Market-Ing

Business in Mexico



Focused on improving its competitiveness, Mexico drives towards its place among the 10 largest world economies

Mexico in the World (1)



- *Total surface : 1, 194, 375 km²*
- *Littoral extension: 11,122 km*
- *International boundaries: 4,301 km*

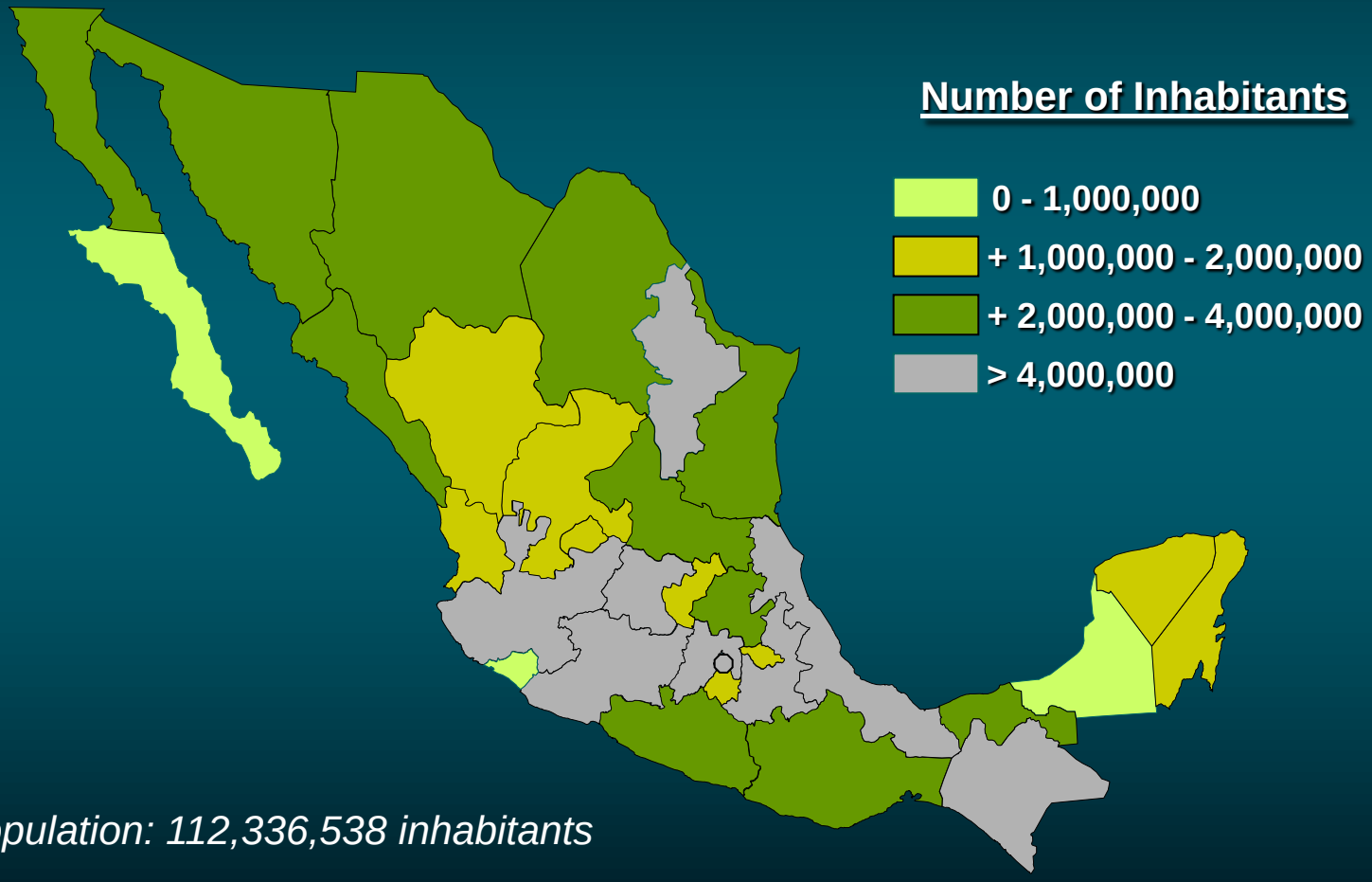
The Mexican Republic (2)



"The Mexican United States"

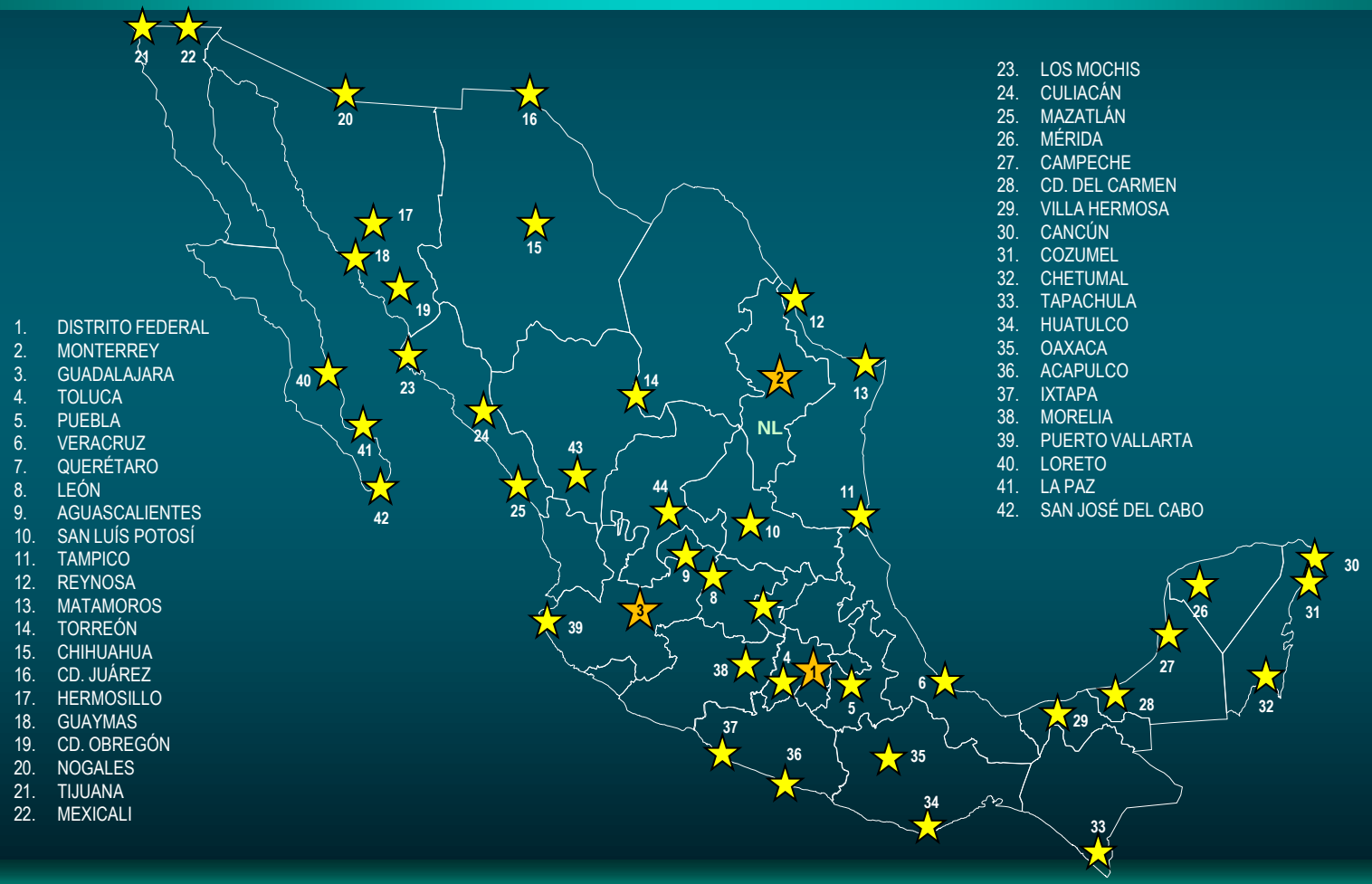
32 Sovereign States in a Federal Democratic Republic

Population (3)



Total Population: 112,336,538 inhabitants

International Airports (4)



1. DISTRITO FEDERAL
2. MONTERREY
3. GUADALAJARA
4. TOLUCA
5. PUEBLA
6. VERACRUZ
7. QUERÉTARO
8. LEÓN
9. AGUASCALIENTES
10. SAN LUÍS POTOSÍ
11. TAMPICO
12. REYNOSA
13. MATAMOROS
14. TORREÓN
15. CHIHUAHUA
16. CD. JUÁREZ
17. HERMOSILLO
18. GUAYMAS
19. CD. OBREGÓN
20. NOGALES
21. TIJUANA
22. MEXICALI
23. LOS MOCHIS
24. CULIACÁN
25. MAZATLÁN
26. MÉRIDA
27. CAMPECHE
28. CD. DEL CARMEN
29. VILLA HERMOSA
30. CANCÚN
31. COZUMEL
32. CHETUMAL
33. TAPACHULA
34. HUATULCO
35. OAXACA
36. ACAPULCO
37. IXTAPA
38. MORELIA
39. PUERTO VALLARTA
40. LORETO
41. LA PAZ
42. SAN JOSÉ DEL CABO

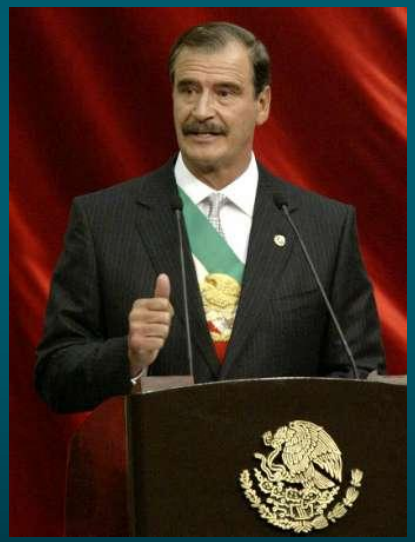
Merchant Ports (5)



Presidents of the Republic (6)



Ernesto Zedillo Ponce de León (1994-2000)



Vicente Fox Quesada

(2000-2006)



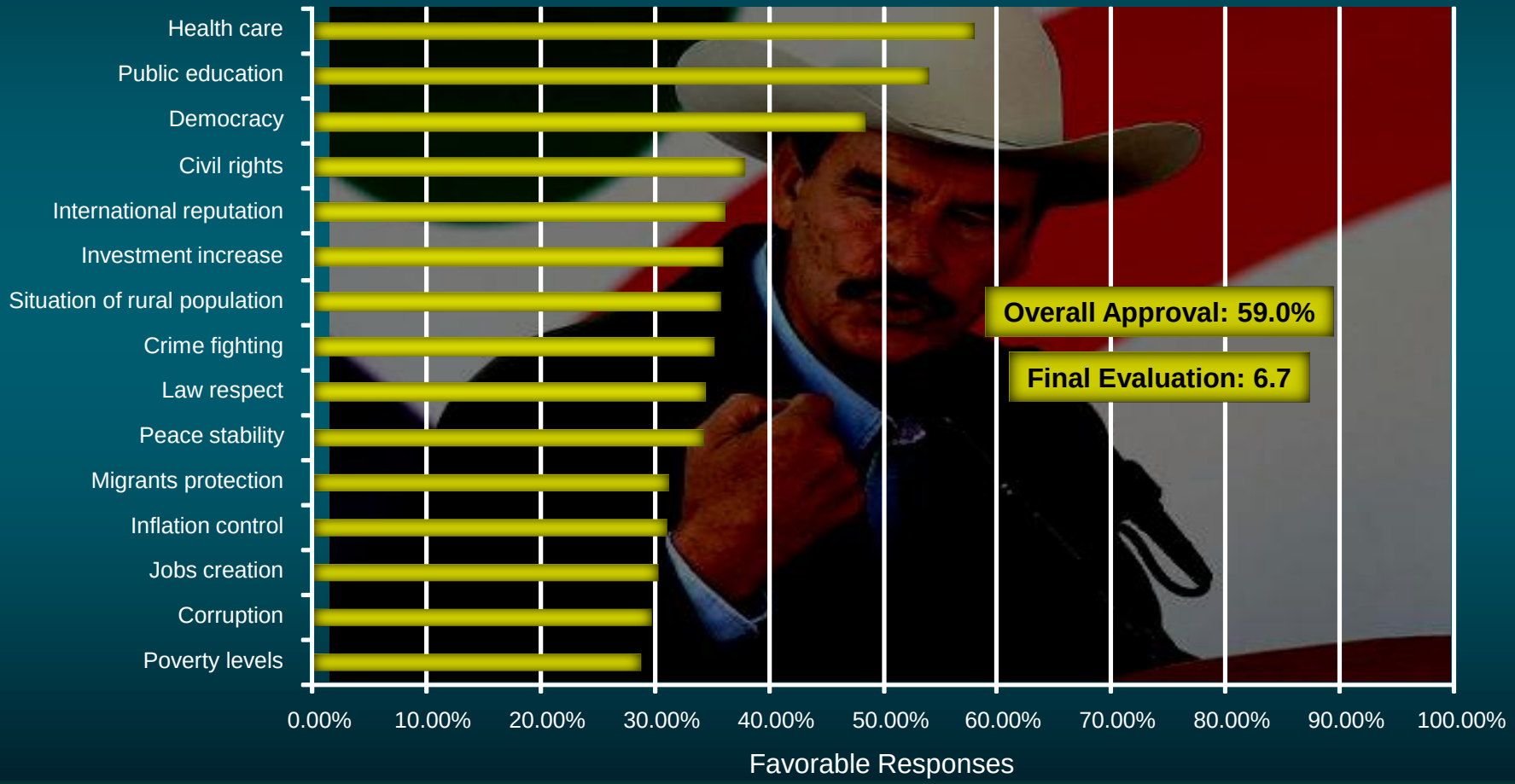
Felipe de Jesús Calderón Hinojosa (2006-2012)



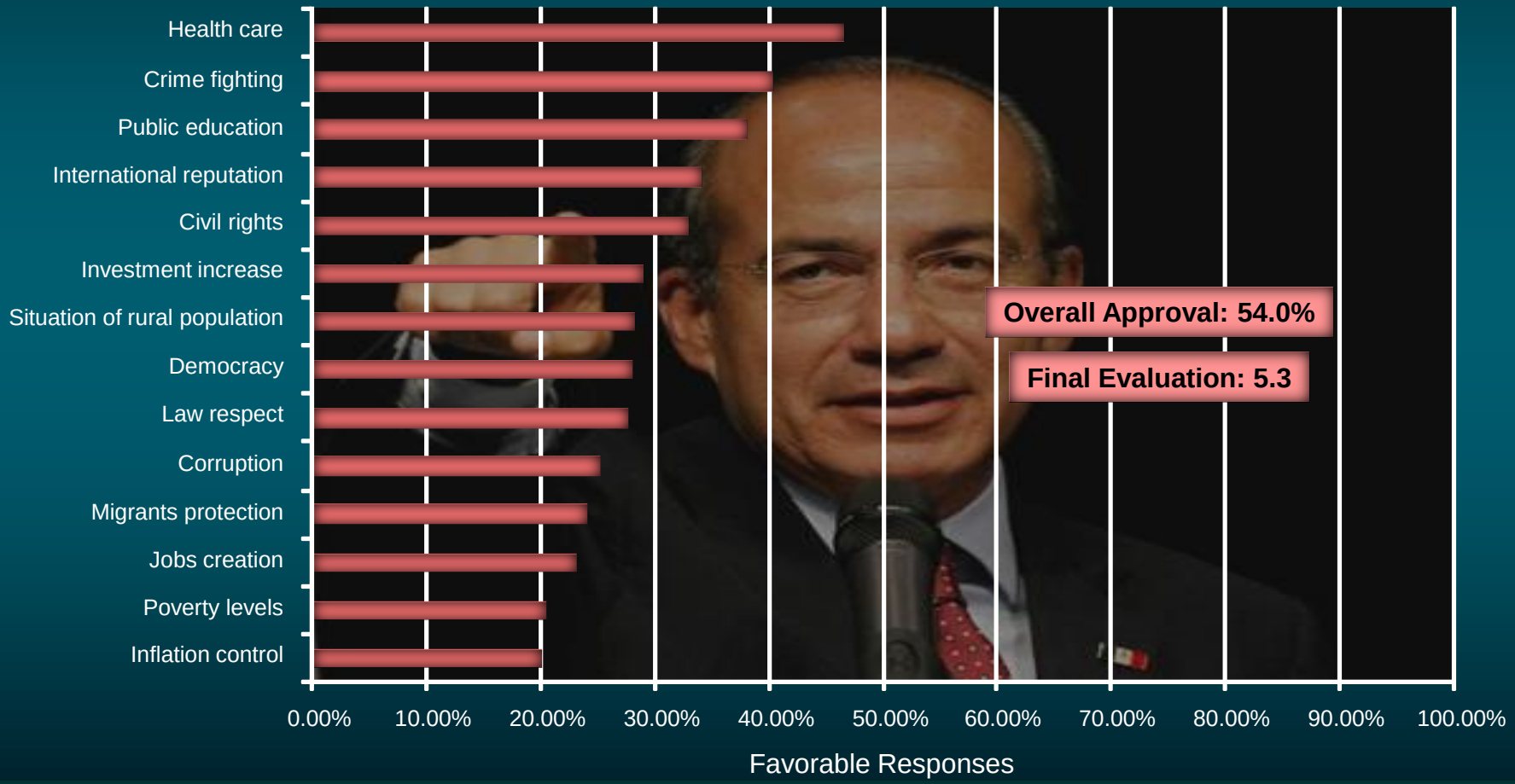
Enrique Peña Nieto

(2012-2018)

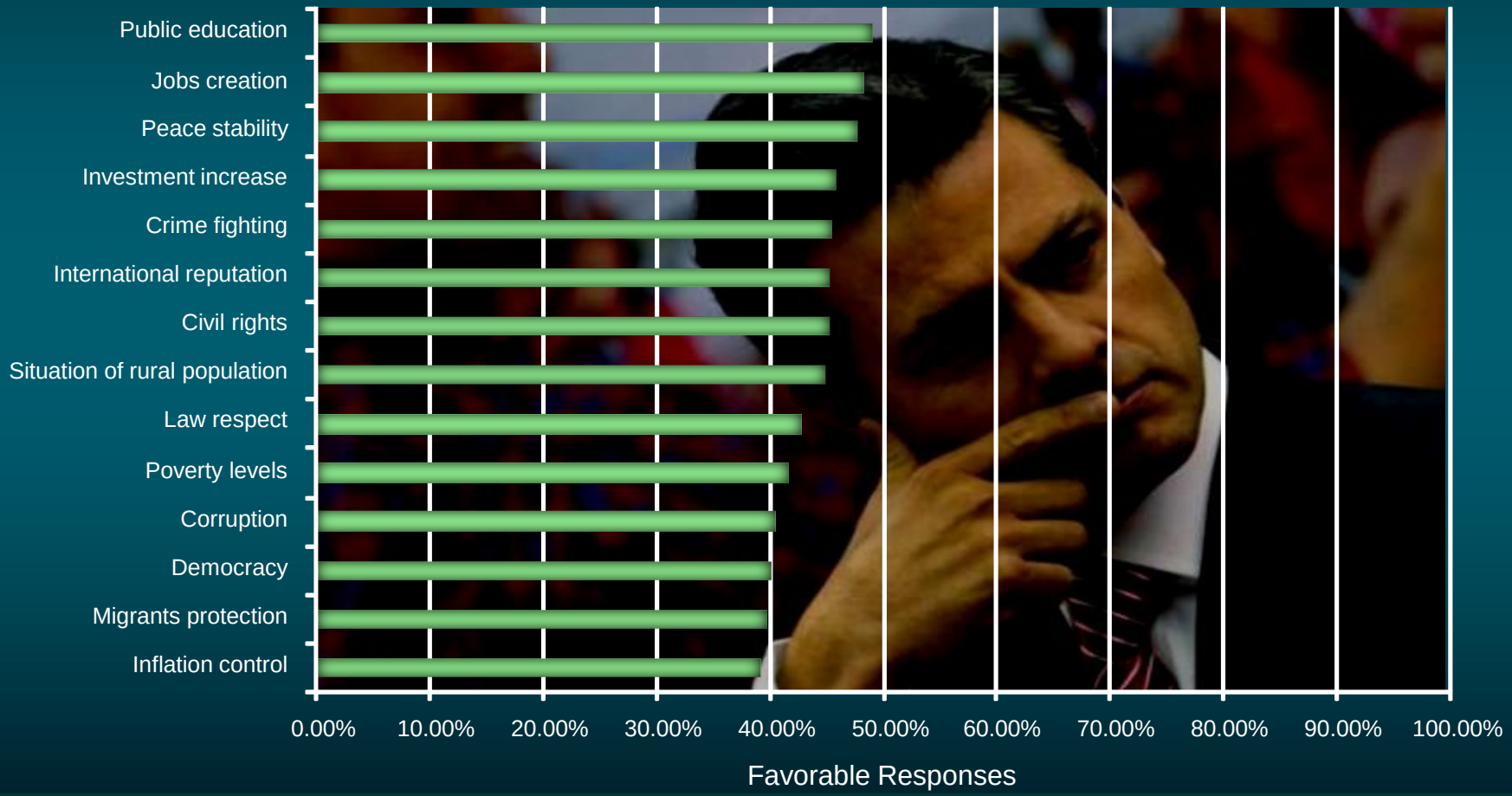
Vicente Fox Evaluation (7)



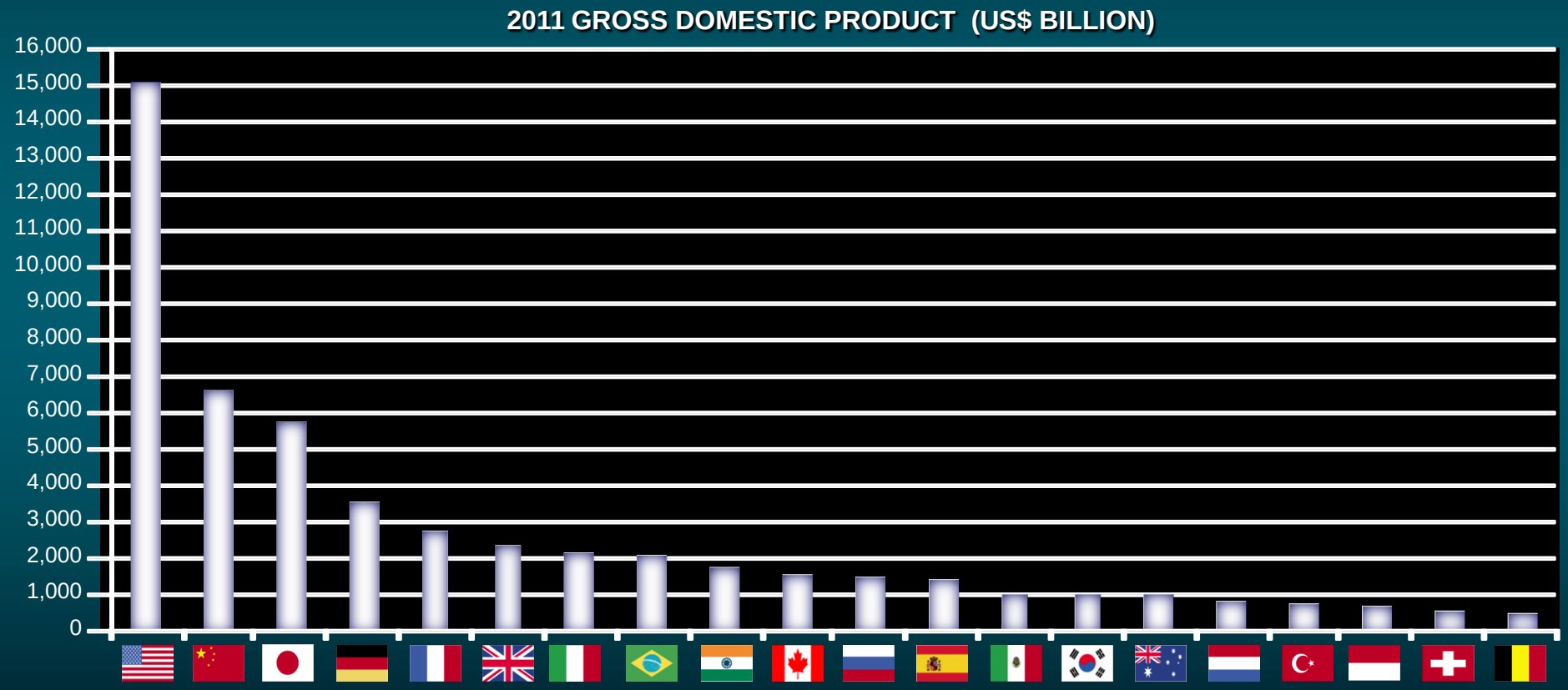
Felipe Calderon Evaluation (8)



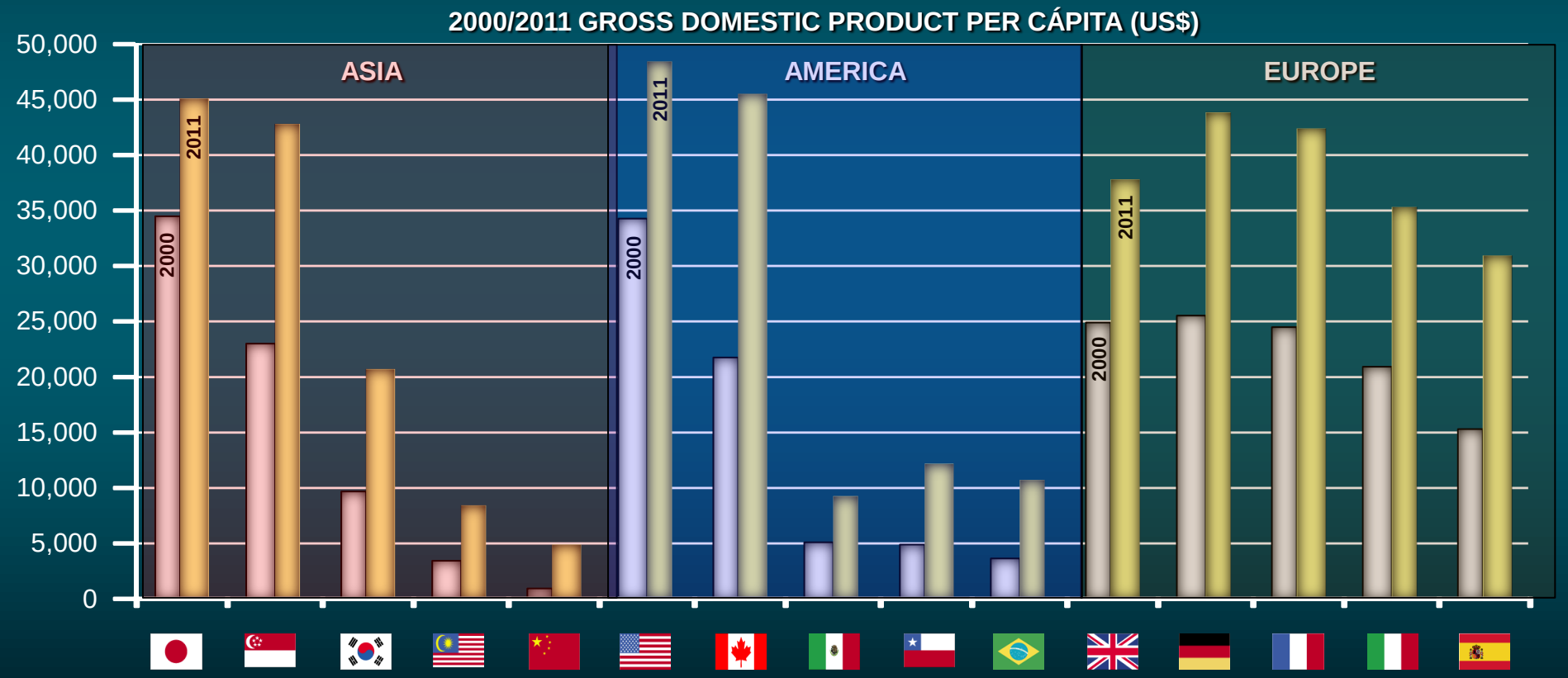
Enrique Peña Expectative (9)



20 Largest Economies (10)



Economic Activity by Region (11)

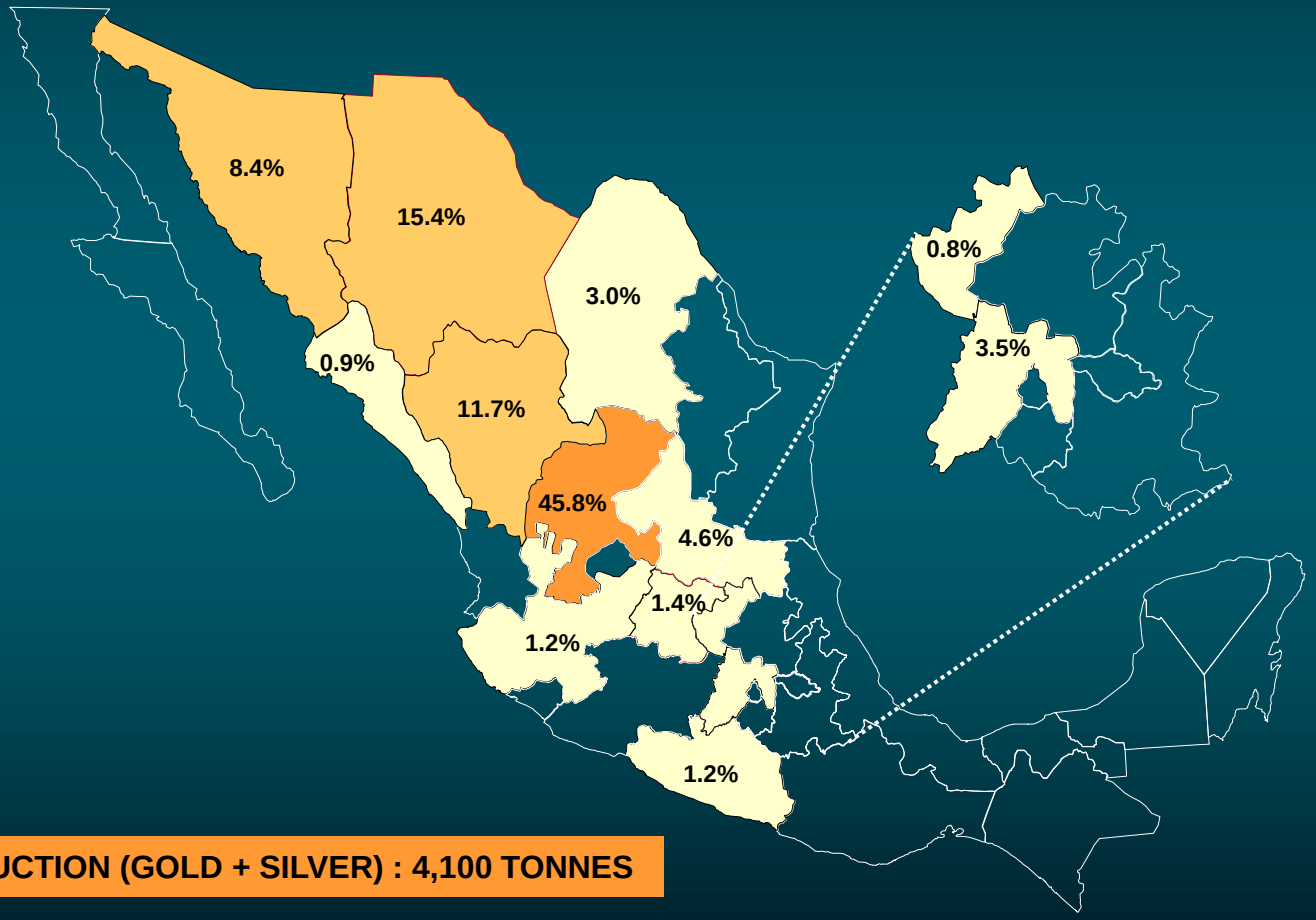


GDP Distribution (12)



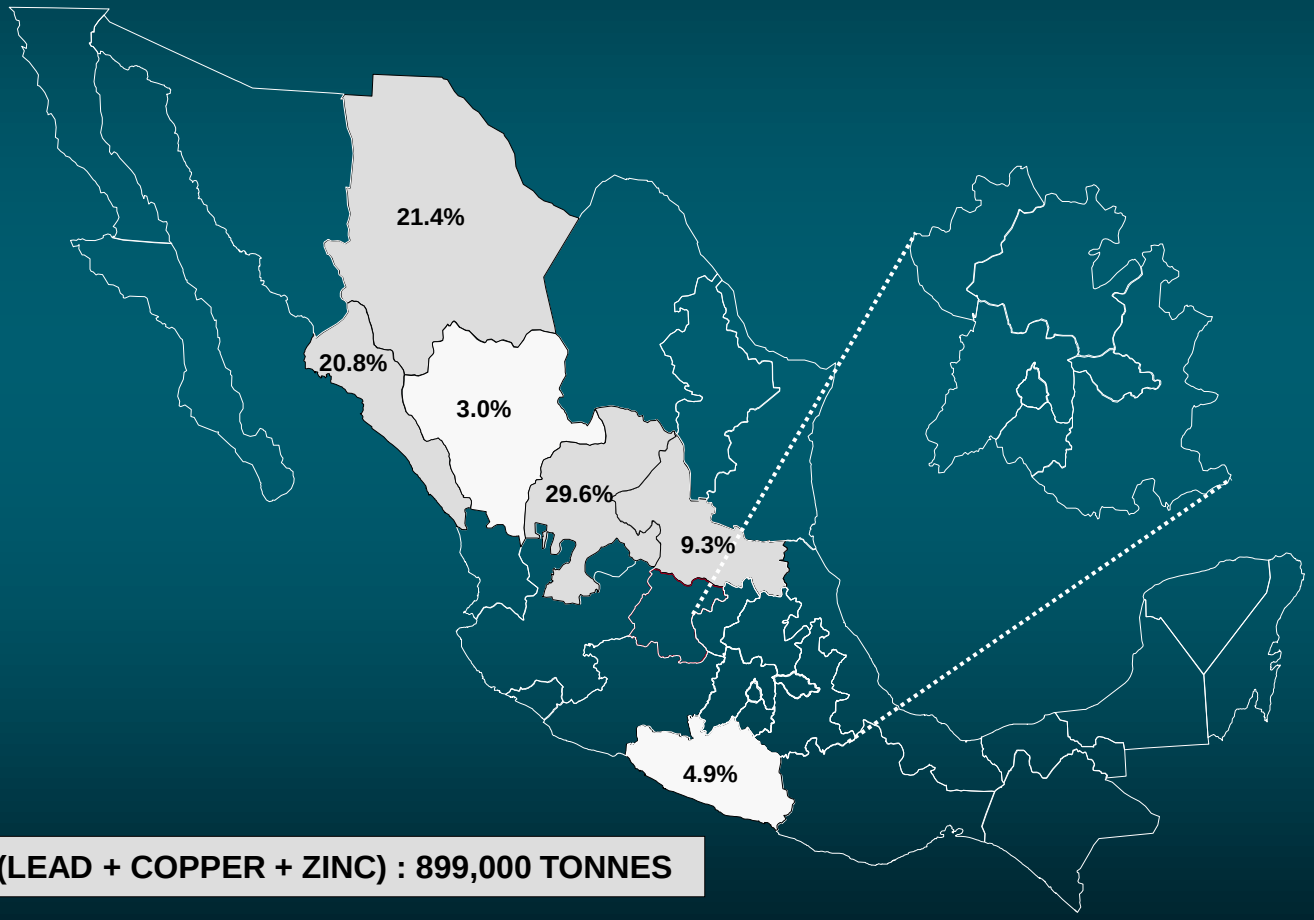
2011 Total GDP = US$ 1,160,000 Million

Precious Metals (13)



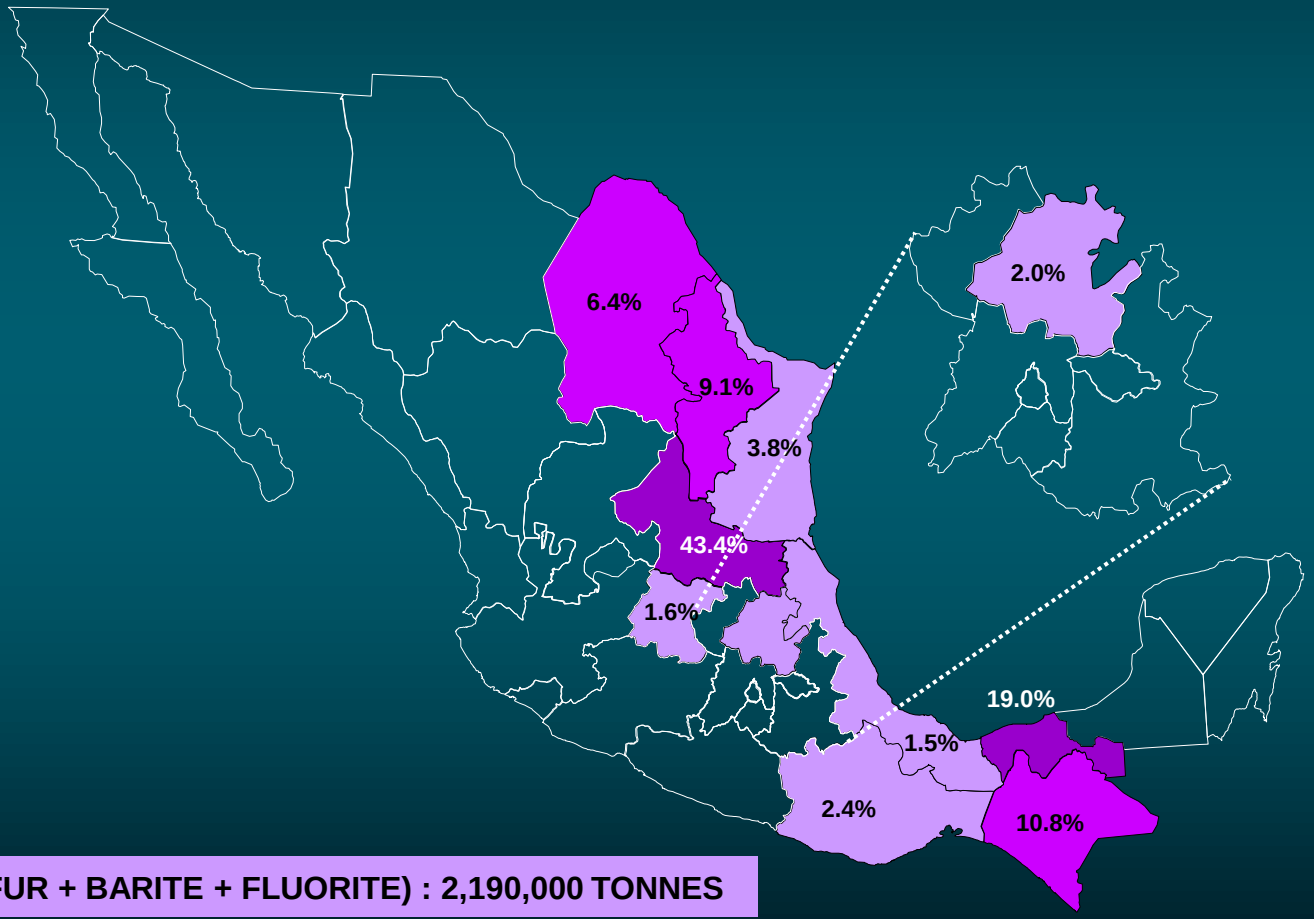
2010 PRODUCTION (GOLD + SILVER) : 4,100 TONNES

Industrial Metals (13)



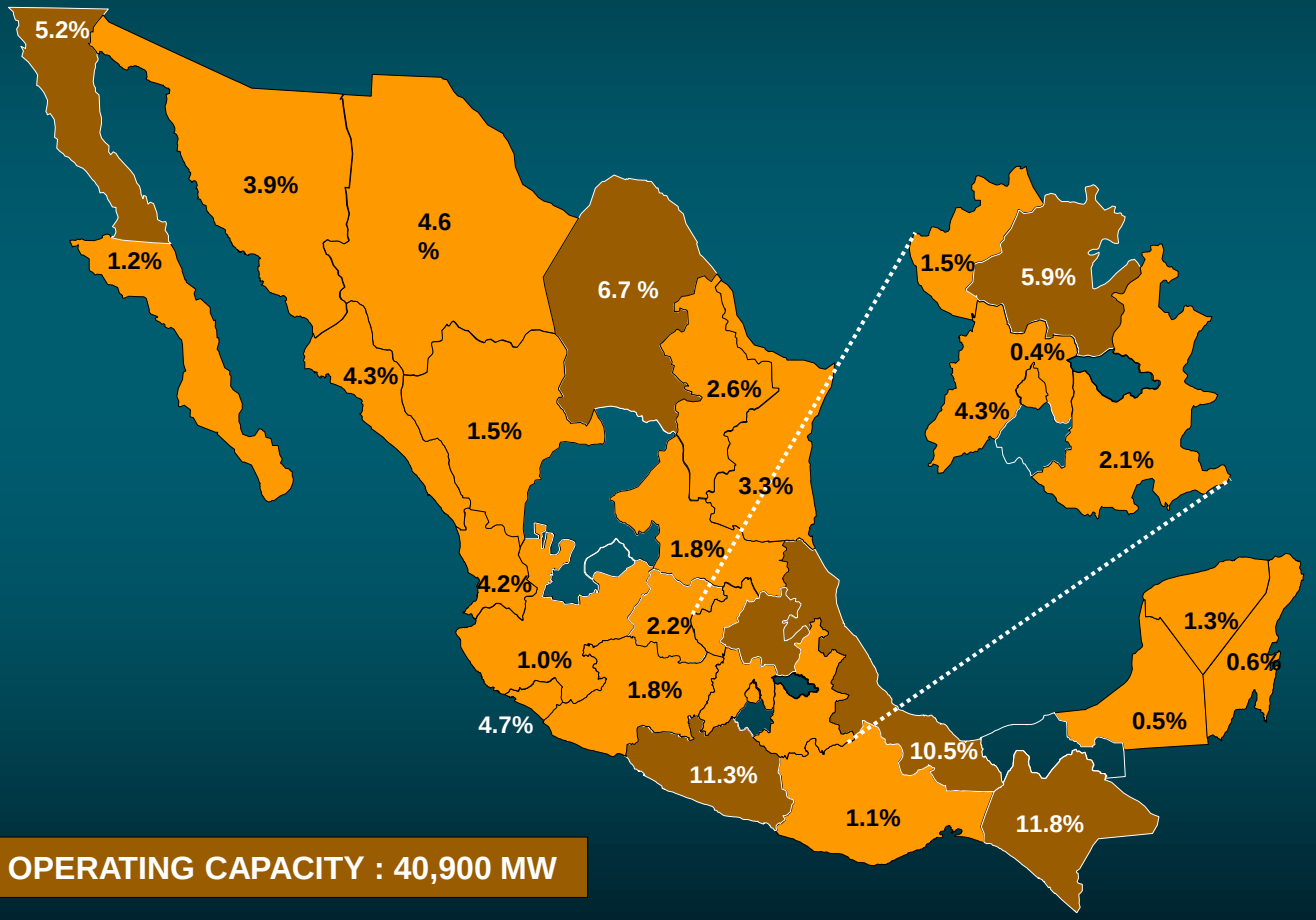
2010 PRODUCTION (LEAD + COPPER + ZINC) : 899,000 TONNES

Diverse Minerals (13)



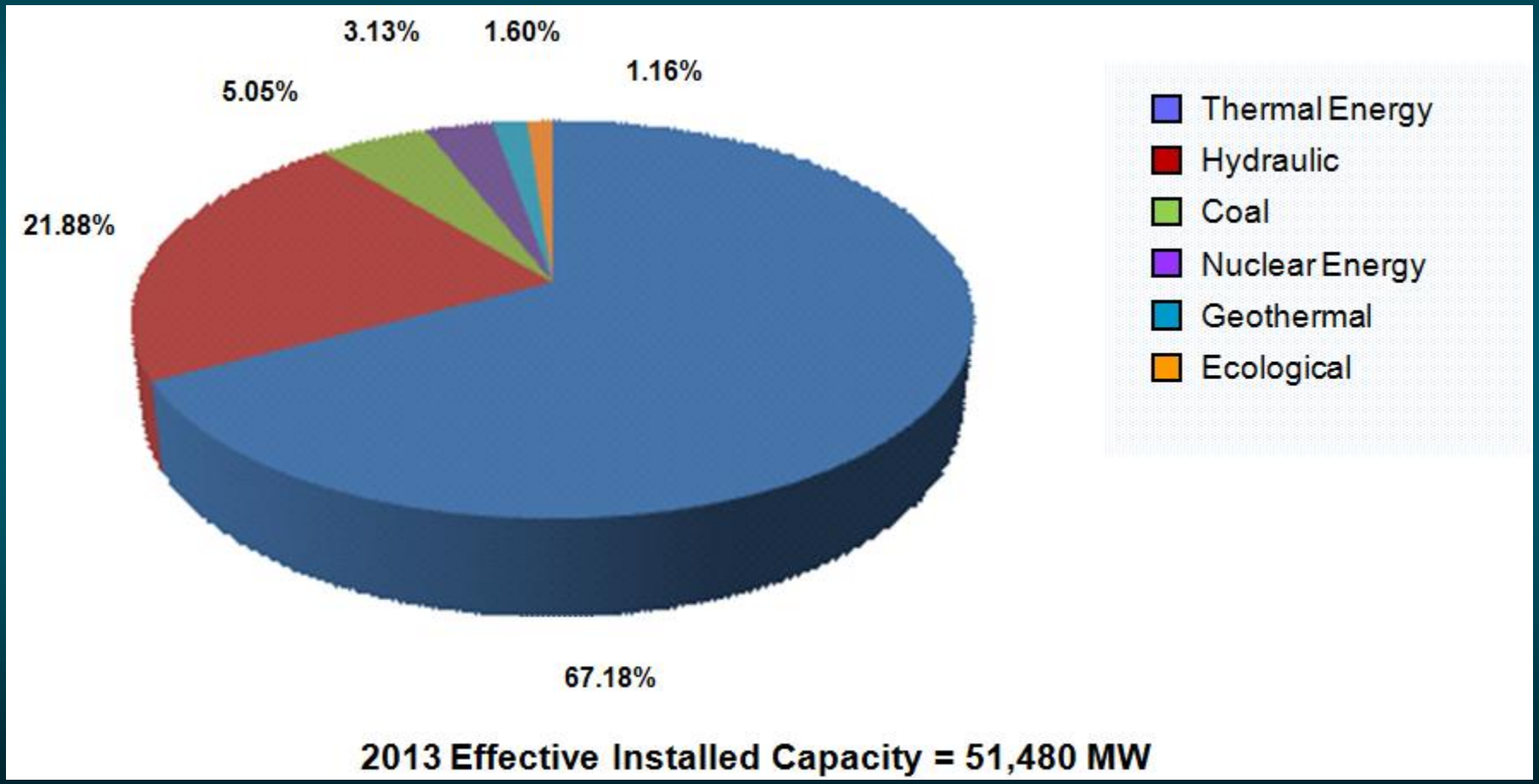
2010 PRODUCTION (SULFUR + BARITE + FLUORITE) : 2,190,000 TONNES

Electric Power Generation (14)

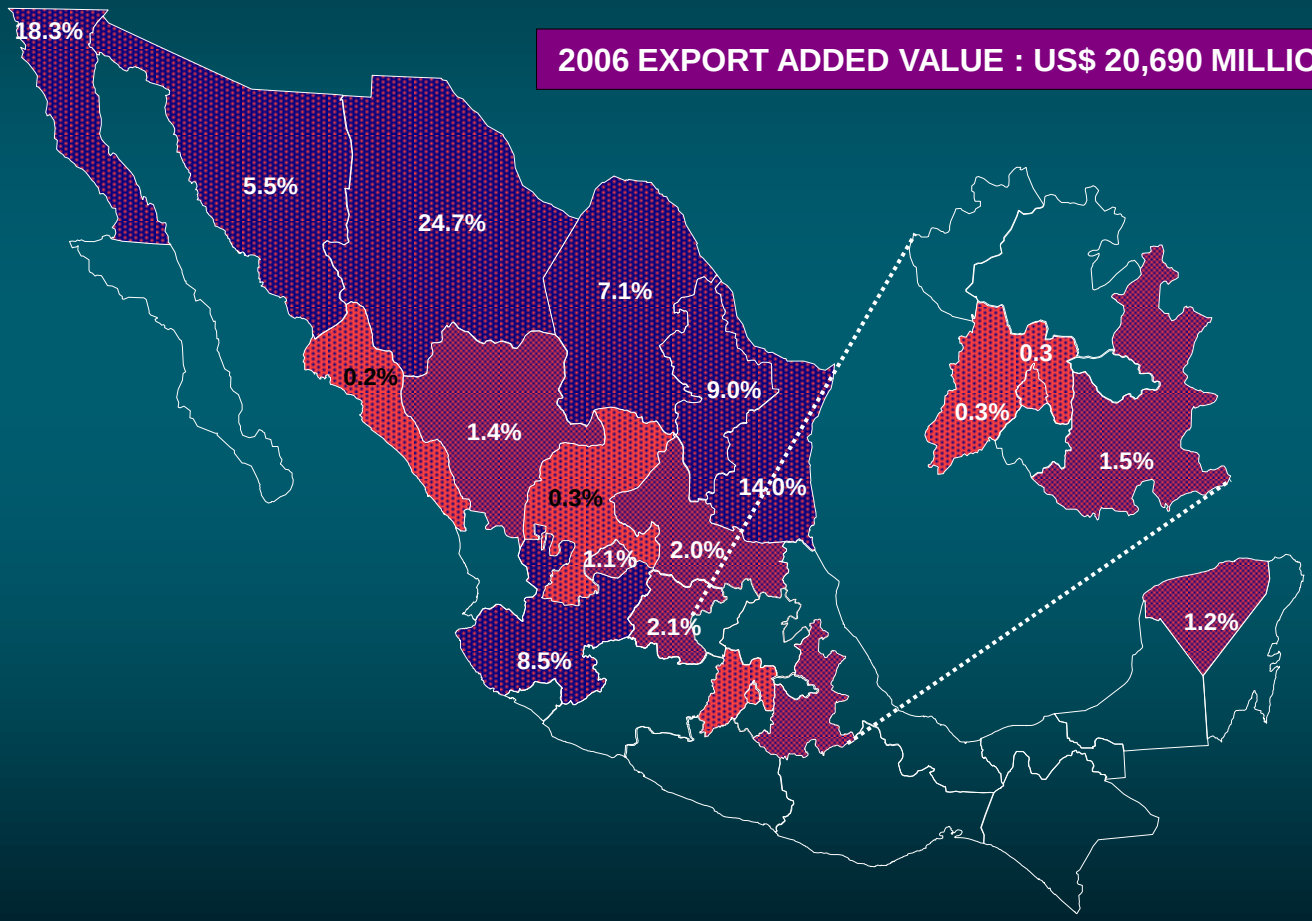


2010 EFFECTIVE OPERATING CAPACITY : 40,900 MW

Generation Distribution (15)

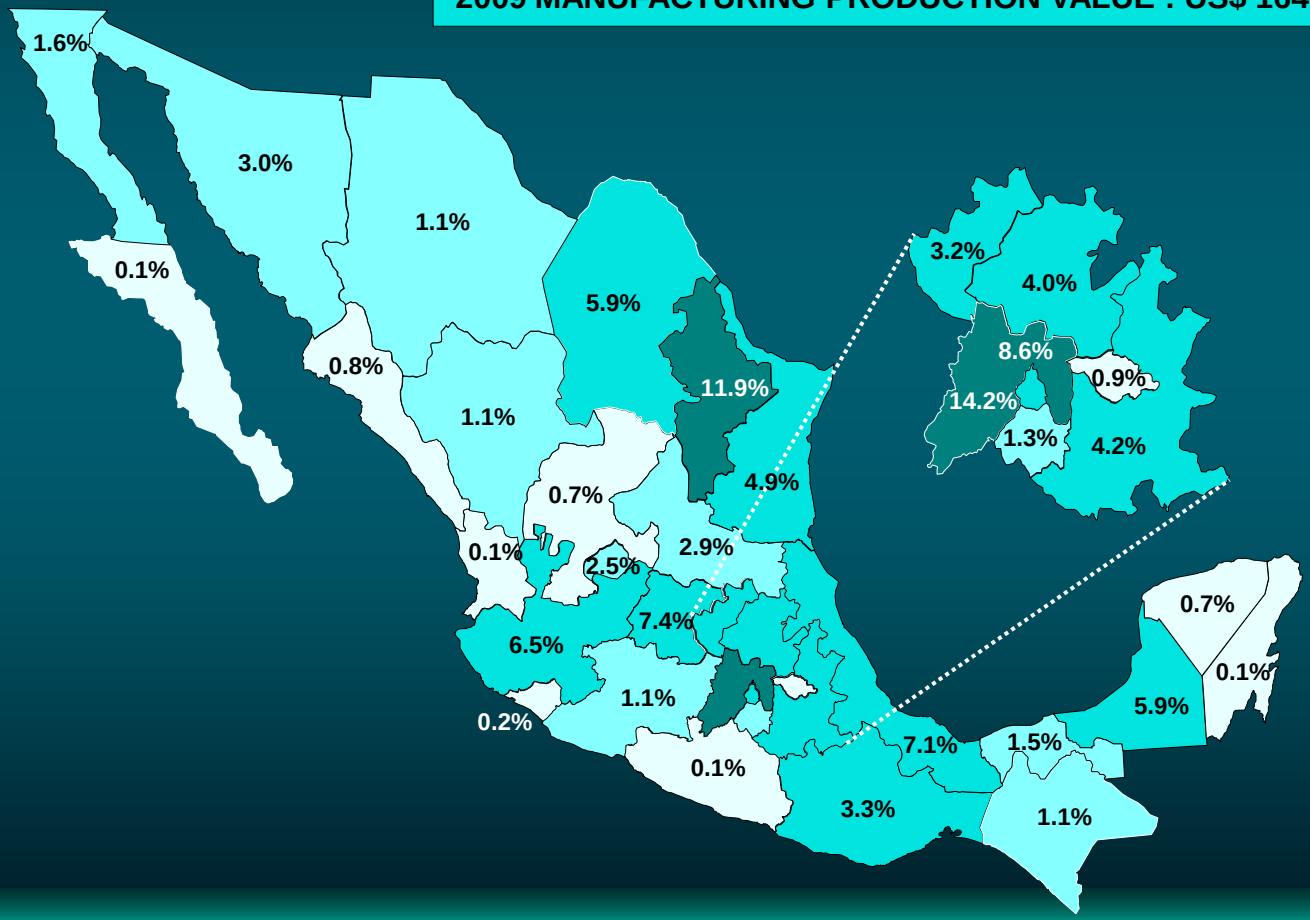


Maquila (16)


2006 EXPORT ADDED VALUE : US$ 20,690 MILLION
18.3%
5.5%
24.7%
7.1%
0.2%
9.0%
1.4%
0.3%
14.0%
1.1%
2.0%
2.1%
8.5%
0.3
0.3%
1.5%
1.2%

Manufacturing (17)

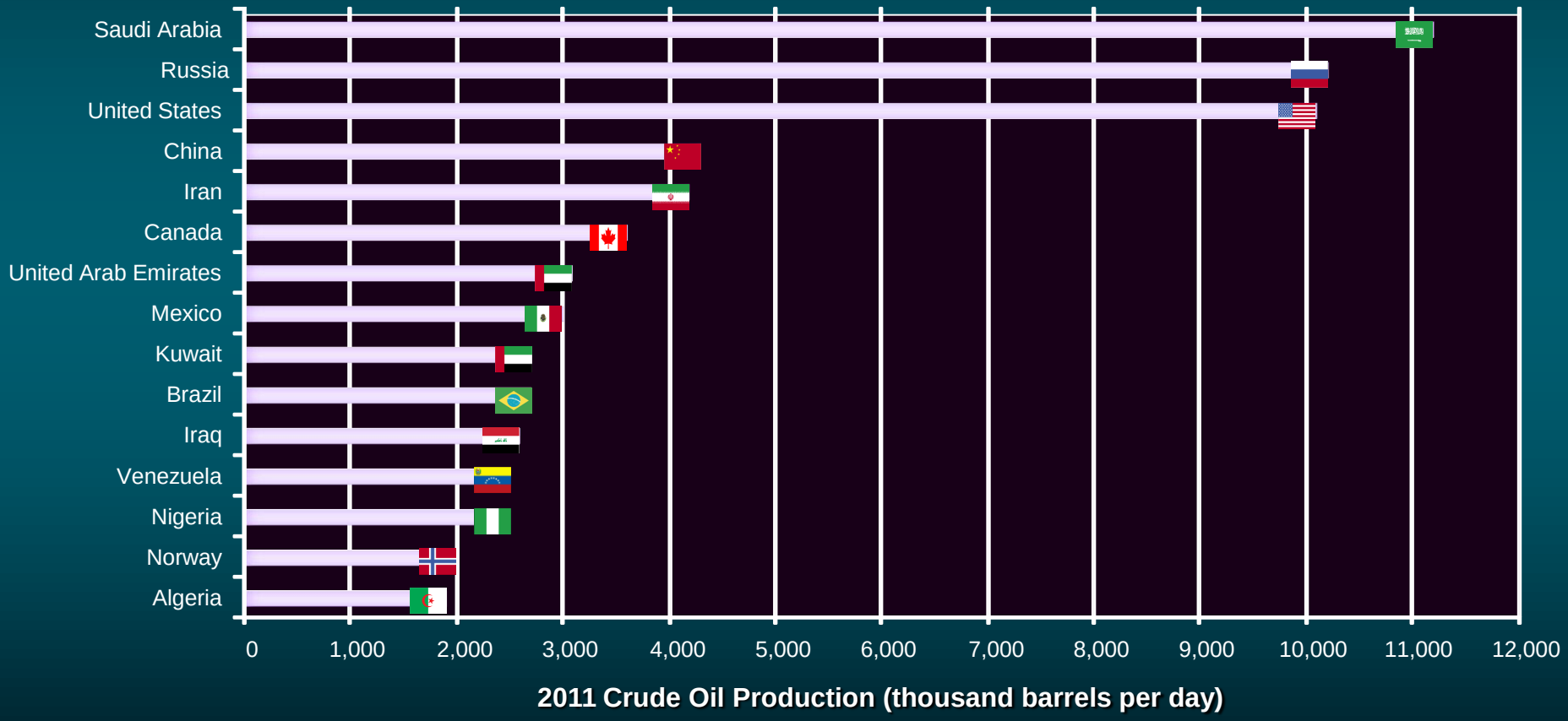
2009 MANUFACTURING PRODUCTION VALUE : US$ 164,500 MILLION



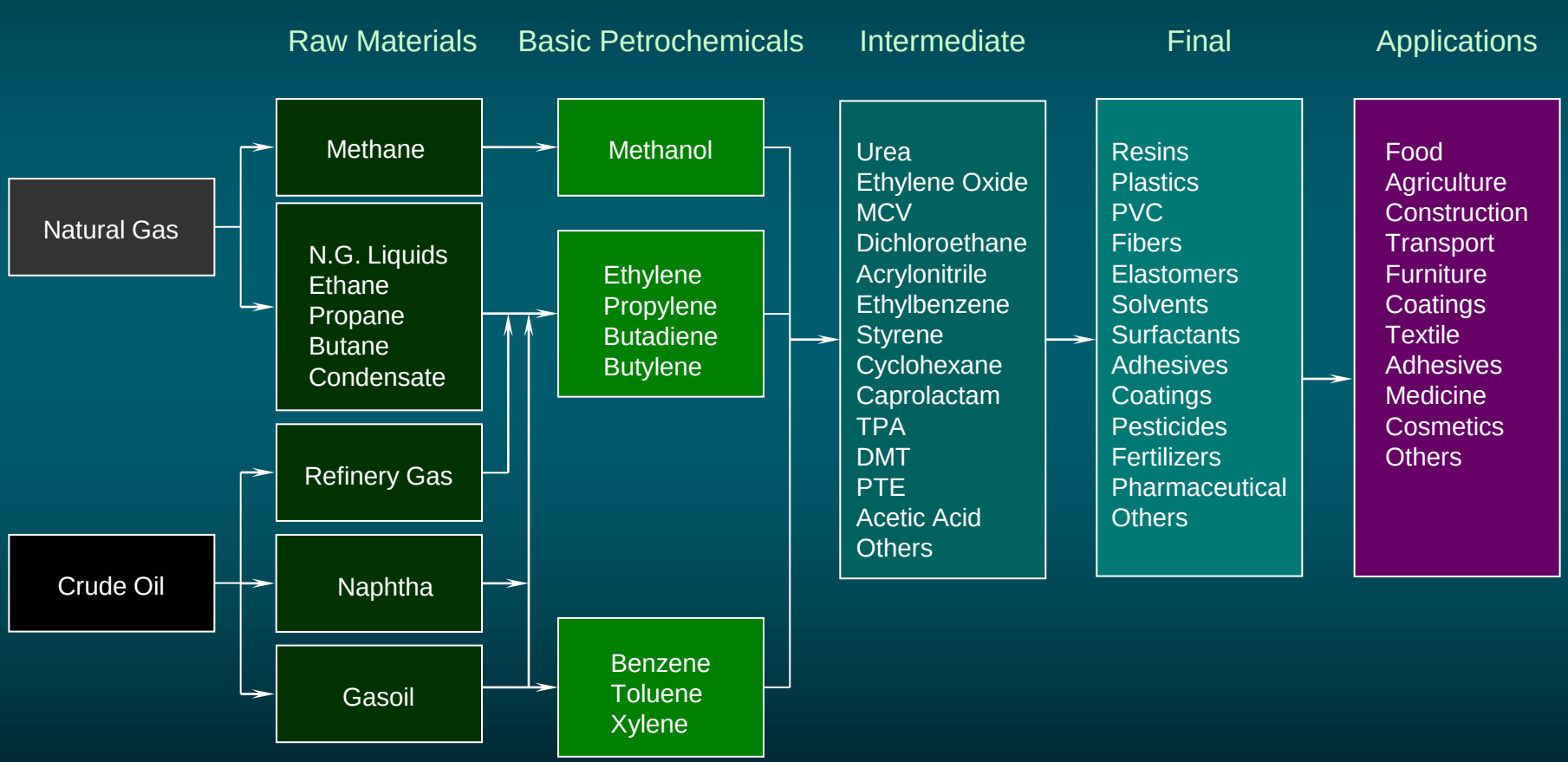
Industrial Activity Zones (17)



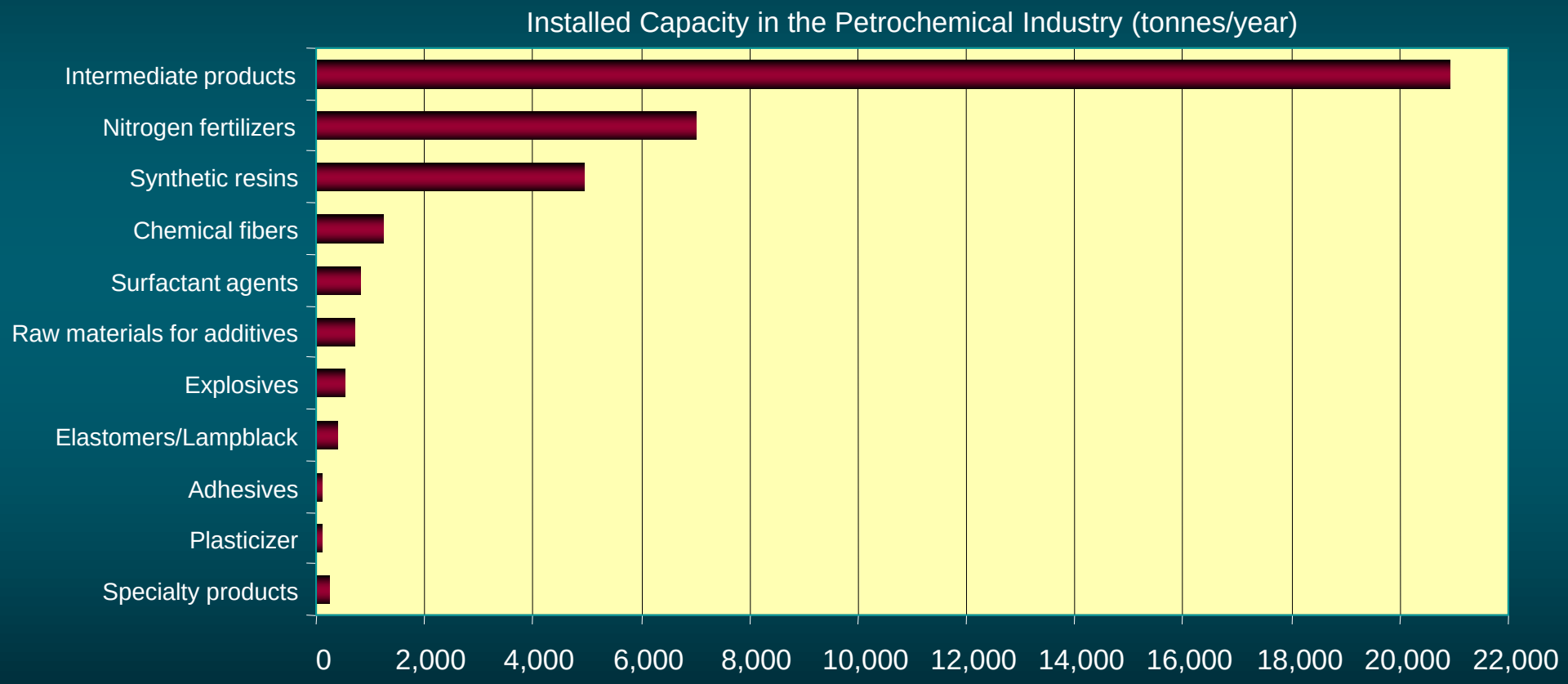
Crude Oil Production (18)



Petrochemical Industry (19)



Petrochemical Industry (20)



2007 TOTAL CAPACITY: 37,100,000 TONNES, PUBLIC: 45.6%, PRIVATE: 54.4%

Private Producers (21)

Alpek

PTA
PET
PP
DMT
EPS

Mexichem

PVC

IDESA PETROQUIMICA

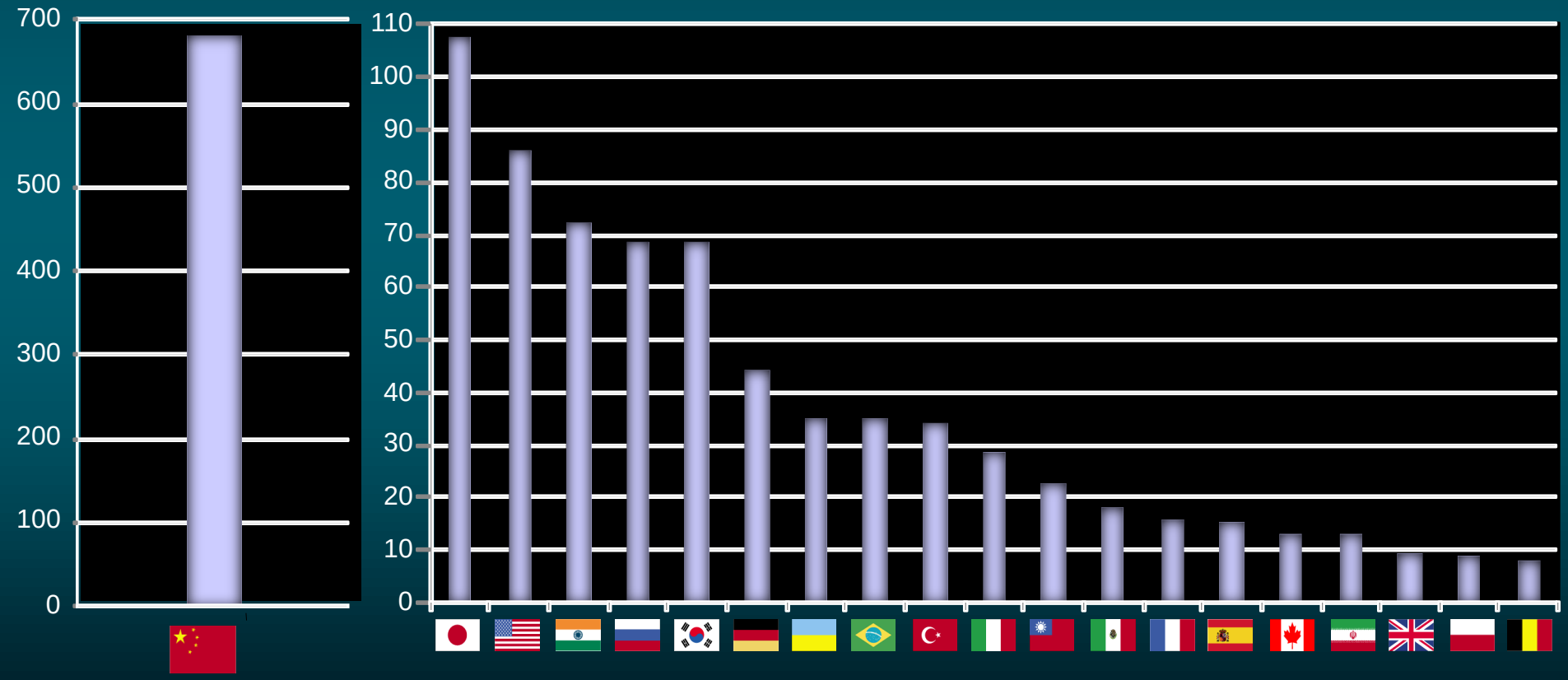
EPS-GPPS-HIPS
Ethylene glycol
Propylene glycol
Ethanol amines
Phtalic anhydride
Maleic anhydride

GRUPO KUO

Synthetic rubber
Polystyrene
Lampblack
Elastomers

Liquid Steel Production (22)

2011 Liquid Steel Production (million tonnes)



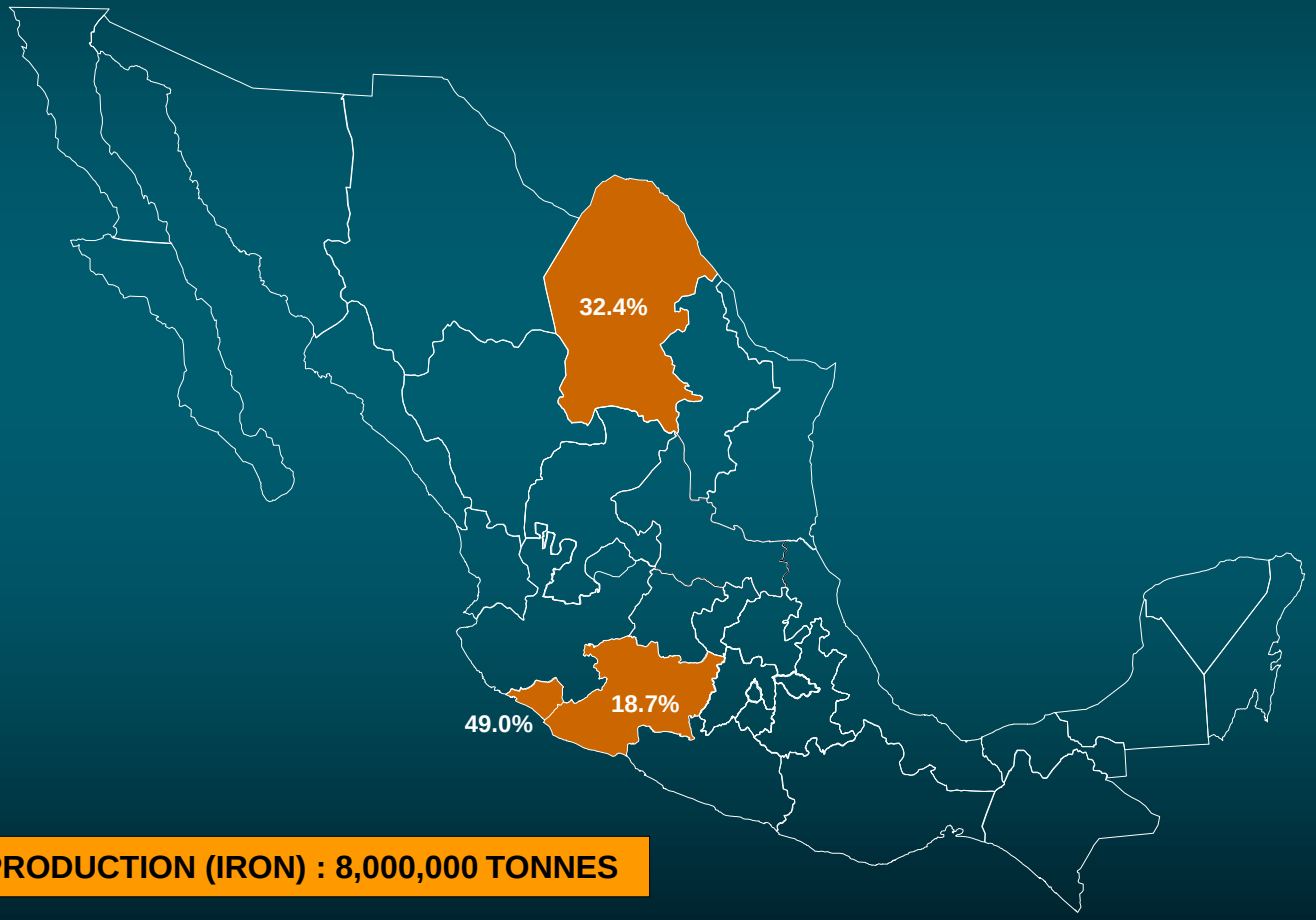
Steel Capacity (23)



2011 INSTALLED CAPACITY (LIQUID STEEL) : 21,000,000 TONNES



Iron Ore (13)



2010 IRON ORE PRODUCTION (IRON) : 8,000,000 TONNES



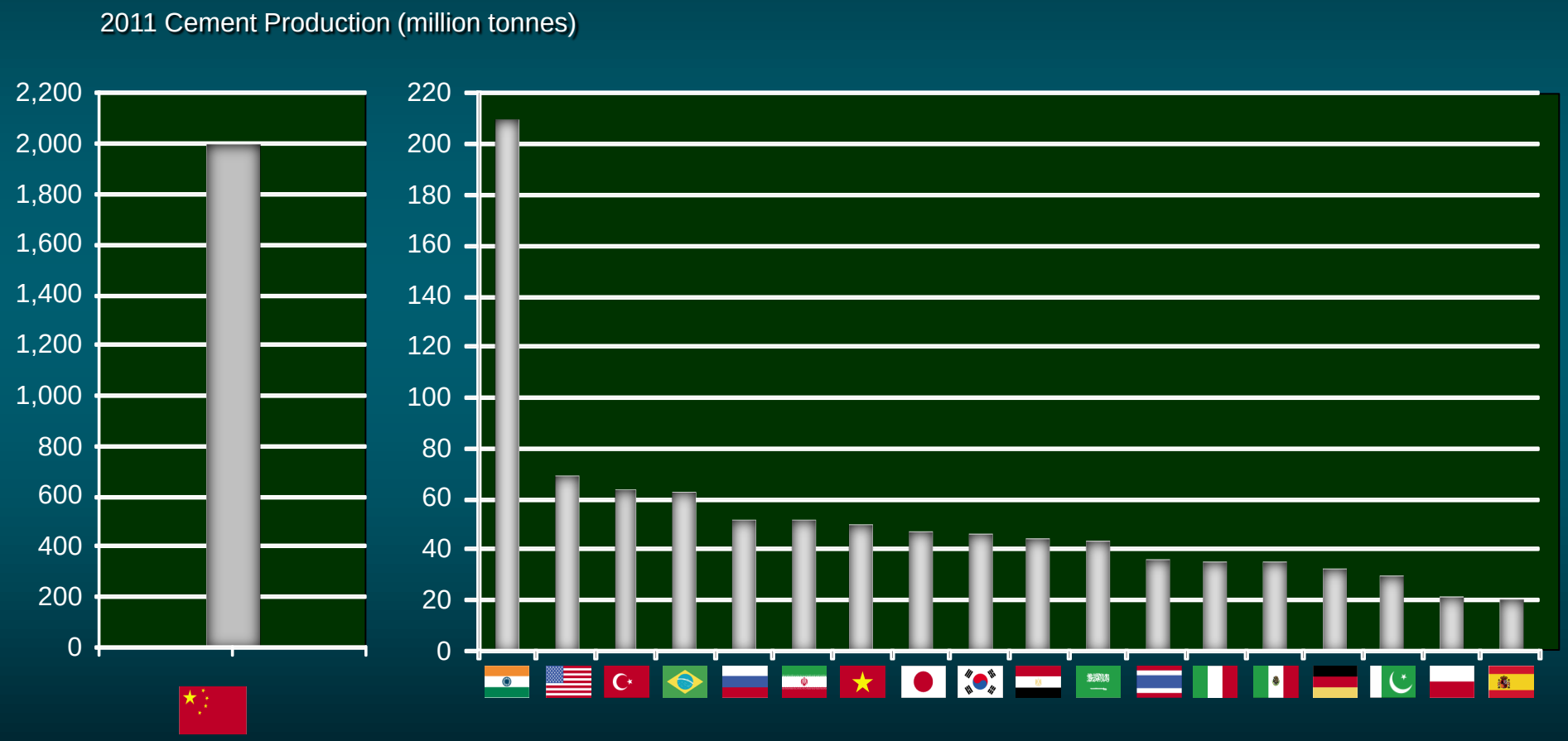
Coke (13)



2010 COKE PRODUCTION: 1,650,000 TONNES



Cement Production (24)



Cement Producers (25)

CEMEX
Construyendo el futuro℠

Holcim
APASCO

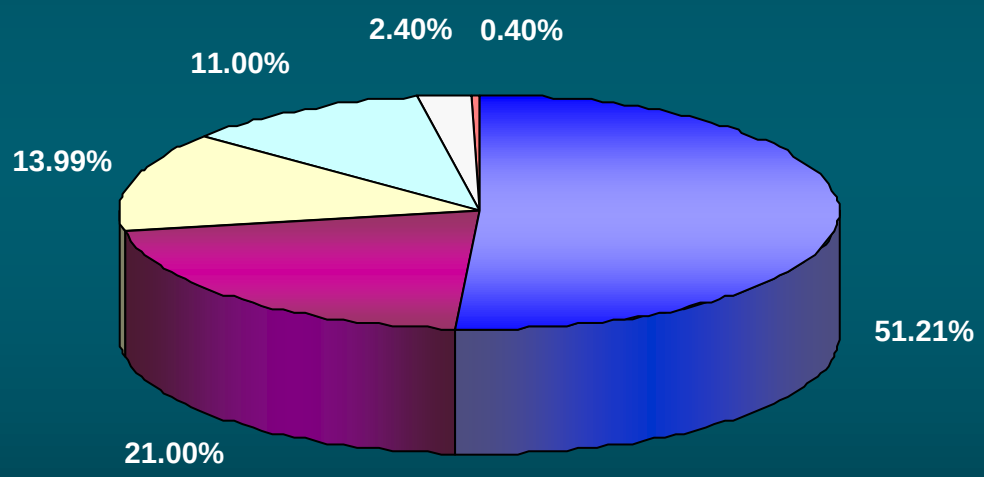
CEMENTO CRUZ AZUL
Empresa 100% Mexicana

Cemento MOCTEZUMA

GCC
Grupo Cementos de Chihuahua

LAFARGE

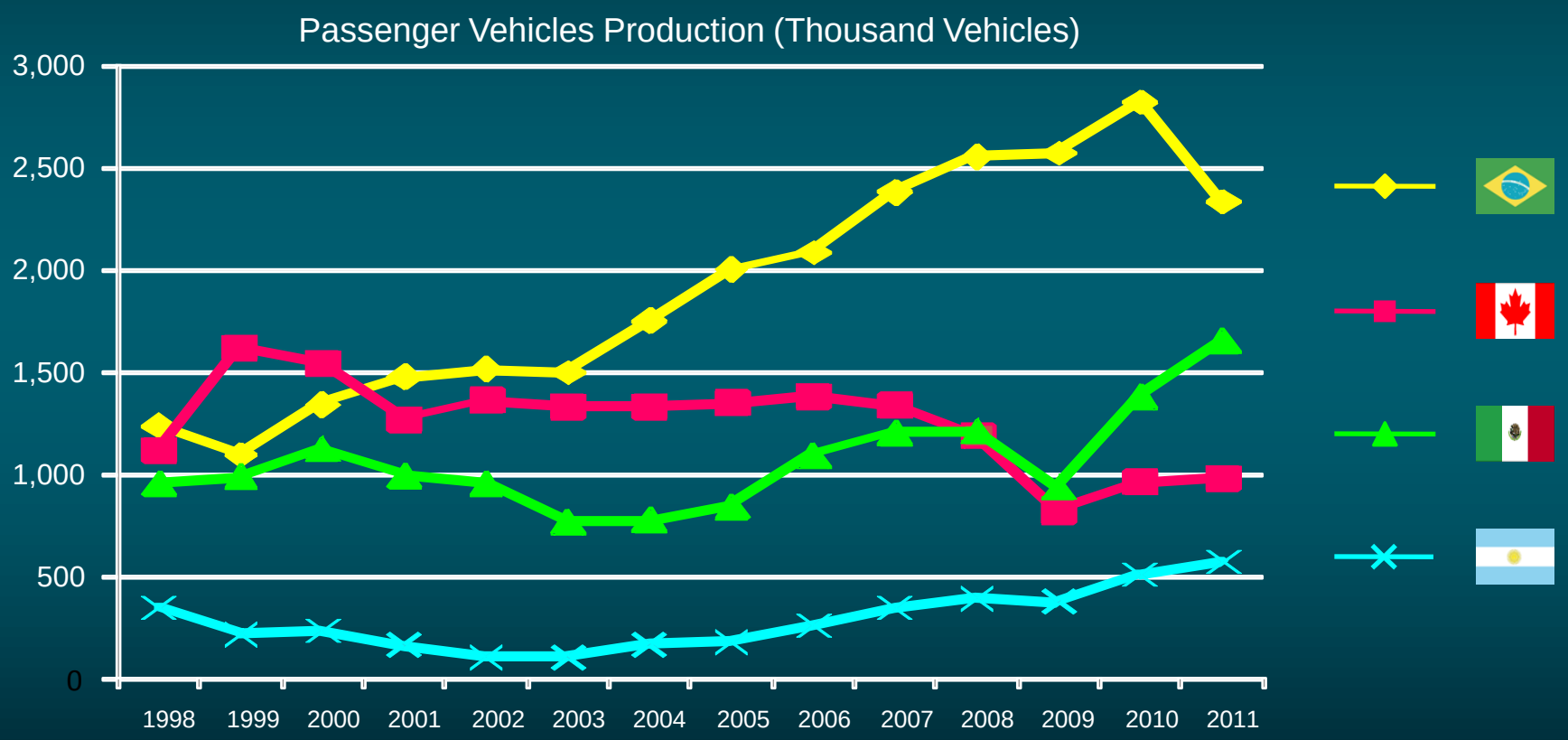
Cement Market Share (25)



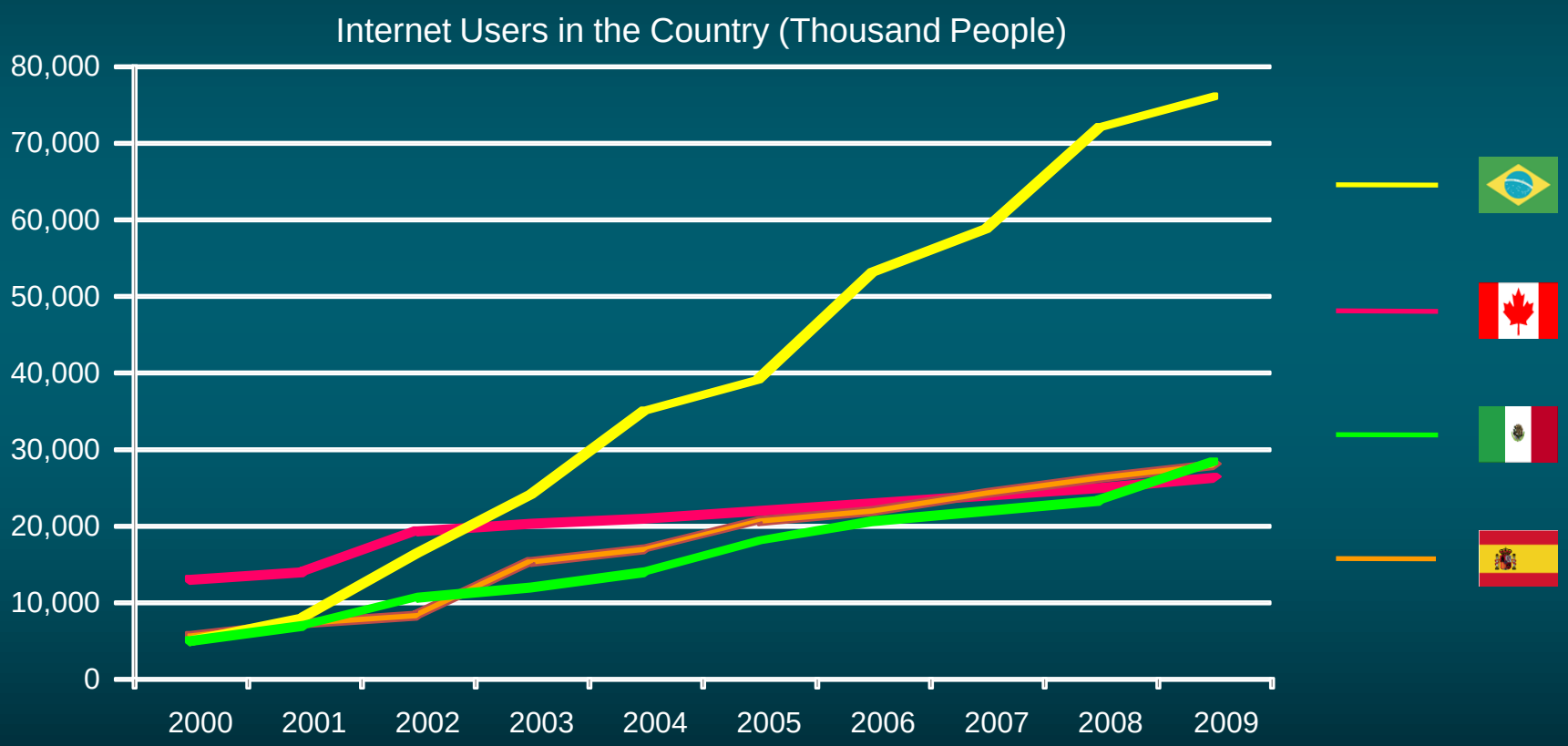
2008 cement production = 37.1 million tonnes

(71% vs. Installed capacity)

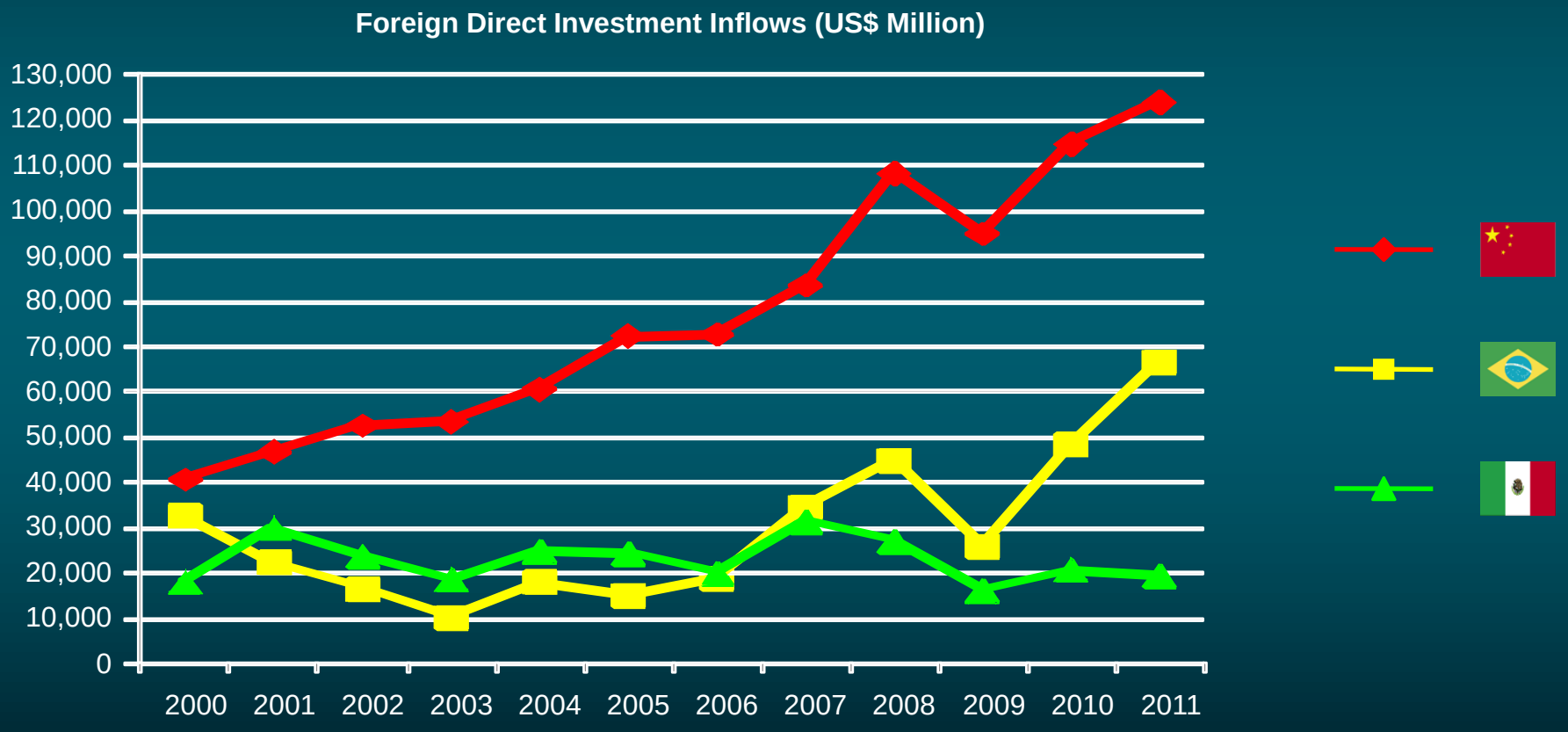
Passenger Vehicles Production (26)



Internet Users(27)



Foreign Direct Investment (28)



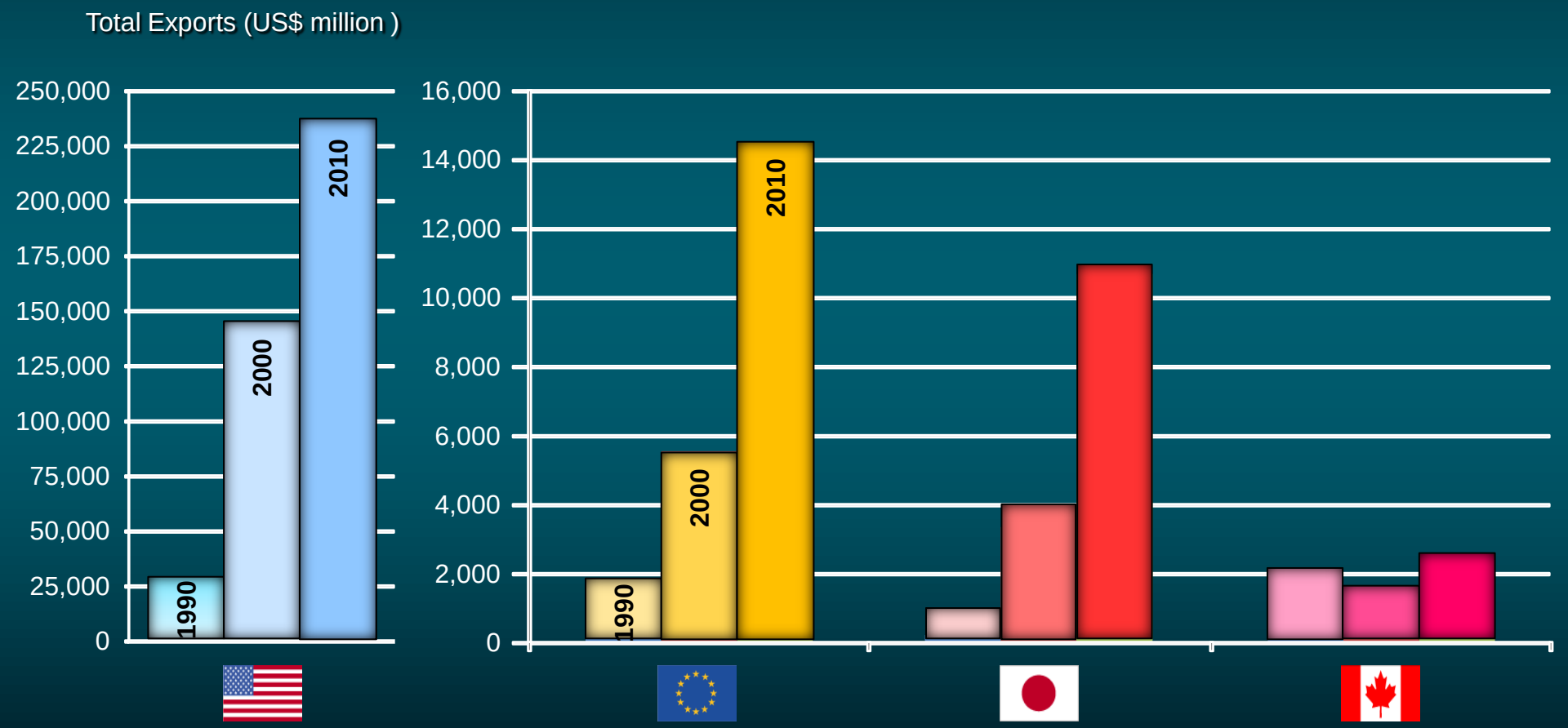


Free Trade Agreements (29)

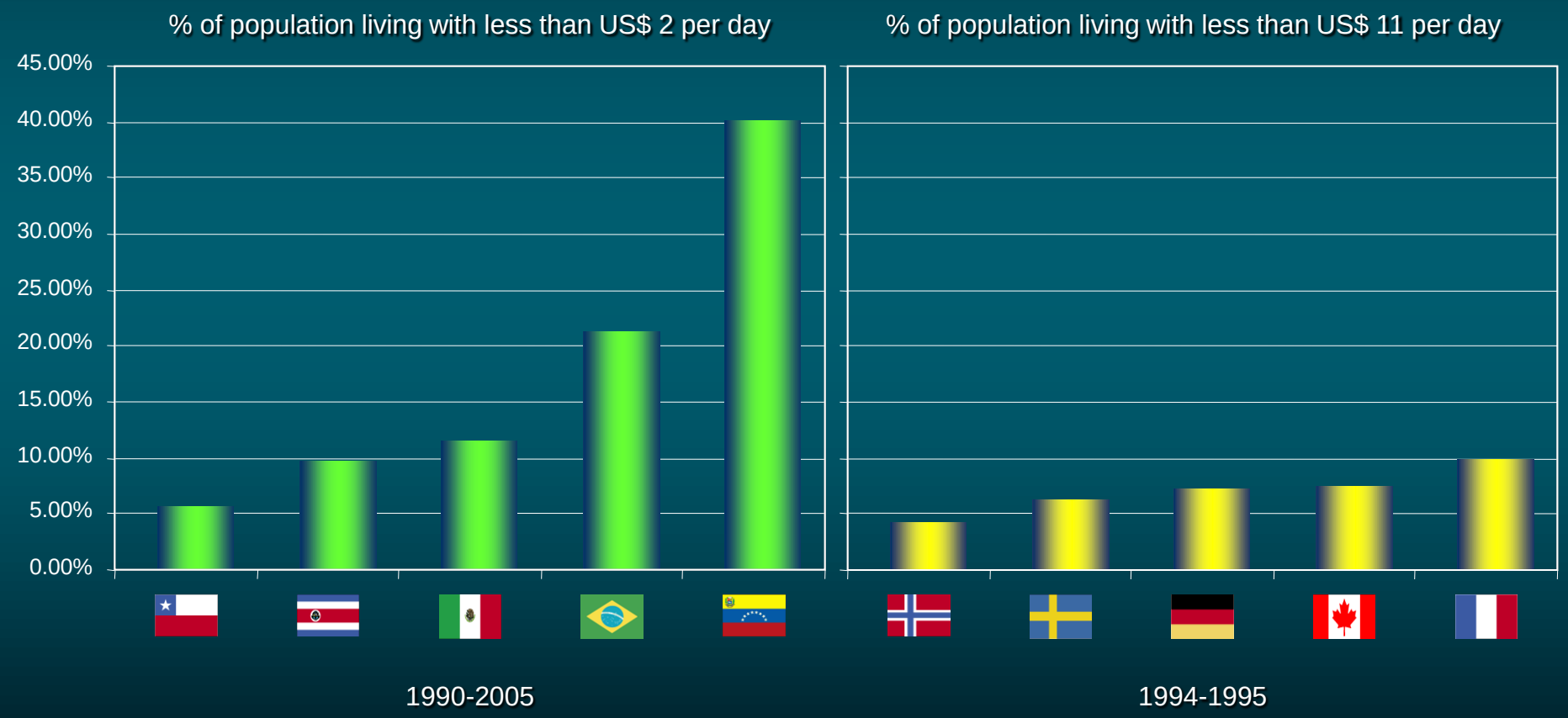
Agreement	Participant Countries	Signature Date	Population (Million)	% World GDP
NAFTA	United States Canada	01/01/1994	440	22.96%
TLC-G3	Colombia	01/01/1995	155	2.18%
Mexico-Costa Rica TLC	Costa Rica	01/01/1995	111	1.84%
Mexico-Nicaragua TLC	Nicaragua	01/01/1998	113	1.8%
Mexico-Israel FTA	Israel	01/01/2000	114	2.12%
EECM FTA	European Union	01/07/2000	500	31.98%
Mexico-TN TLC	El Salvador Guatemala Honduras	15/03/2001	134	1.91%
Mexico-AELC FTA	Island Norway Liechtenstein Switzerland	01/07/2001	119	3.38%
Mexico-Uruguay TLC	Uruguay	15/07/2004	110	1.84%
Mexico-Japan AAE	Japan	01/04/2005	234	9.85%



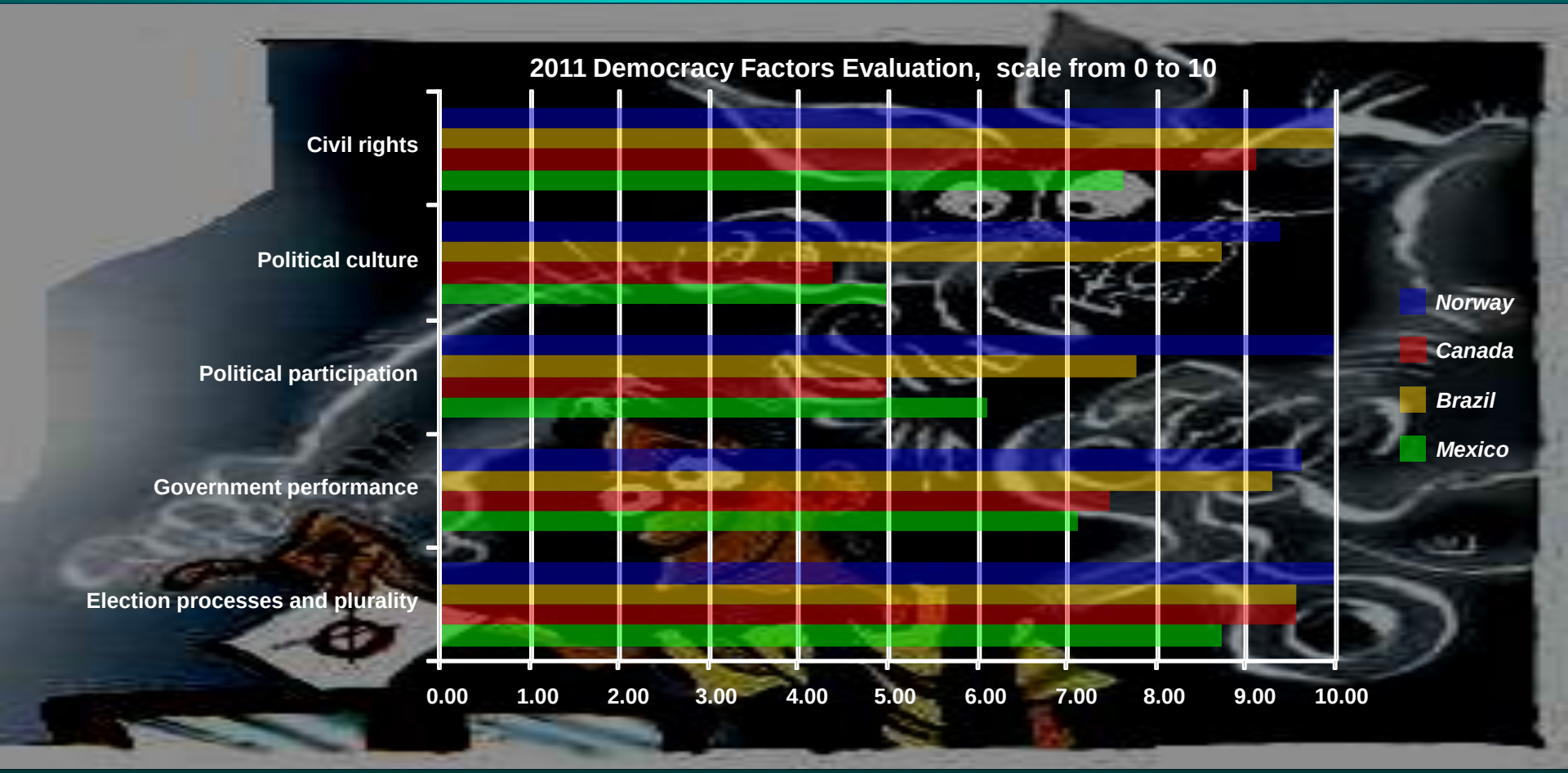
Exports Volume (30)



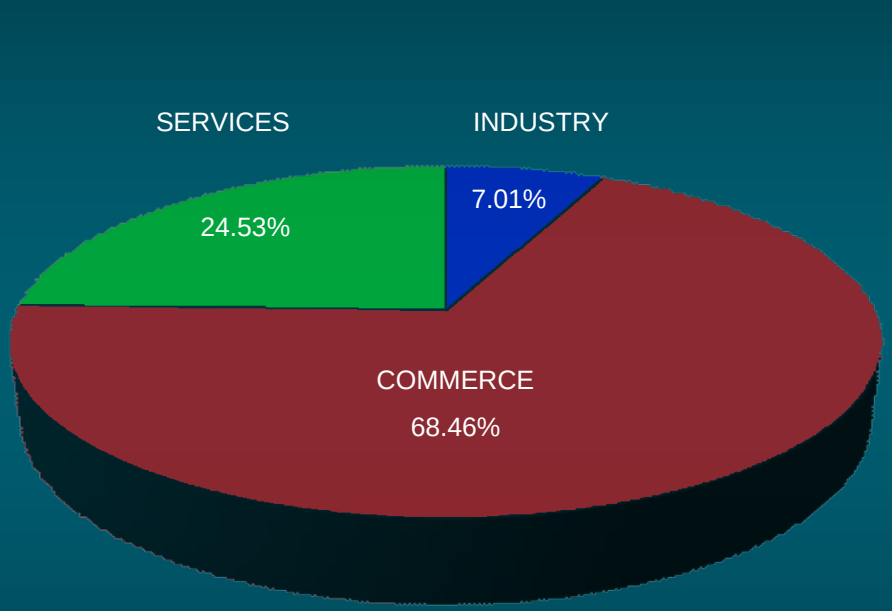
Poverty Levels (31)

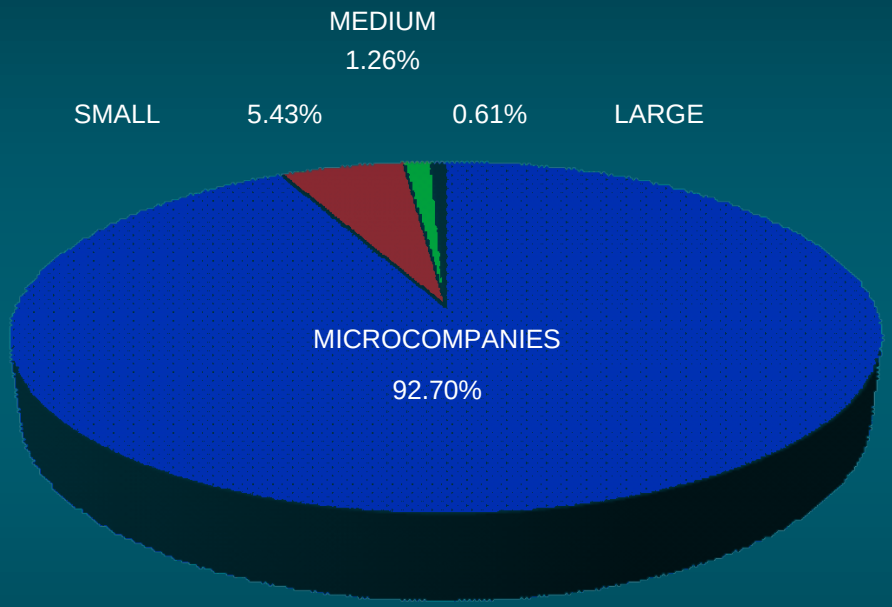


Democracy Factors (32)



Mexican Companies (33)

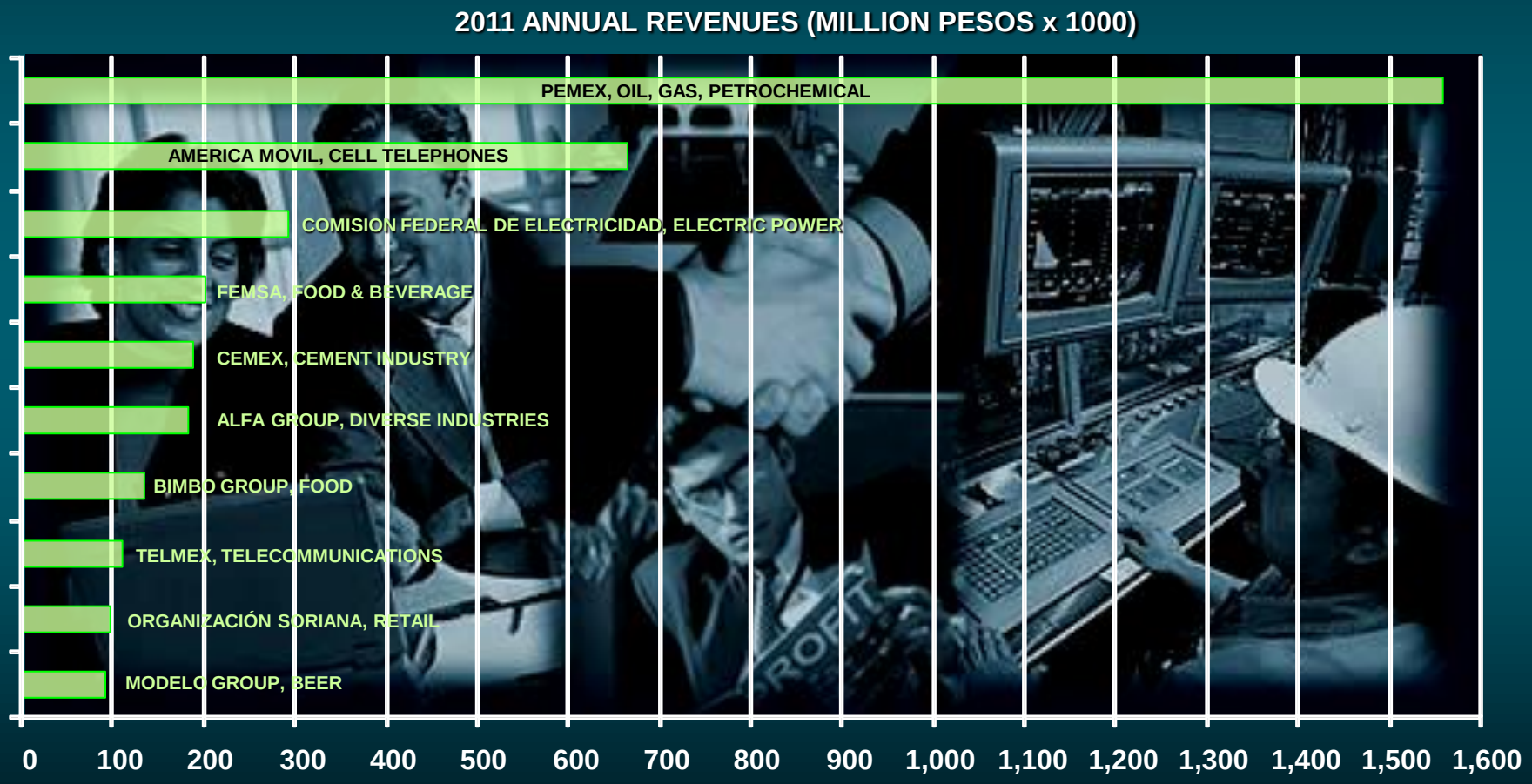




Classification by Number of Employees

	Industry	Commerce	Services
Microcompanies	0-10	0-10	0-10
Small	11-50	11-30	11-50
Medium	51-250	31-100	51-100
Large	> 250	> 100	> 100

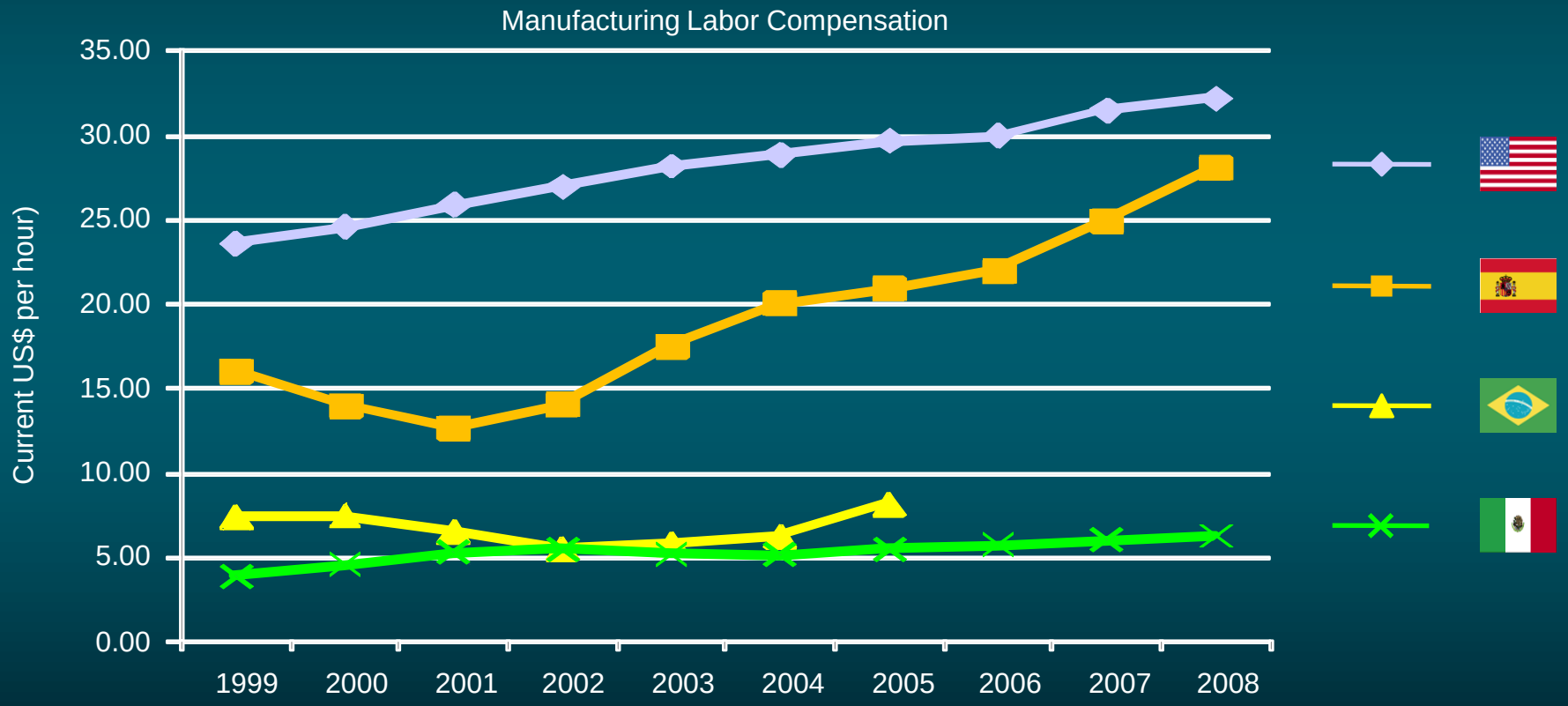
10 National Corporations (34)



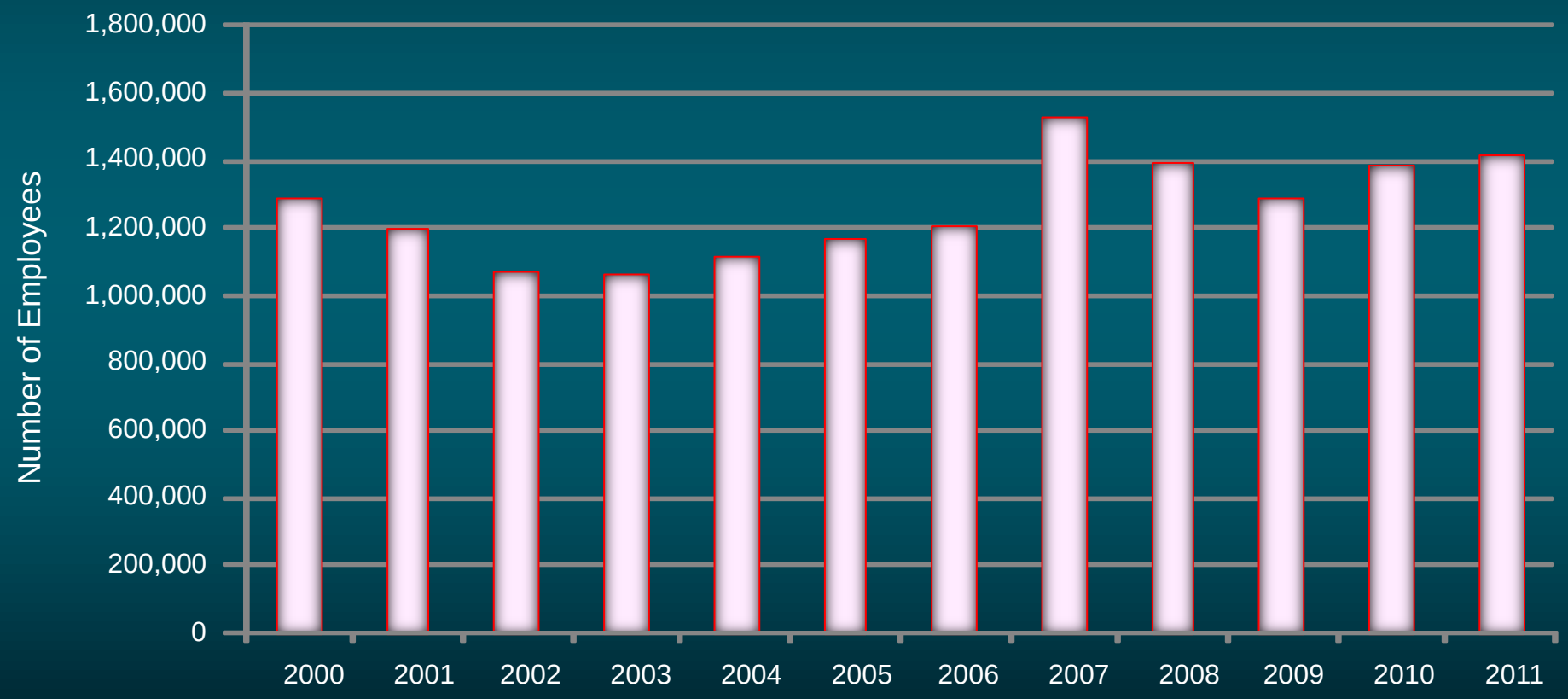
Goods Exports (35)



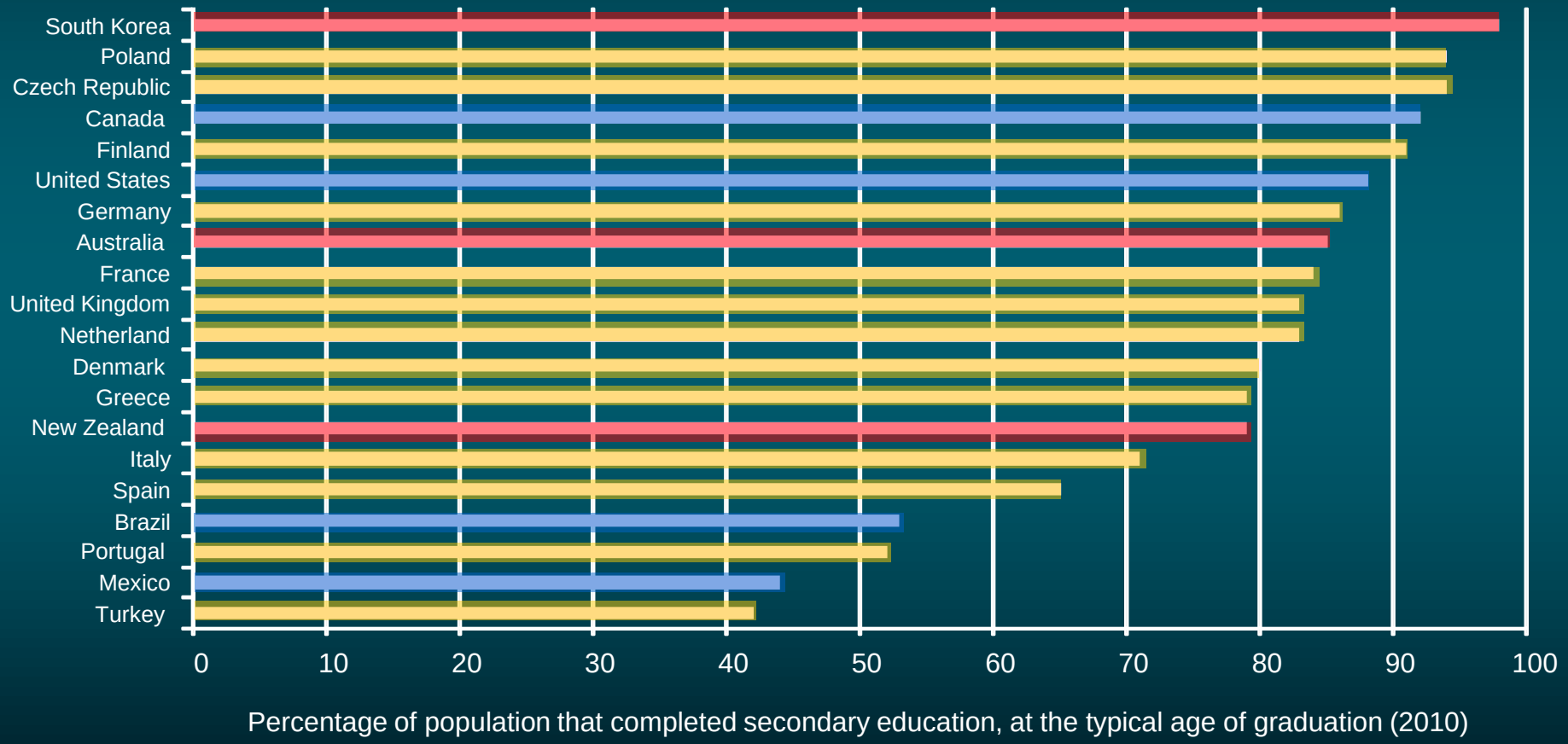
Labor Compensation (36)



Maquila Industry (37)

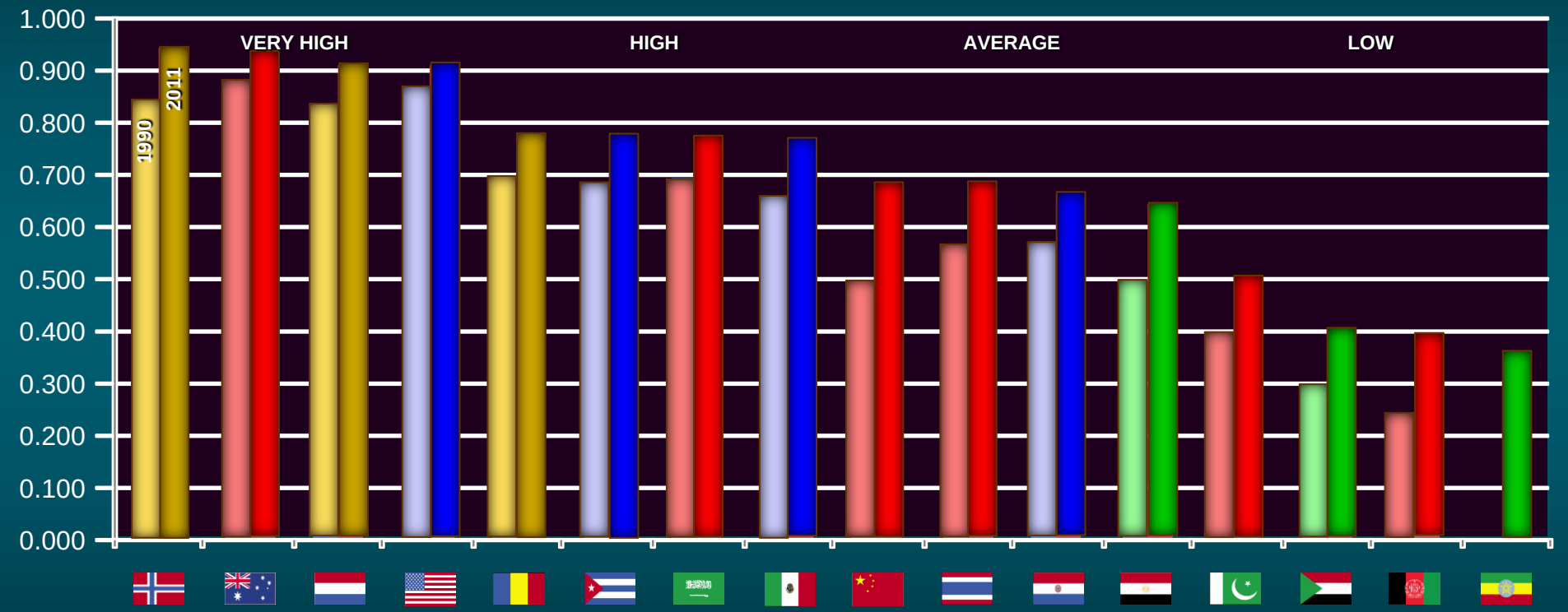


Education Level (38)



Percentage of population that completed secondary education, at the typical age of graduation (2010)

Human Development Index (HDI) (39)



HDI COMPONENTS

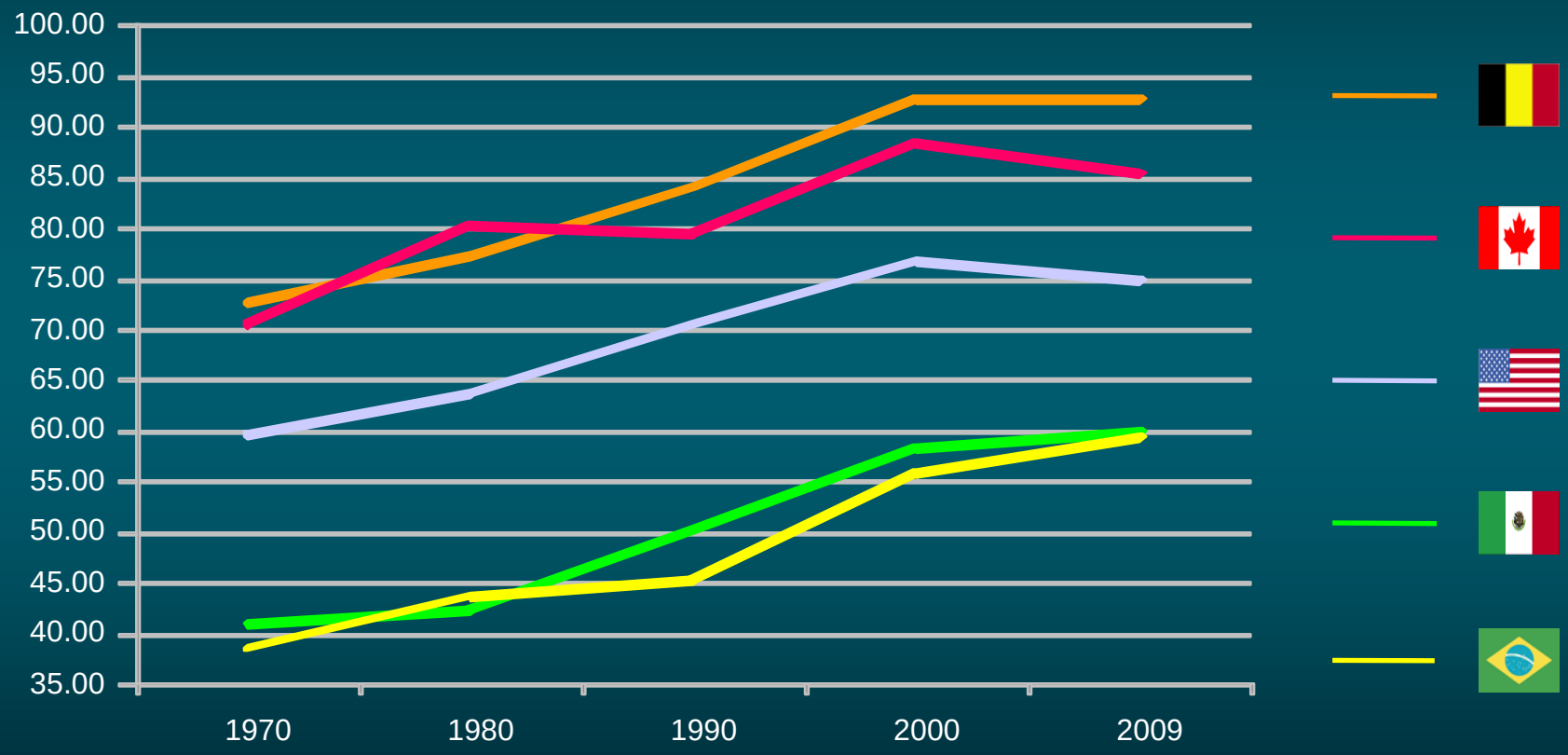
LIFE EXPECTANCY AT BIRTH

EXPECTED SCHOOLING YEARS

SCHOOLING AVERAGE YEARS

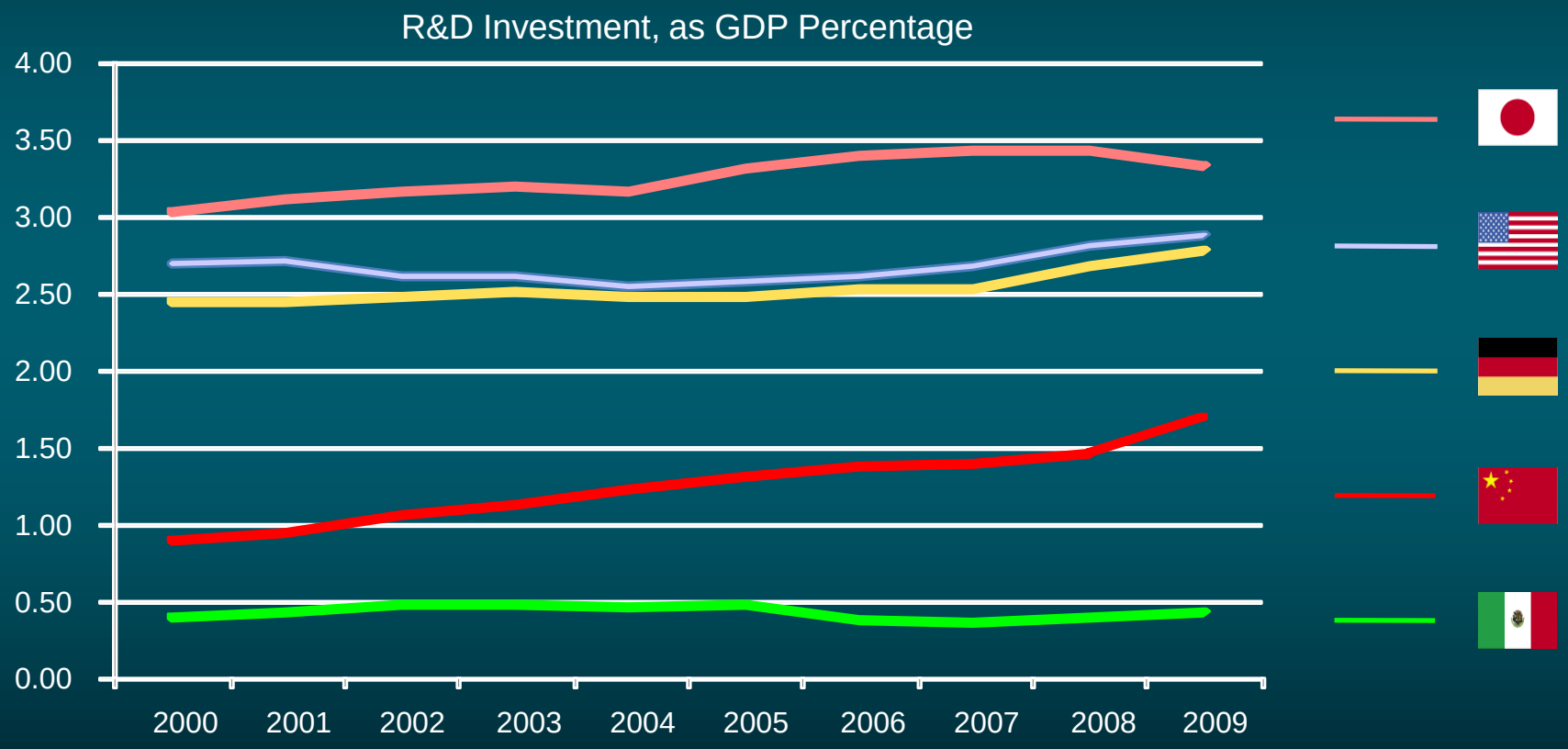
GROSS NATIONAL PRODUCT PER CÁPITA

Globalization Index (40)



KOF Globalization Index: Economic Globalization (37%), Social Globalization (37%), Political Globalization (26%)

R&D Investment (41)

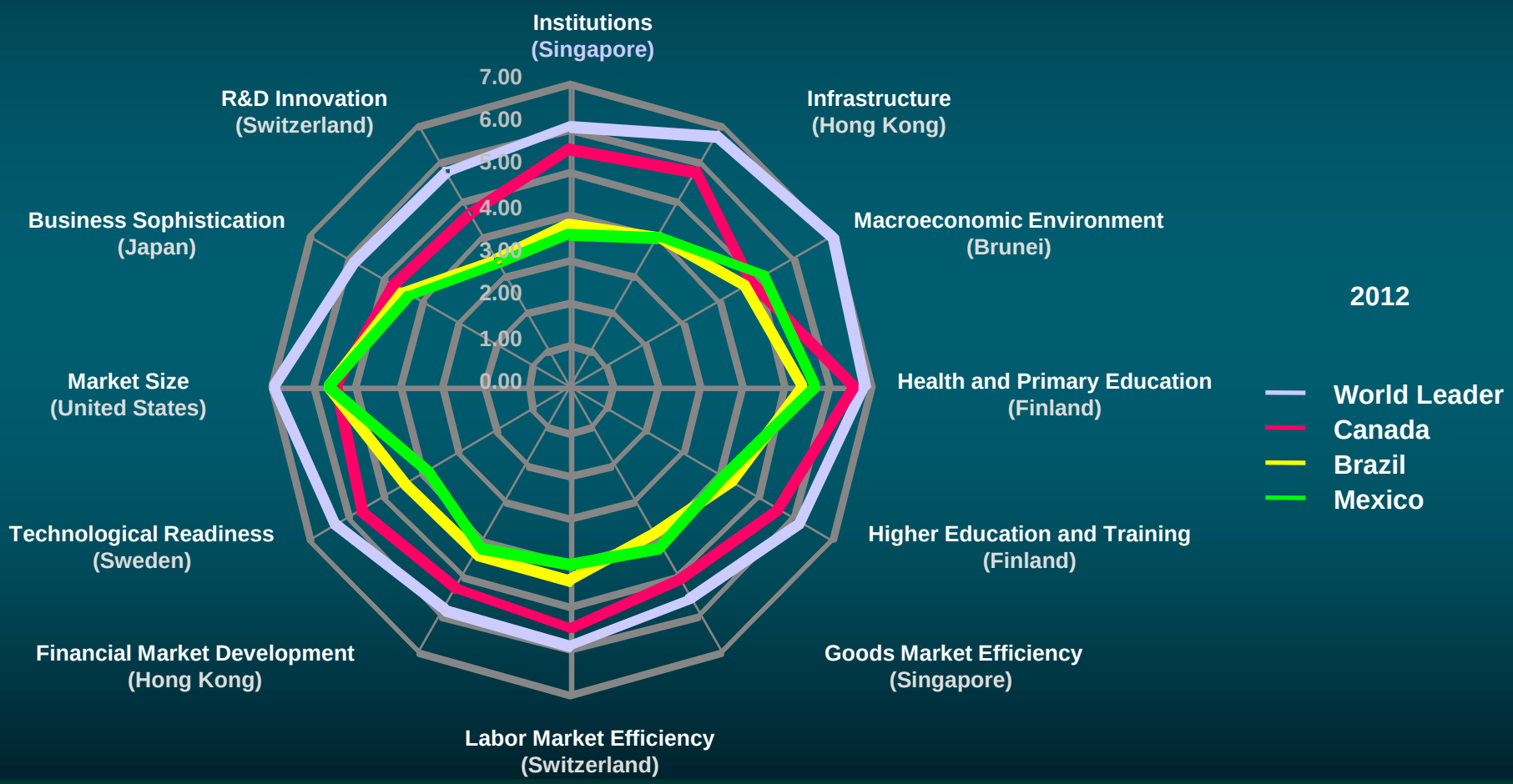


Environmental Impact (42)

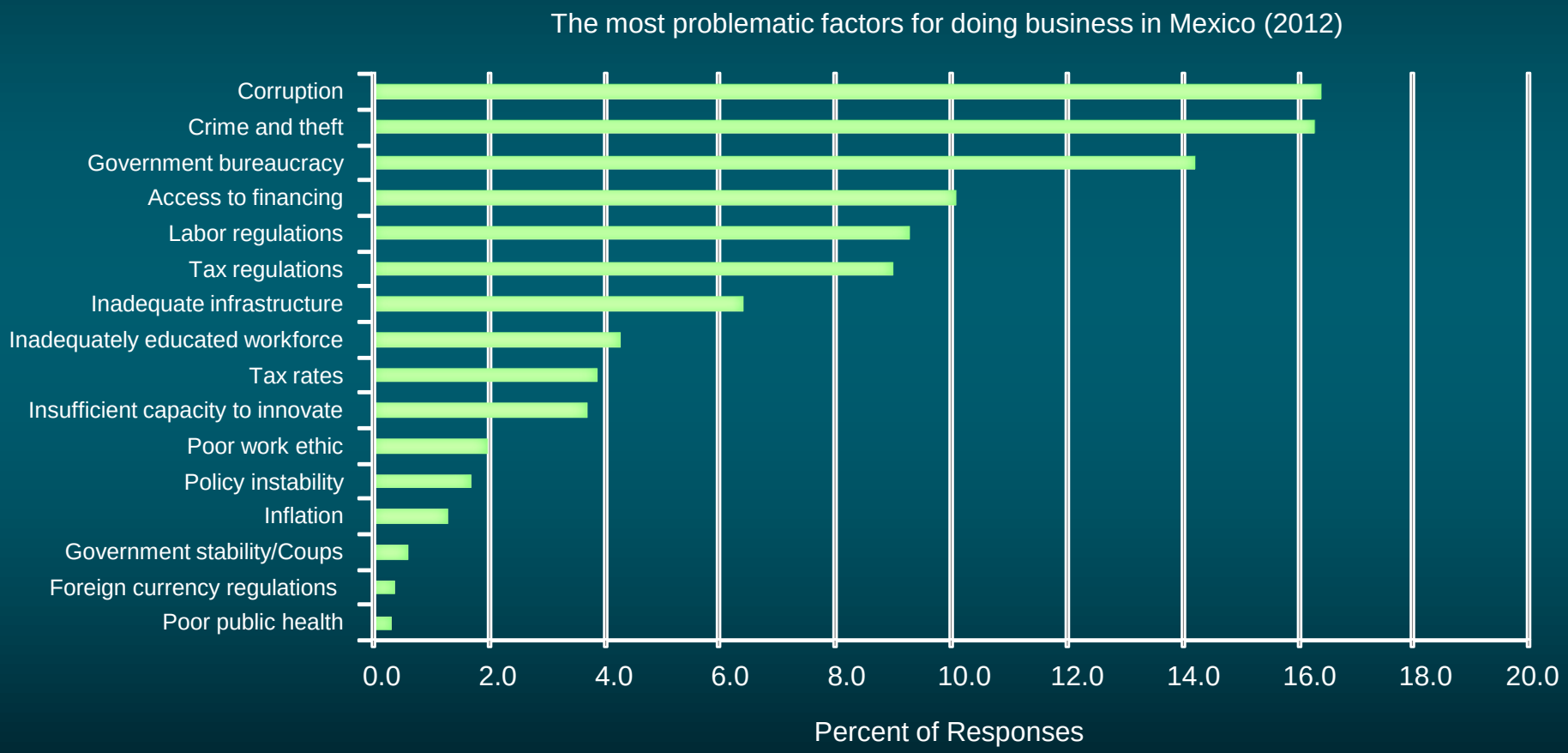
		Fossil Fuel CO_2 Emissions (Million tonnes of $C0_2$)			
		1985	1995	2005	2008
1	China	1,951	3,201	5,552	7,033
2	United States	4,404	5,203	5,783	5,669
3	India	488	913	1,404	1,742
4	Russia	-	1,503	1,503	1,709
5	Japan	909	1,137	1,232	1,206
6	Germany	1,019	832	785	785
7	Canada	392	429	543	543
8	Iran	154	279	451	539
9	United Kingdom	554	550	546	524
10	South Korea	169	374	451	510
11	Mexico	293	367	451	477
12	Italy	359	411	451	444
13	South Africa	323	352	433	436
14	Saudi Arabia	169	246	367	433
15	Indonesia	121	227	370	407
16	Australia	238	308	370	400
17	Brazil	176	249	348	392
18	France	378	359	392	378
19	Spain	191	235	352	330
20	Poland	447	348	304	315



Competitiveness Evaluation (43)

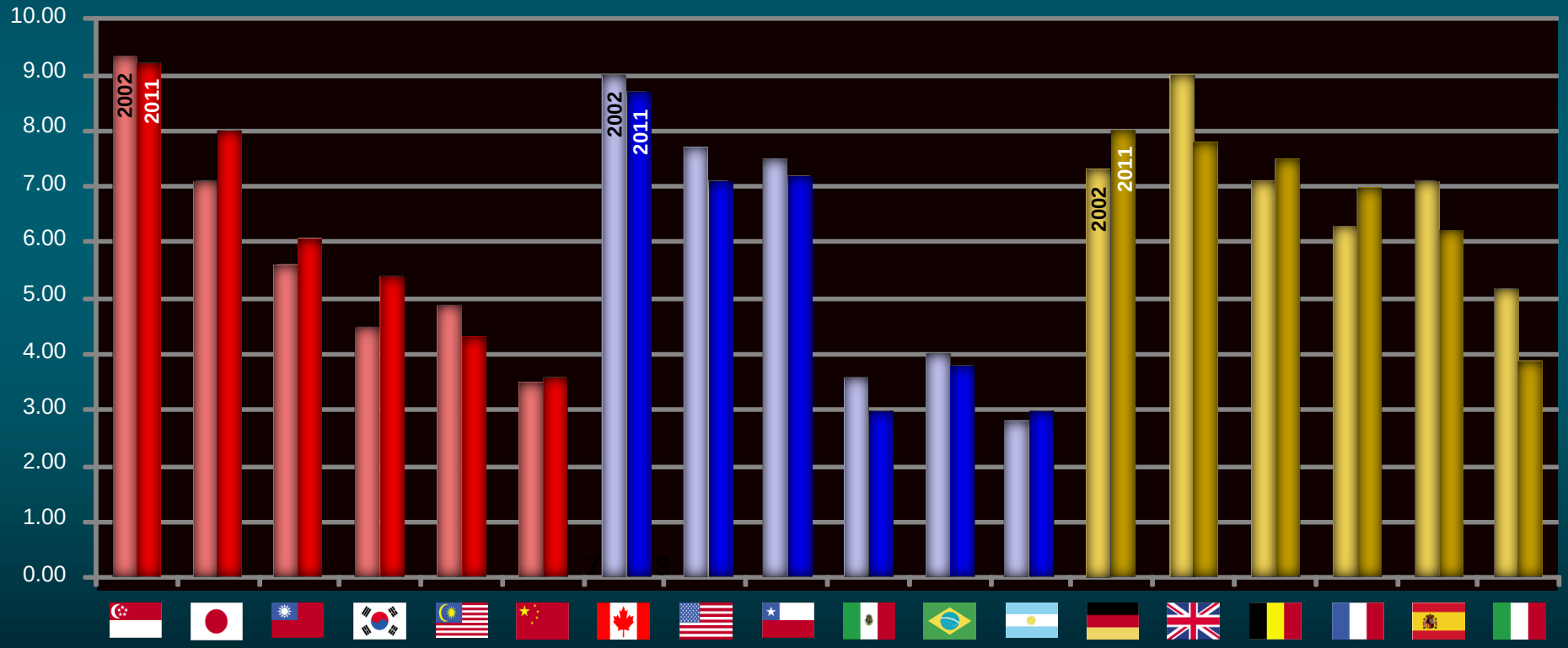


Problematic Factors (43)

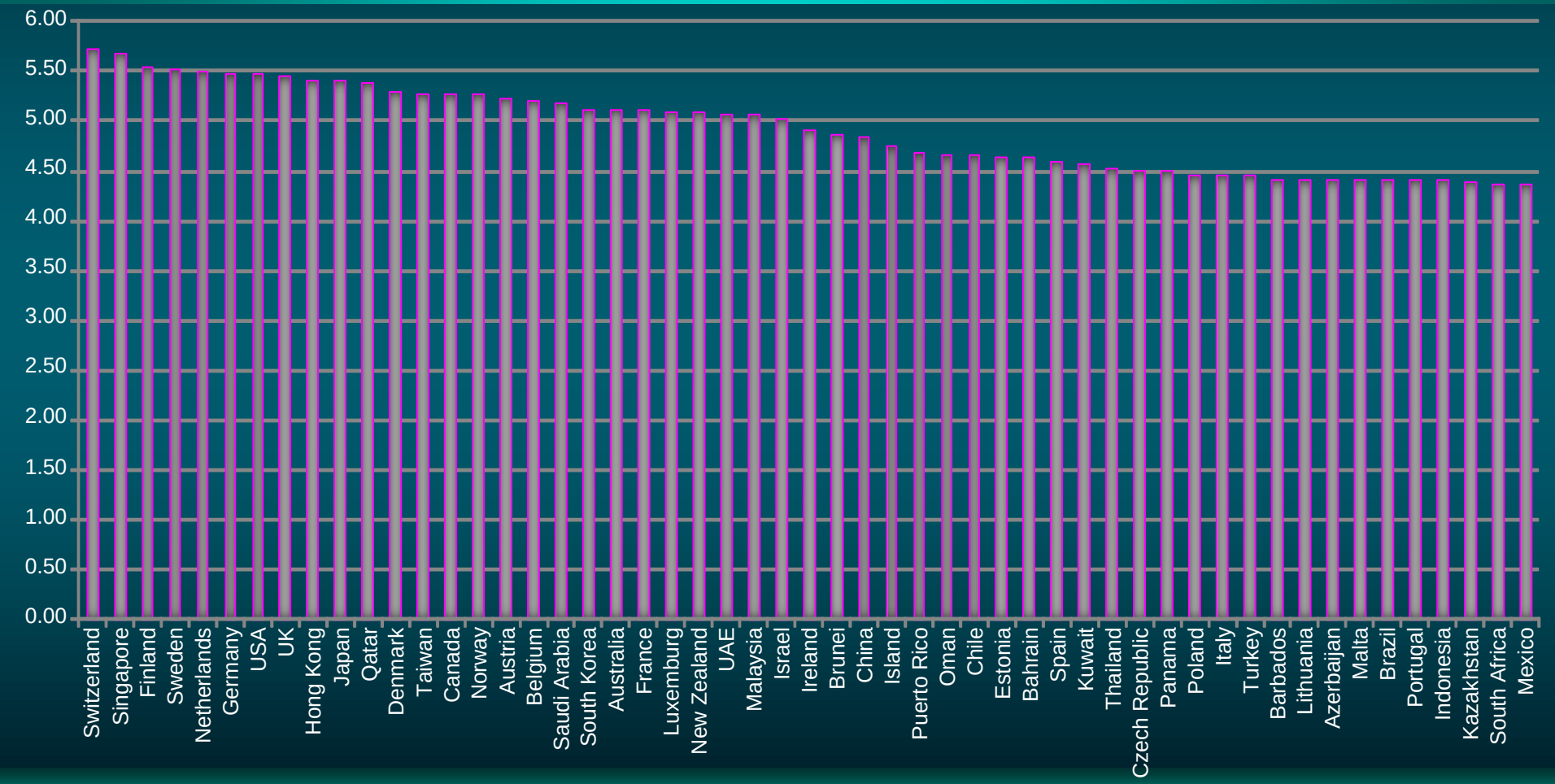


Corruption Perception Index (44)

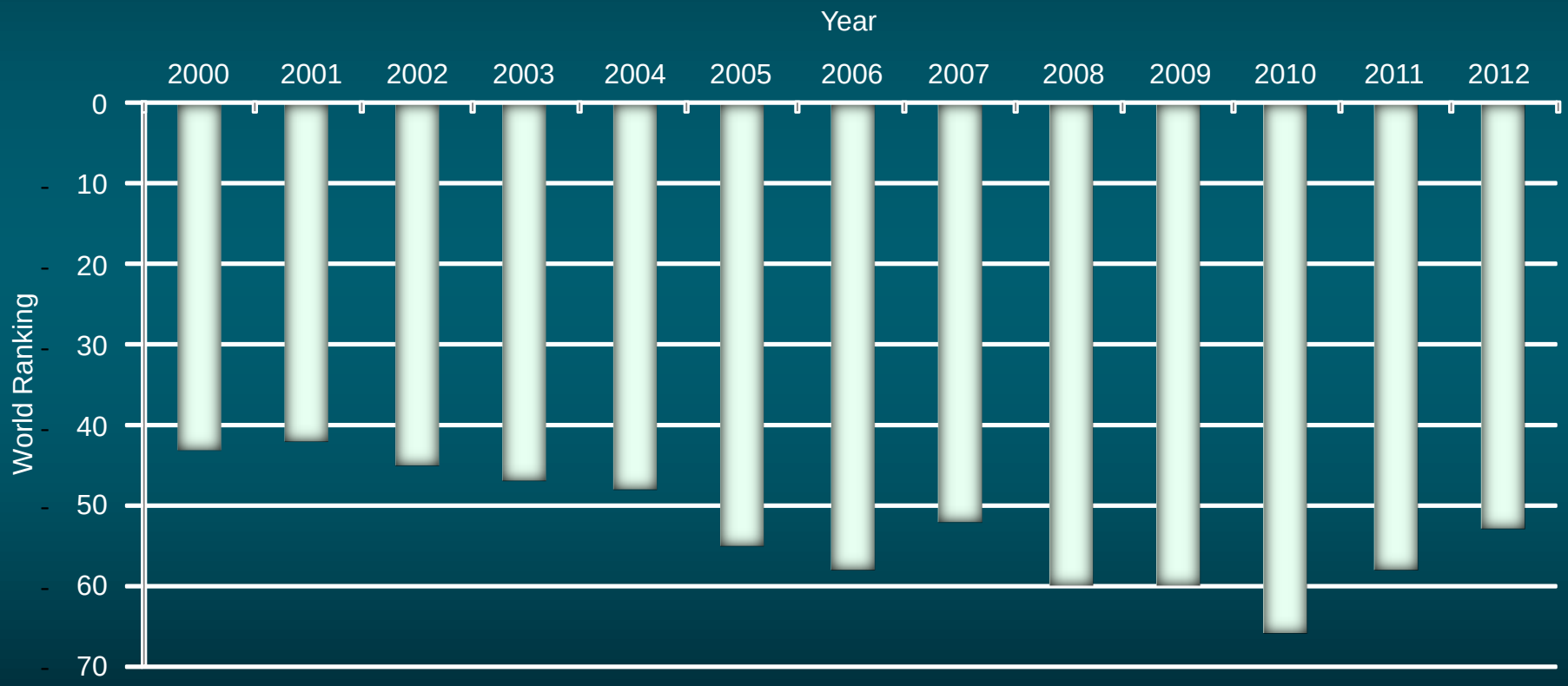
Perception of the corruption degree by business people and risk analysts (2002 -2011): 10-Highly Clean, 0-Highly Corrupt



Competitiveness Ranking (43)



Competitiveness History (45)



References [1/2]

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