

# How to approach the Mexican market?

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**GDL**

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# 1. Mexican market's main features

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# Mexico in short

- Market full of opportunities
- Geography
  - Privileged access
- Economy
- Purchasing Power: 30 % BE
- Pop:12x BE
  - DF:2xBE
  - Puebla:1,5x BXL
  - Monterrey: BXL
- Currency: 1EUR=17 MXN



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... with its own language

# Spanish

- Information vs. Relationship

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## 2. Mexicans' personality and behavior

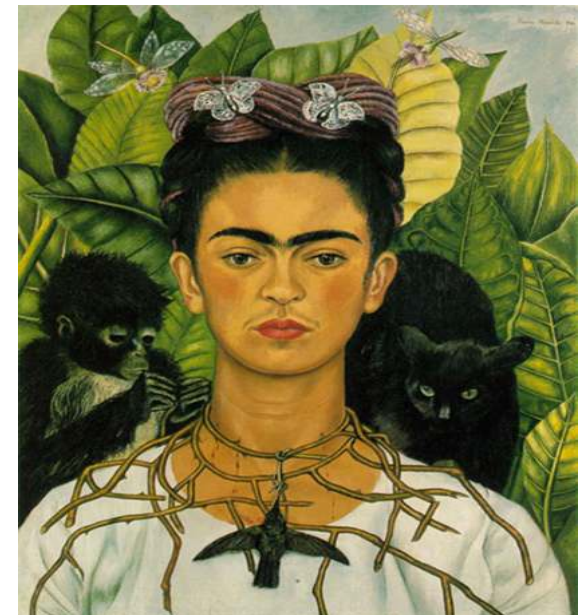
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# Mexicans are... (Hofstede, Hall)



- **Collectivistic vs. individualistic**
- **High-context culture** (indirect, non-verbal information)
- **Multi-active** (family, relationships, loyalty, hierarchy, eloquent, emotions and corporal language focused,...)
  - vs. Linear-active (Germ, Lux, Swiss: plans, logic, rules, order, projects)
  - vs. Reactive (Vietnam, China, Japan: saving face, good listeners, extremely diplomatic)
- Time perception :
  - **Polychronic** (cyclic time vision, relationships)
  - vs. Monochronic (linear time vision, privacy)



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Wallonia.be  
EXPORT  
INVESTMENT

# 3. Some advice

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# Respect of cultural values

- **Hierarchy/Power Distance**
  - Status and functions
  - Know who has the power to take decisions
- **Contacts and relationships**
  - Appearance
  - Establish and maintain trust
  - Contact and files follow up
  - Frequent travels
  - Breakfast and lunch business meetings
    - time
    - Conversation topics



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# Assets to work with Mexican companies

- **Patience, persistence and forms accuracy**
  - Time investment
  - Hedging against exchange rate & payment term risks
  - Non-payment insurance
- **Open-mindedness**
- **Punctuality**
- **Follow-up**



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# Border service's Formalities

- EUR1: certificate of preferential origin to confirm that the product is of EU Origin
  - To be filled in by the exporter
  - Visa assigned by Mexican border service
- Number for regular exporters
  - Validated by Mexican authorities
  - 6 months to 1 year to get it
- A COFEPRIS license (Federal Commission to Protect against Sanitarian Risks)
  - Fertilizer
  - Medicines and food supplements
  - Alimentary products
  - Moisturizing creams
  - ...

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## 4. Being successfull in Mexico: AWEX, your partner!

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# AWEX Mexico:

➤ 2-people team

## ❖ Services offered to Walloon companies:

- Research of Mexican prospects
- Network of lawyers, interpreters, etc.
- Presence in trade shows (information or collective stands)
- Organization of individual prospection travels and trade missions
  - Financial incentives (AWEX Belgium)
  - Individual appointments
  - Accompanying (hotel, interpreting, border service...)

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## 5. AWEX activities in Mexico

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# AWEX activities in Mexico

- Business mission HELMO in Querétaro, 14-22 March 2015
- Business days, Belgium & GDL, 24-30 April 2015
- Trade mission Colombia-Mexico, 13-20 June 2015
- Trade mission, Grand-Duchy of Luxembourg, October 2015

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# Sites intéressants

- UE database (customs duty, statistics, formalities, commercial obstacles, calculation of exportation costs,...) <http://madb.europa.eu>
- Mexican custom prices and statistics (SIAVI) :  
[www.economia-snci.gob.mx/](http://www.economia-snci.gob.mx/)
- Luis E. Aburto López, *CoDirector*, Trafiver Logistics, S.A. de C.V.  
[Luisaburto@trafiver.com](mailto:Luisaburto@trafiver.com) <http://www.trafiver.com>
- COFEPRIS, <http://www.cofepris.gob.mx/Paginas/Idiomas/Ingles.aspx>
- Risk/country hedging: <http://www.delcredereducroire.be/fr/risques-pays/#focusCountry=MX&focusContinent=&filter=undefined&min=0&max=7&tab=undefined>
- Information about AWEX's help and services to export :  
<http://www.awex.be/fr-BE/Nos%20services%20%c3%a0%20l'export/Pages/Nosservicesalexport.aspx>
- AWEX Mexico website (French and Spanish versions ) :  
[www.awexmexico.com.mx](http://www.awexmexico.com.mx)

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# Q & A

# Thank you for your attention

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