

MEXICO CITY

MARKET VISIT TO MEXICO

20 - 24 FEBRUARY 2012

SUCCESS AWAITS YOUR BUSINESS IN MEXICO, ONE OF THE FASTEST GROWING ECONOMIES IN THE WORLD.

UK Trade & Investment (UKTI) in the East Midlands would like to invite you to join us on our forthcoming market visit to Mexico City during February 2012.

WHY MEXICO?

ECONOMY

Mexico is a country of huge potential that for the past decade has followed sound economic policies that have delivered solid growth and stable inflation. It is a dynamic market and analysts have predicted that its economy will be larger than the UK's by 2040. As the economy has grown so has the demand for imports. UK exports of sophisticated goods and services have grown due to that demand.

LOCATION

Mexico occupies a strategic global position, being the natural bridge between Latin America to the south and the United States and Canada to the north. Mexico has free trade agreements with more countries than any other in the world – 12 agreements with 44 countries. Mexico is expected to continue expanding its network of agreements to attract foreign enterprises to reap the benefits of its strategic location.

TRADE

The EU-Mexico Free Trade Agreement has led to the elimination of all tariffs on EU-origin industrial goods. With no import duties UK exporters can now compete on equal terms with exporters from the USA and Canada. Although often perceived to be a tough proposition due to high levels of bureaucracy, doing business in Mexico is no more difficult than in other emerging markets, and in many cases it is much easier with the government actively working to reduce bureaucracy and improve competitiveness.

"There has never been a better time to do business in this modern and dynamic country."

WHAT ARE THE OPPORTUNITIES?

There are many areas in which proactive UK companies can increase their sales, profitability and international competitiveness:

- > Aerospace
- > Financial services
- > Sports & Leisure
- > Automotive
- > Food & Drink
- > Marine
- > Consumer Goods
- > Healthcare
- > Mining & Steel
- > Creative & media
- > ICT
- > Oil & Gas
- > Education
- > Infrastructure
- > Power & Renewable Energy
- > Environment
- > Leisure & Tourism
- > Security

HOW WE CAN HELP

There's simply no substitute for a personal visit. If you are serious about doing business in this region you have to go there and meet the people, build contacts and experience the market.

Here are just some of the benefits to be gained from joining a UKTI market visit:

- > Access a personalised list of tailored contacts in the market *
- > Financial Support - Your company may be eligible to receive financial support of £650 to cover visit costs
- > We will support you before, during and after your visit to make sure your visit is a success.

* available to you as part of UKTI's [Overseas Market Introduction Service](#)

REGISTER YOUR INTEREST

To register your interest in this visit please contact Sofia Konstantinidou at: sofia.konstantinidou@uktiem.co.uk

Please note that there are only a limited number of places available. The earlier you reserve your place, the sooner we can start researching leads for you which will help you to get the most out of your visit.

One point of contact... one world of opportunity

UK Trade & Investment - East Midlands
www.ukti.gov.uk/eastmidlands

PROGRAMME

You are not tied to the below dates and are free to spend longer in the market.

20 February: Breakfast Briefing hosted by British Embassy and meet local UKTI team

Rest of day free for own meetings

21- 23 Feb: Individual programmes

24 February: Debriefing with UKTI Mexico team.

Depart for UK



"Being part of a British Government associated visit boosts credibility and can lead to highly valuable business."