 75% of total foreign investment, and an important presence in the country's aerospace, automotive and auto parts industry. The country is also looking to emulate these successes in the environment, creative and energy industries, to name a few.



10. Outstanding tourist destination. Mexico is a friendly country with a wide biodiversity and an enviably varied climate. It has more than 42,000 archaeological sites and 31 sites that have been declared World Heritage by UNESCO. In 2012, more than 23 million tourists visited Mexico, of which only 1.6 million were from Canada.



9. Bright future. Mexico is set to become the leading economy in Latin America in the near future. According to The Economist, during 2011 the Mexican economy grew more rapidly than countries like Brazil, and will do so again in 2012. According to Goldman Sachs, Mexico will be the fifth largest economy in the world by 2050. Analyses such as those carried out by Accenture state that Mexico will be one of the top six economies by 2025.



8. Abundant and skilled workforce. Mexico has 112 million consumers with an average age of 26, of whom 47 million belong to a workforce that will reach 60 million by 2030. More than 115,000 engineers graduate every year. This number exceeds that of countries like Germany, Canada, the United Kingdom and Brazil.



7. Global manufacturing and logistics center. Mexico's competitiveness and the modernization of its infrastructure are crucial to becoming a successful market competitor, attracting more and more foreign companies.