

**PRO MÉXICO**



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 @ProMexico  ProMexicoOficial

# MEXICO IT IS ALL ABOUT OPPORTUNITIES

## DID YOU KNOW THAT...

- In 2016, Mexico's IT services and software development industries reached a market value of **11.3 billion usd**.
- It is expected that by 2019 the market value of both industries will be **14.7 billion usd**.
- The Mexican industry of software development is ranked **4th in the Americas**, after the US, Brazil and Canada.



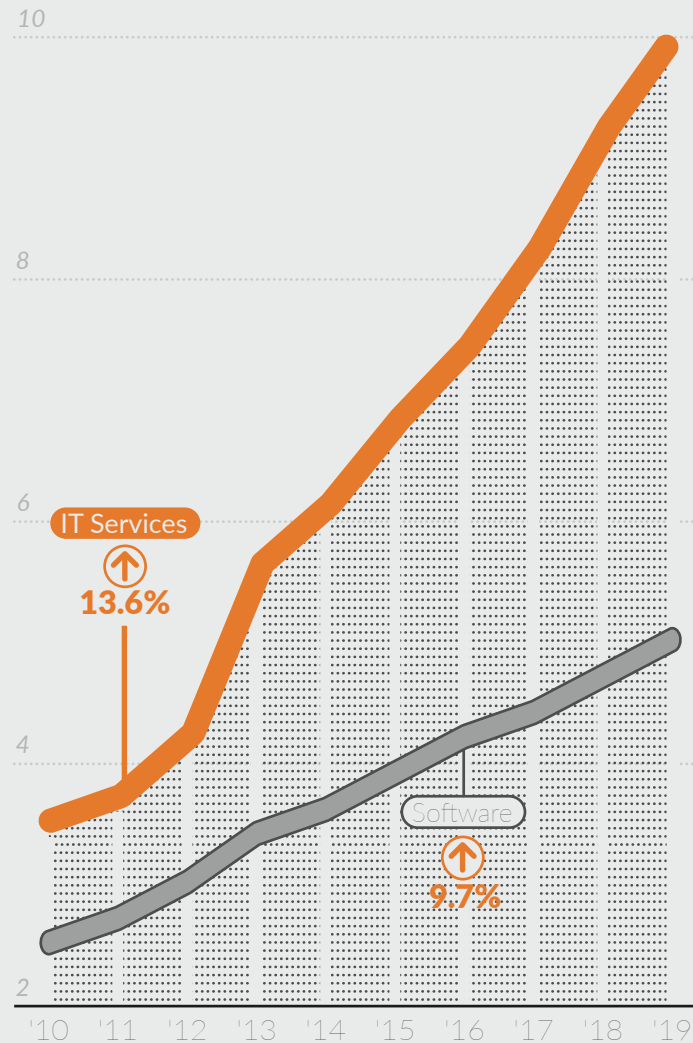
## IT IS WORTH ITS VALUE

### MEXICO'S IT SERVICES AND SOFTWARE INDUSTRIES MARKET VALUE, 2010-2019

Billion USD



**Compound Annual Growth Rate 2010-2016:**



Source: ProMéxico with data from Marketline

## IT IS A MATTER OF SIZE

Mexico has:



**4,000**  
companies related to the IT sector.

Source: INEGI



**30**  
technology parks specialized in IT.

Source: ITESM



**21**  
IT clusters in 15 states, grouping more than 1,000 companies.

Source: mxTI and clusters websites

## IT IS ABOUT COMPETITIVENESS



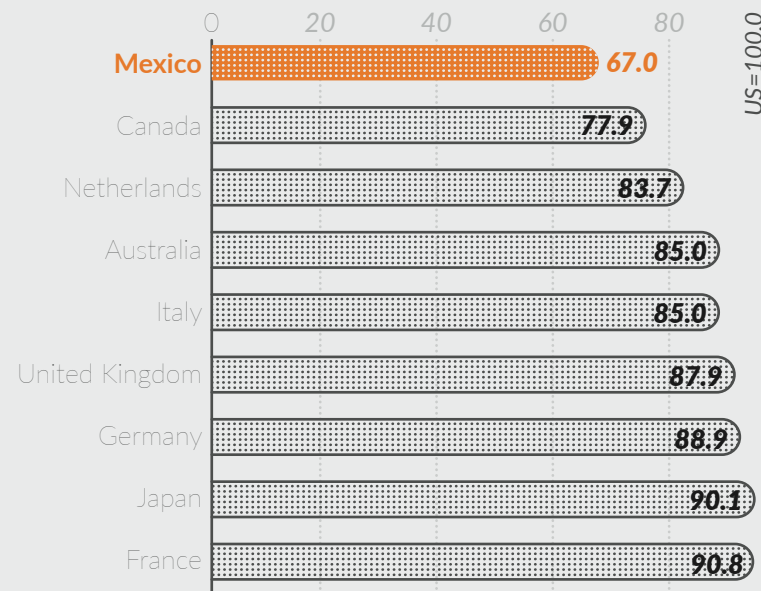
According to A.T. Kearney, Mexico is the world's **8th best destination** for the localization of global services including outsourcing of IT services, BPO and voice work (contact & call centers).

Mexico is a cost competitive destination for software and video game development activities and for the establishment of shared service center:



### SOFTWARE DEVELOPMENT COST INDEX

Mexico is 33% more competitive than the US.

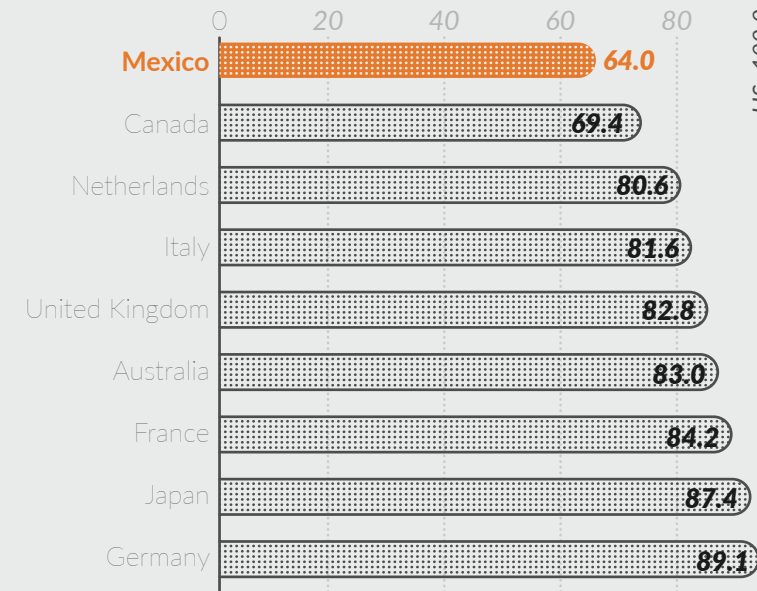


Source: KPMG, Competitive Alternatives



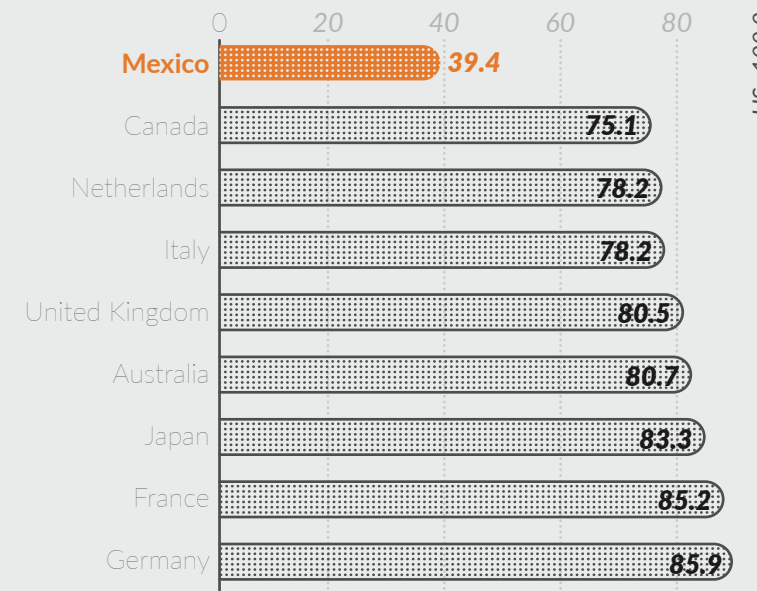
### VIDEO GAME PRODUCTION COST INDEX

Mexico is 36% more competitive than the US.



### SHARED SERVICES CENTERS COST INDEX

Mexico is 61% more competitive than the US.



Source: KPMG, Competitive Alternatives

## IT IS ABOUT STRATEGY



### ProMéxico

ProMéxico is the national agency responsible for promoting trade and investment. Its main aim is to promote exports, increase Mexican businesses' presence in international markets and attract foreign direct investment into the country. ProMéxico has a wide network of offices in Mexico and abroad.

[www.promexico.mx](http://www.promexico.mx)



### PROSOFT

Is the public policy created by the SE in 2002 to promote the conditions for Mexico to have an internationally competitive IT services sector, and ensure its long-term growth. As a tool for enabling public policy, the PROSOFT fund was created to provide support through the investment and development of IT projects, in conjunction with state and private industry funding.

[prosoft.economia.gob.mx](http://prosoft.economia.gob.mx)



### TechBA

A program created and driven by the Ministry of Economy and the Mexico-United States Foundation as a business incubator that offers financial, counseling, and operational support to Mexican companies. The aim is to drive their growth and ready them for exporting.

[www.techba.org](http://www.techba.org)



### MexicoIT

Created by the Mexican Chamber of Electronics, Telecommunications and Information Technologies (CANIETI), with the support of the Ministry of Economy through PROSOFT, this program is aimed at strengthening Mexico's image as a global IT services provider.

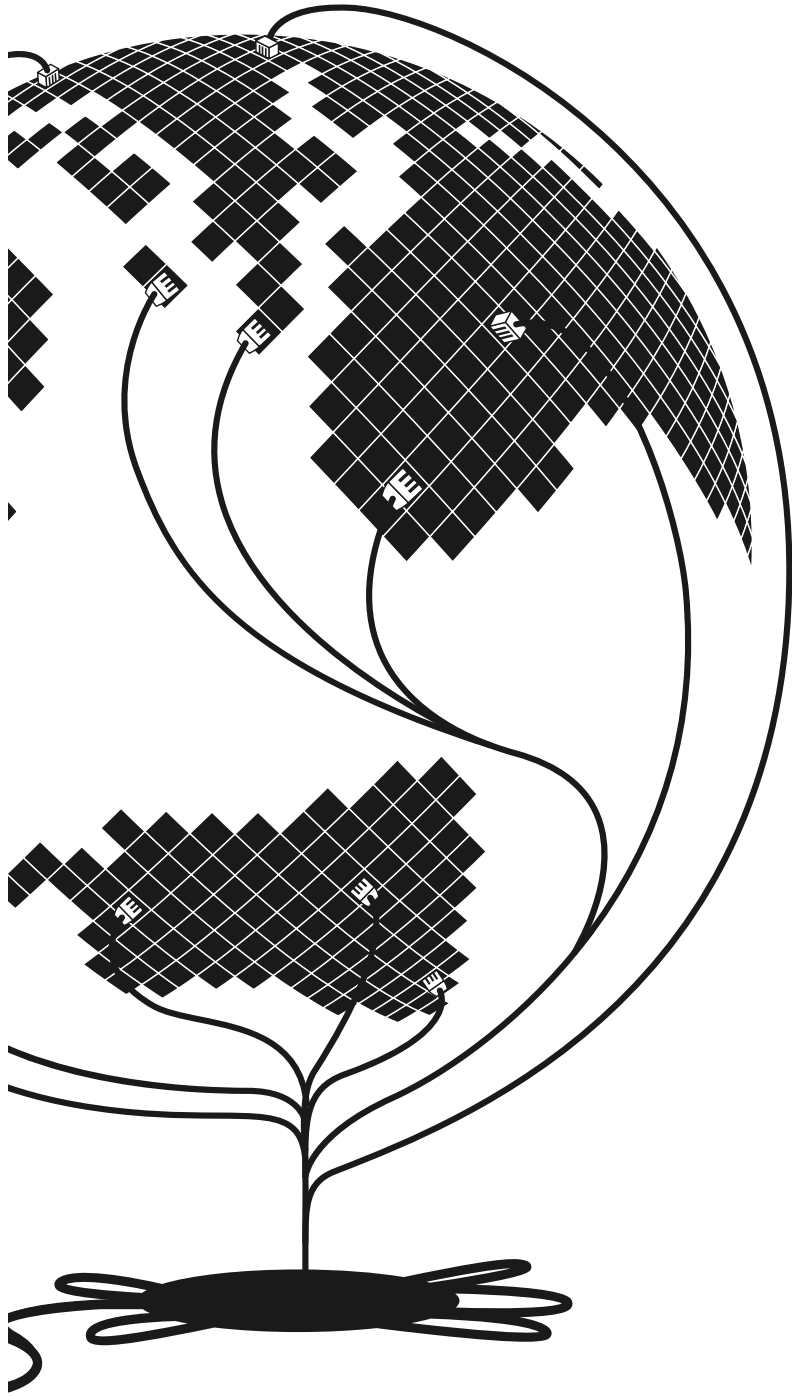
[www.mexico-it.com](http://www.mexico-it.com)



### MexicoFIRST

An initiative backed by the Ministry of Economy and the World Bank. Its main objective is to generate human capital in order to strengthen Mexico's workforce both in quantity and quality. MexicoFIRST seeks to facilitate the development and competitiveness of Mexican companies and attract foreign investors who see Mexico as a world-class player.

[www.mexico-first.org](http://www.mexico-first.org)

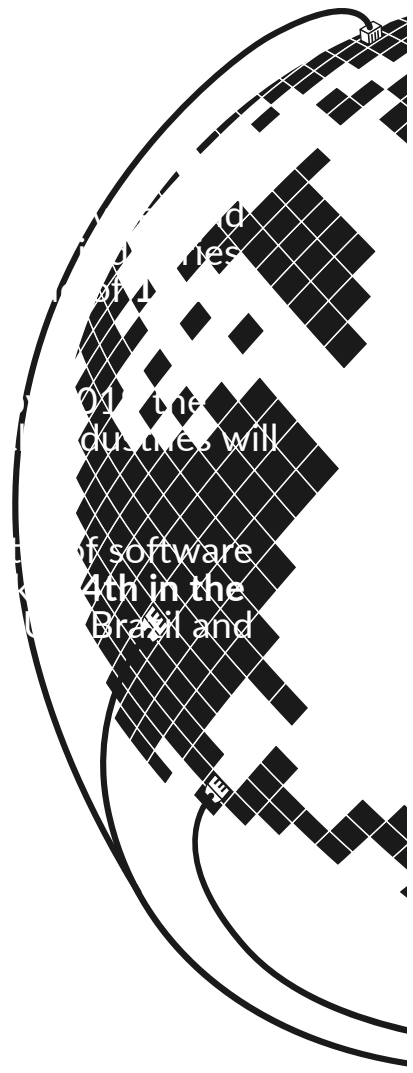
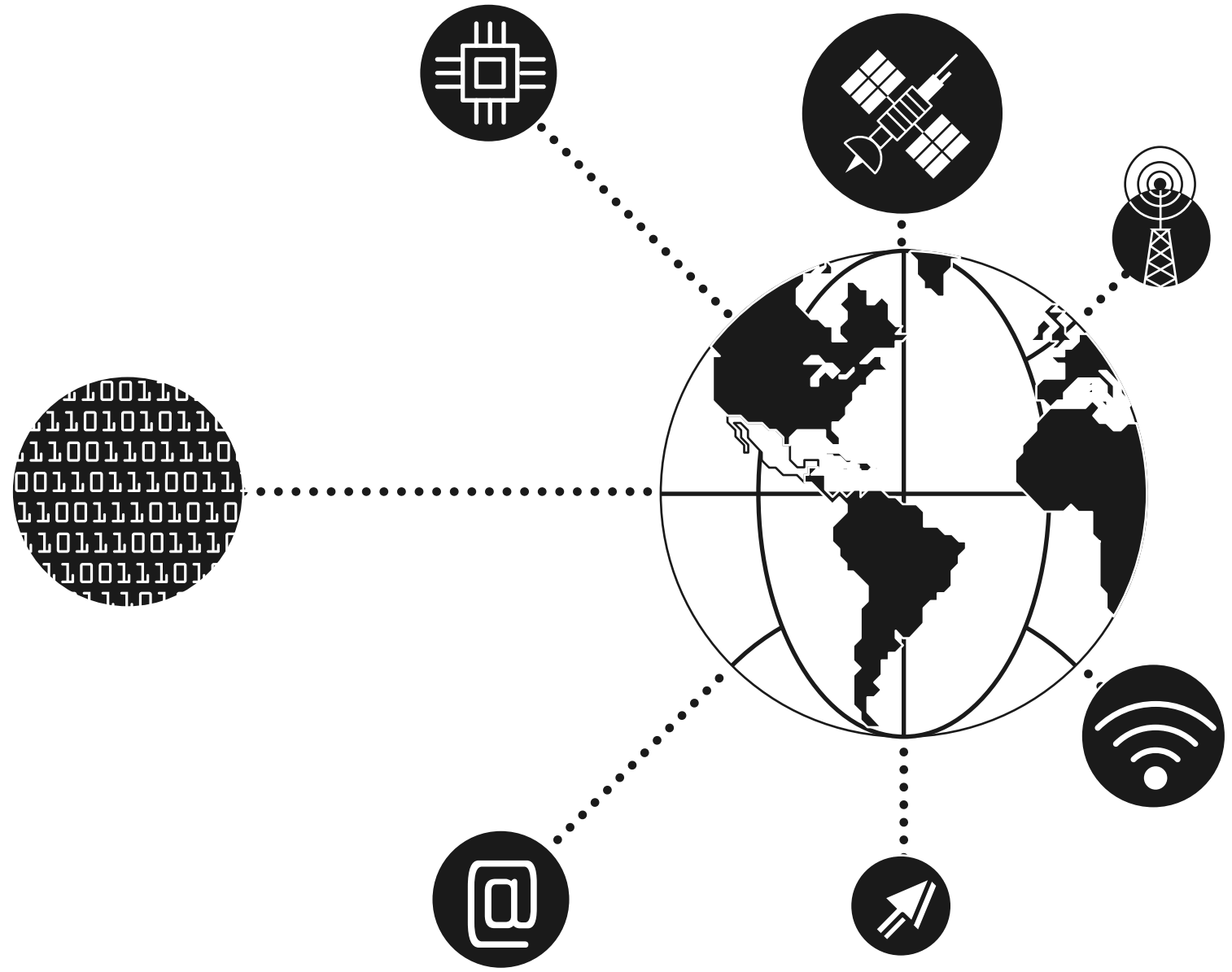


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