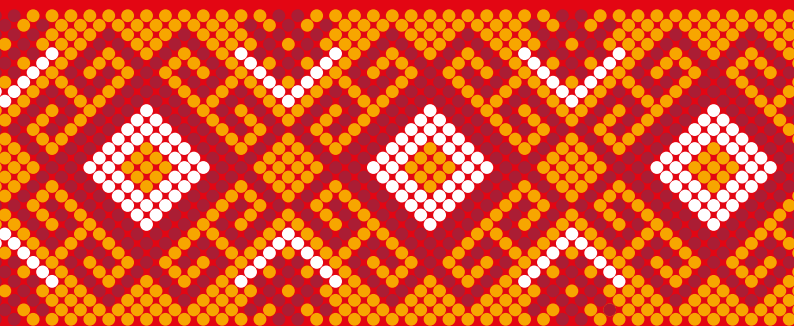


MÉXICO IN YOUR POCKET

口袋里的墨西哥





México
IN YOUR POCKET

口袋里的墨西哥

墨西哥是世界上吸引生产性投资与发展国际贸易最具竞争力的国家之一。同时，墨西哥也是全球最开放的经济体之一，本国拥有一个自由贸易协定网络，使其产品进入46个国家的市场时拥有优先权。

尤其值得一提的是，墨西哥在全球价值增值链中扮演着日益重要的角色。本国在全球最重要的经济领域中的参与份额正日益增长。就近看看，很可能您此刻所乘坐的汽车，几周前所搭乘的飞机，以及使用的电话和电脑等设备，都是墨西哥制造或含有我国生产的零部件。

墨西哥将会是跨国企业扩张计划的最佳盟国，它拥有多项竞争优势，如：宏观经济稳定，不断增长的国内市场，司法的确定性，绝佳的地理位置，高技术水平的人力资源，以及丰富的中高科技制造生产经验。这一切优异条件把墨西哥塑造成了独特且充满竞争力的国际贸易及投资平台。

墨西哥投资贸易局局长

— *Francisco N. González Díaz*

Mexico is one of the most competitive countries in the world in terms of productive investment and international business development. It is also one of the world's most liberal economies, with a network of free trade agreements granting preferential access to 46 international markets.

Moreover, Mexico is an increasingly important actor in global value chains, with a growing participation in some of the most dynamic sectors of the global economy. In all likelihood, the car you drive, the plane you took a few weeks ago, your computer or your mobile phone were manufactured in Mexico or contain parts produced in the country.

A strategic ally in the expansion plans of the world's leading multinationals, Mexico offers many competitive advantages, not least macroeconomic stability, a growing domestic market, legal certainty, a strategic geographic location, a skilled workforce and experience in medium- and high-technology manufacturing, which, together, constitute a unique, highly competitive platform for international trade and investment, confirming that Mexico is synonymous with opportunity.

— *Francisco N. González Díaz*
CEO
ProMéxico

极具竞争力的投资目的国

- 2015-2016世界经济论坛发布的全球竞争力报告将墨西哥列在140个参与国中的57位。¹
- 墨西哥于2015年跻身为世界第16大投资目的国，拉丁美洲接收外商直接投资第2大国。²
- 本国的生产成本比美国低22.5%。⁴
- 本国在经济合作与发展组织内的税务负荷最低排行榜中排名第3位。⁵
- 其对女性企业家的友善度在拉丁美洲排名第4。⁶

在墨西哥仅需:

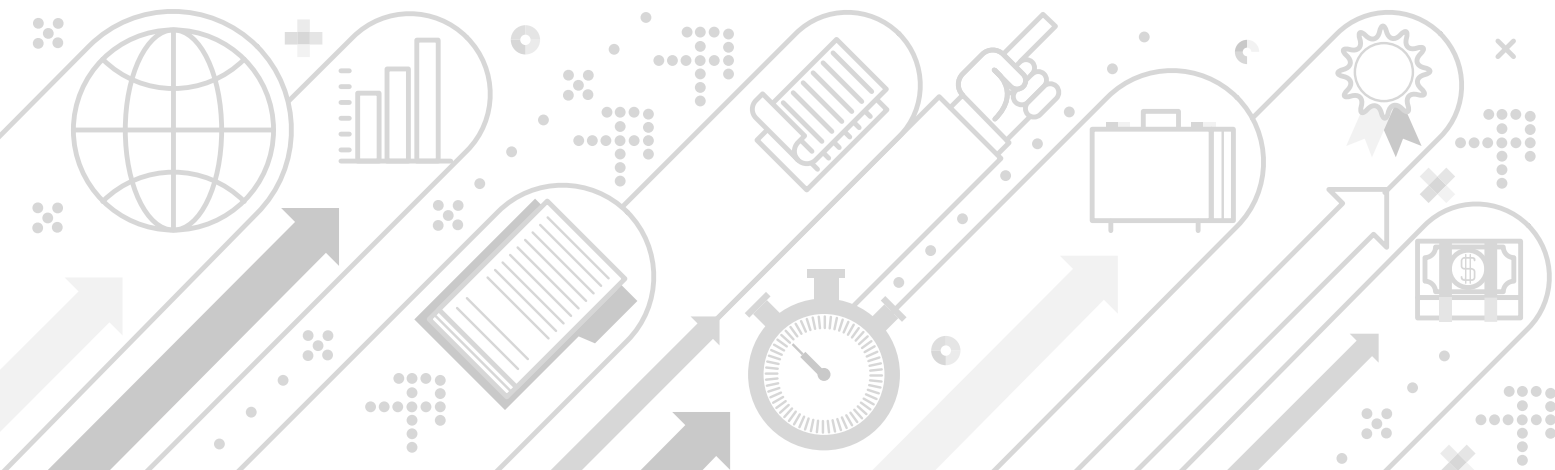
- 6天即可批准公司登记营业，比中国的30天和巴西的102天快捷甚多。⁷
- 在墨西哥您可以簡易股份公司名義，免費於網上在1日之內申請創立企業。
- 11道建筑申请手续。⁷
- 86天即可获得建筑许可，比中国的244天和巴西的426天快捷甚多。⁸
- 申请4项外销文件和4项进口文书。⁷
- 平均20小时即可办妥外销出口手续。⁷

A COMPETITIVE BUSINESS DESTINATION

- Mexico came 51st on the ranking of 138 countries published in the World Economic Forum 2016-2017 *Global Competitiveness Report*.¹
- In 2015, the country was ranked the world's 16th investment destination and the second-largest recipient of foreign direct investment (FDI) in Latin America.²
- Production costs are 22.5% lower in Mexico than in the United States.⁴
- Mexican workers pay the third-lowest income tax rate among OECD countries.⁵
- Mexico is ranked 4th in Latin America in terms of business environment for women.⁶

IN MEXICO:

- You can start a business in 6 days, compared to 30 days in China days and 102 in Brazil.⁷
- You can create a company under the structure of Simplified Joint Stock Company in one day, over the Internet and for free.
- Only 11 procedures need to be completed to obtain a construction license.⁷
- You can obtain a construction license in 86 days compared to 244 days in China and 426 in Brazil.⁸
- Only 4 documents are required to export and 4 to import goods.⁷
- Export procedures can be completed in 20 hours.⁷



世界开放型国家

- 墨西哥拥有一个自由贸易协定网络，使其产品进入46个国家的市场时拥有优先权。⁹
- 墨西哥签署有32项推广投资及投资互惠协议。⁹
- 本国进出口贸易总额占国内生产总值的68%。^{10,11}
- 墨西哥制造业排名世界第12。¹²
- 61%的墨西哥出口产品为中高科技产品。¹³

极具吸引力的墨西哥市场

国内市场规模*	一亿两千一百五十万人 ¹⁴
国内消费	国内生产总值的75% ^{11,15}
国民平均年龄	30岁 ¹⁴
劳动年龄人口*	五千四百万人 ¹⁴
就业人口*	四千九百万人 ¹⁴

*人

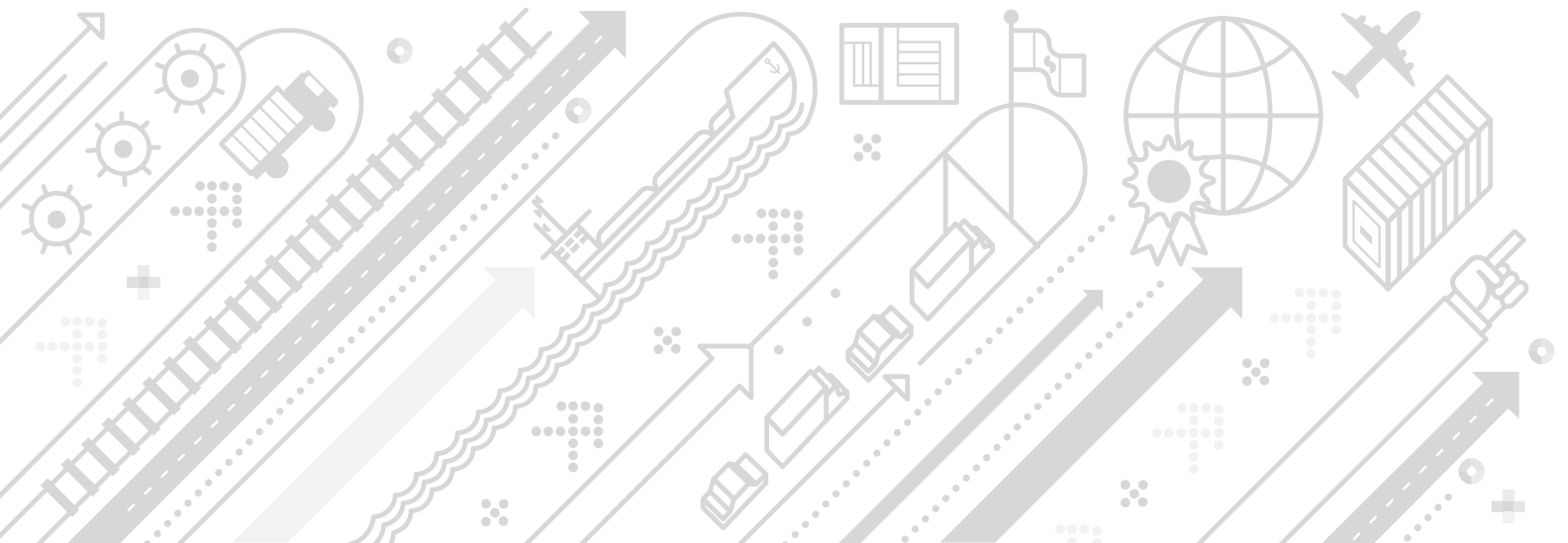
AN OPEN ECONOMY

- Mexico's network of free trade agreements grants preferential access to markets in 46 countries.⁹
- The country has signed 32 agreements for the promotion and reciprocal protection of investments.⁹
- International trade accounts for 68% of Mexico's GDP.^{10,11}
- Mexico is ranked 12th worldwide in terms of trade in manufactured goods.¹²
- Medium- and high-tech products account for 61% of Mexican exports.¹³

AN ATTRACTIVE MARKET

SIZE OF THE DOMESTIC MARKET*	121.5 million ¹⁴
DOMESTIC MARKET CONSUMPTION	75% of GDP ^{11,15}
AVERAGE AGE OF THE POPULATION	30 years ¹⁴
ECONOMICALLY ACTIVE POPULATION*	54 million ¹⁴
WORKING POPULATION*	49 million ¹⁴

* People



一个创新型国家

- 拉丁美洲出口的高科技产品有75%源自于墨西哥。¹⁵
- 本国乃拉丁美洲最重要的中高科技制造及出口国 (以其占国内生产总值的比例算起)，而在G20国家中墨西哥排名第3，仅次于韩国与德国。¹⁵
- 墨西哥拥有200余个研发中心 (I&D)。⁹

一个拥有青年才俊的国家

- 墨西哥工程及科技领域毕业人口总数占世界第8位。
- 在对31个国家的特殊劳动技能与劳动机会进行调查的瀚纳仕全球技能指数报告中，墨西哥排名第14，在拉丁美洲中处于第2位。¹⁶
- 本国65%的人口处于劳动年龄人口 (15-65岁)。预计在2025年时，我国有劳动年龄人口将高达八千八百万，约占届时总人口的60%以上。¹⁷
- 墨西哥每年有大约130,000名工程和科技专业毕业生。¹⁸
- 墨西哥国立自治大学 (UNAM) 与蒙特雷科技大学 (ITESM) 为拉丁美洲排行前十名的优秀学府。¹⁹

AN INNOVATIVE COUNTRY

- Mexico accounts for more than 75% of Latin America's high-tech exports.¹⁵
- The country is the largest exporter of medium- and high-tech goods (as a percentage of GDP) in Latin America and the third-largest G20 exporter of such products, surpassed only by South Korea and Germany.¹⁵
- And has more than 200 research and development (R&D) centers.⁹

A YOUNG AND TALENTED COUNTRY

- Mexico ranks 8th worldwide in terms of engineering and technology graduates.
- Mexico came 14th out of the 31 countries featured on the Hays' Global Skills Index (second among the Latin American countries included on the ranking), which evaluates the availability of specialized talent and matching job opportunities.¹⁶
- 66% of Mexico's total population is of working age (15-65). It is estimated that by 2025, 88 million people — 60% of the total population — will be of working age.¹⁷
- More than 130,000 students graduate from engineering and technology related careers annually.¹⁸
- The Universidad Nacional Autónoma de México (UNAM) and the Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) are among the top ten universities in Latin America.¹⁹



一个四通八达的国家

- 墨西哥是一个与北美，欧洲，亚洲及拉美直接相连的货运跳板：
 - 与美国接壤3155公里。²²
 - 与危地马拉接壤958公里。²²
 - 和伯利兹接壤276公里。²²
- 墨西哥交通：
 - 机场数量排名世界第3。²²
 - 公路总长排名拉丁美洲第2。²²
 - 铁路总长排名拉丁美洲第3。²²

墨西哥拥有：

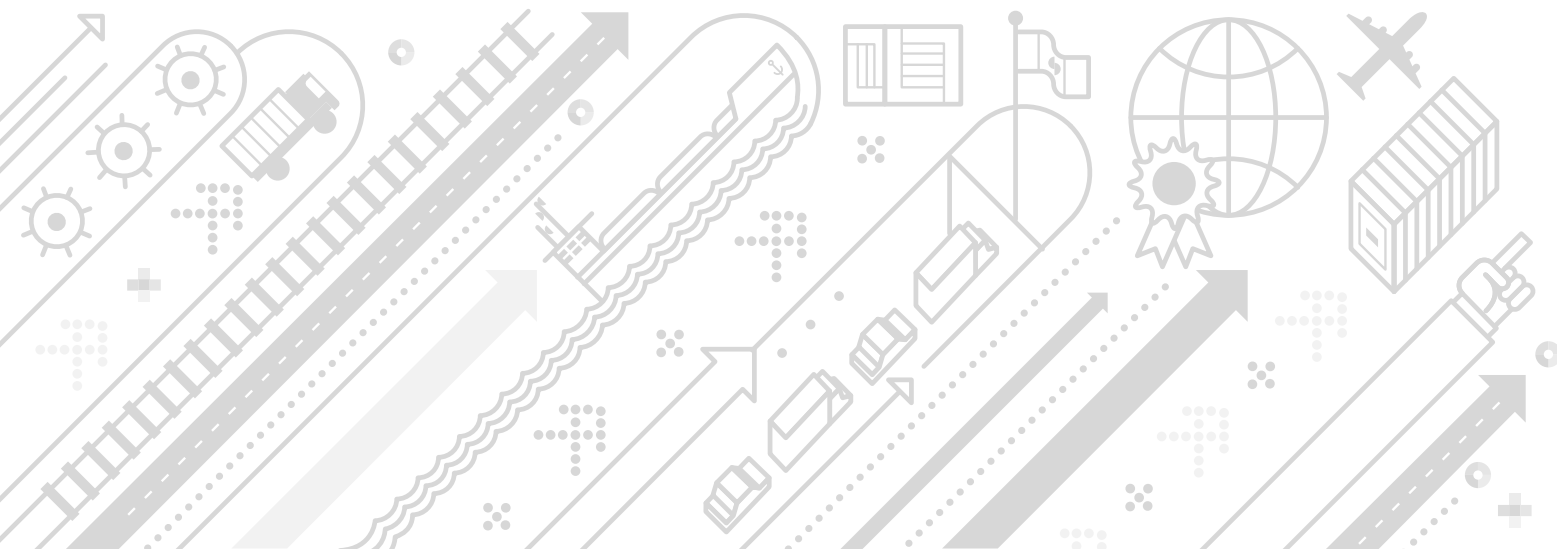
- 76个机场 (其中63个为国际机场)。²³
- 117个海港 (49个沿海港，68个远洋及沿海港；其中58个濒临太平洋，59在墨西哥湾沿岸)。²³
- 27,000公里铁路。²³
- 390,000余公里公路。²³

A WELL CONNECTED COUNTRY

- Mexico is a direct gateway to North America, Europe, Asia and Latin America, sharing a:
 - 3,155-kilometer border with the United States.²²
 - 958-kilometer border with Guatemala.²²
 - 276-kilometer border with Belize.²²
- Mexico is ranked:
 - 3rd worldwide in terms of the number of airports it has.²²
 - 2nd in Latin America in terms of kilometers of roads.²²
 - 3rd in Latin America in terms of kilometers of railroads.²²

MEXICO HAS:

- 76 airports (63 of which are international).²³
- 117 ports (49 cabotage, 68 deep-water and cabotage), 58 of which are located on the country's Pacific coast and the remaining 59 in the Gulf of Mexico²³
- 27,000 kilometers of railroads.²³
- Over 390,000 kilometers of roads.²³



汽车业

2015年产量:	三百四十万辆轻型车 ²⁴ 191,000辆重型车 ²⁵
2015年出口量:	两百八十万辆轻型车 ^{10, 24} 156,900辆重型车 ²⁵
2015年投资总额:	二十六亿三千七百万美元 ²⁶

商机

- 墨西哥所生产的车辆有81%被出口到全球100多个国家。^{24, 25}
- 美国2015年所进口的车辆中有28%组装于墨西哥。²⁷
- 美国2015年所销售的汽车中，每100辆轻型车就有11量来自于墨西哥，²⁵每10辆重型车就有8辆来自于墨西哥。²⁷
- 汽车相关金属加工业及汽车零部件加工所带来的市场总额超过九千五百万美元。^{13, 14}

墨西哥是...

- 世界第7大轻型汽车生产国。²⁸
- 世界第5大重型汽车生产国。²⁸
- 拉丁美洲第1大汽车制造国。²⁸
- 全球第4大轻型汽车出口国。^{10, 24}
- 全球第4大重型汽车出口国。²⁵

AUTOMOTIVE

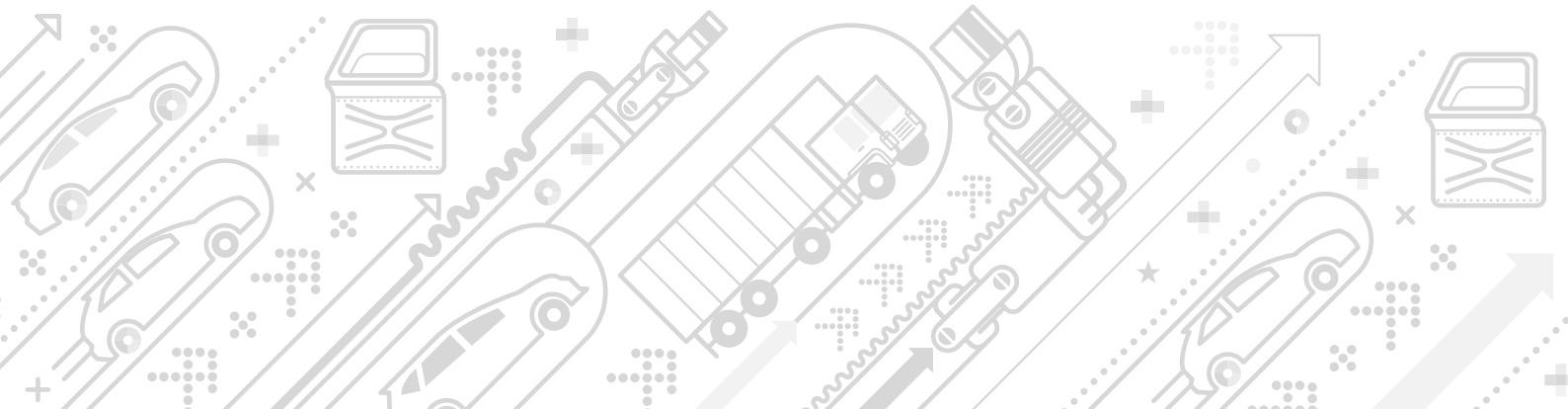
PRODUCTION 2015:	3.4 million light vehicles ²⁴ 191,000 heavy vehicles ²⁵
EXPORTS 2015:	2.8 million light vehicles ^{10, 24} 156,900 heavy vehicles ²⁵
INVESTMENT 2015:	2.6 billion usd ²⁶

OPPORTUNITY

- 81% of the output of Mexico's terminal automotive industry is exported to more than 100 countries.^{24, 25}
- 28% of the vehicles imported by the United States in 2015 were assembled in Mexico.²⁷
- 11 out of every 100 light vehicles²⁵ and 8 out of every 10 heavy vehicles²⁷ sold in the United States in 2015 were assembled in Mexico.
- Market opportunities for the metal-mechanical processes required by the Mexican automotive and auto parts industries are valued at over 95 billion usd.^{13, 14}

MEXICO IS RANKED THE...

- 7th largest producer of light vehicles globally.²⁸
- 5th largest producer of heavy vehicles globally.²⁸
- Leading vehicle manufacturer in Latin America.²⁸
- 4th largest exporter of light vehicles globally.^{10, 24}
- 4th largest exporter of heavy vehicles globally.²⁵



汽车零部件

2015年总产额: 八百一十七亿七千七百万美元²⁹
国内市场: 六百二十二亿两千三百万美元²⁹
2015年投资: 三十一亿一千九百万美元²⁶

商机

- 全球90%的知名汽车零部件制造商在墨西哥有工厂。³⁰
- 墨西哥所生产的汽车零部件中有70%为原装零部件。³¹
- 美国每10个进口零部件就有3个来自于墨西哥。²⁷
- 墨西哥汽车零部件生产成本比美国低12%。³²

墨西哥是...

- 全球第6大汽车零部件生产国。^{13, 29}
- 全球第6大和拉丁美洲第1大零部件出口国。^{10, 29}
- 全球第1大安全气囊出口国。¹³
- 美国第1大汽车零部件供应国。¹³

AUTO PARTS

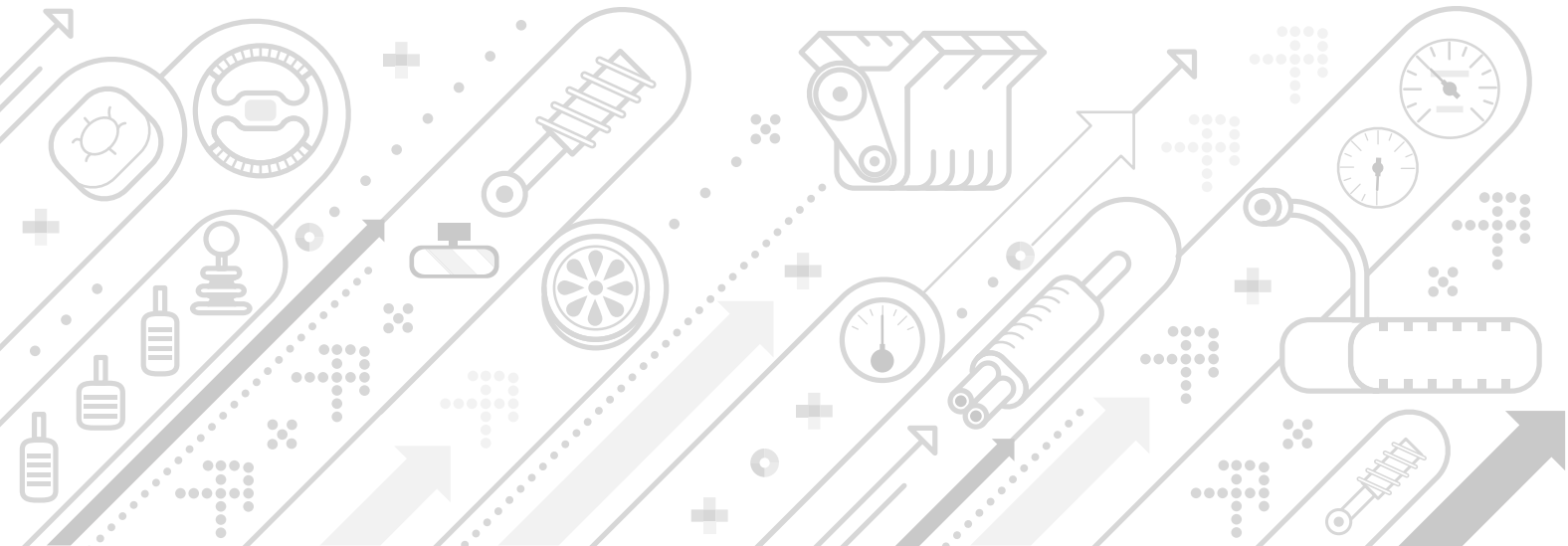
PRODUCTION 2015: 81.8 billion USD²⁹
DOMESTIC MARKET: 62.2 billion USD^{10, 29}
INVESTMENT 2015: 3.1 billion USD²⁶

OPPORTUNITY

- 90 of the world's 100 leading auto parts manufacturers have operations in Mexico.³⁰
- 70% of the auto parts manufactured in Mexico are purchased by OEMs.³¹
- 3 out of every 10 auto parts imported by the United States are manufactured in Mexico.²⁷
- Auto parts manufacturing costs are 12% lower in Mexico than in the United States.³²

MEXICO IS RANKED THE...

- 6th largest manufacturer of auto parts in the world.^{13, 29}
- World's 6th largest exporter of auto parts and the top exporter in Latin America.^{10, 29}
- Top exporter of air bags globally.¹³
- Main supplier of auto parts to the United States.¹³



航空航天工业

2015年出口总额: 六十六亿八千六百万美元⁹
2006-2015年投资总额: 十七亿九千八百万美元²⁶

商机

- 墨西哥的300余家航空航天企业中有72%以生产制造为主，而另有24%则从事设计，技术支持，以及维修保养等工作（MRO）。³³
- 墨西哥的工程技术人员参与了克雷塔罗州奇异研发设计中心的GENx涡扇发动机设计工程，该研发中心乃是美国奇异境外最大研发中心。
- 墨西哥生产组装Bombardier Learjet 85，Challenger，和Global的机身部分，主翼，尾翼，和电缆框架。
- 作为瓦圣纳协定会员，墨西哥能够进入潜在的军民两用科技出口市场。⁹

墨西哥是...

- 美国第7大航空航天业供应国。²⁷

AEROSPACE

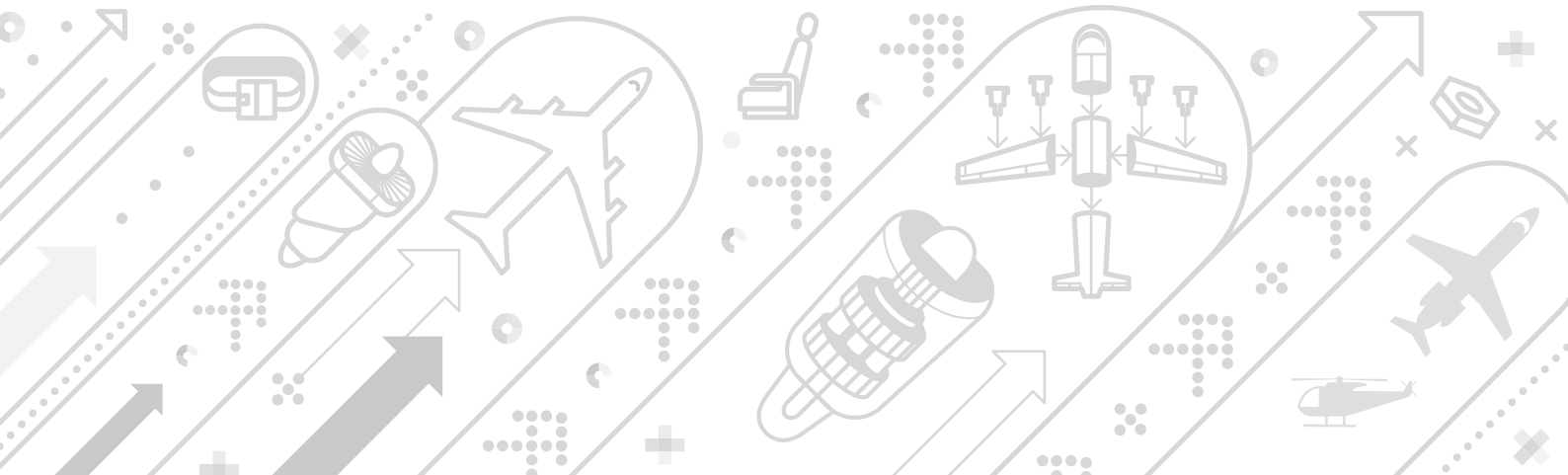
EXPORTS 2015: 6.7 billion USD⁹
INVESTMENT 2006-2015: 1.8 billion USD²⁶

OPPORTUNITY

- 72% of the 300-plus aerospace companies operating in Mexico are engaged primarily in manufacturing activities and 24% render design, engineering and MRO services.³³
- Mexican engineers helped design the GENx turbine at the GEIQ Center in Querétaro, GE's largest research and design center outside the United States.
- Mexico manufactures and assembles parts for the fuselage, wings, horizontal and vertical stabilizers and electrical harnesses installed on Bombardier's Learjet 85, Challenger and Global business jets.
- As a member of the Wassenaar Arrangement, Mexico has access to a potential market for dual-use high-tech exports.⁹

MEXICO IS RANKED THE...

- 7th most important supplier to the aerospace industry in the United States.²⁷



电器

2015年生产总额: 一百九十三亿七千三百万美元^{14, 15}

2015年出口总额: 三百五十三亿两千七百万美元¹⁰

墨西哥是...

- 全球第5大、拉丁美洲第1大电器出口国。¹⁰
- 拉丁美洲第2大电器生产国。¹⁵
- 美国第1大发电机供电设备供应国。³⁴
- 美国第2大照明设备及相关电器零部件供应国。³⁴

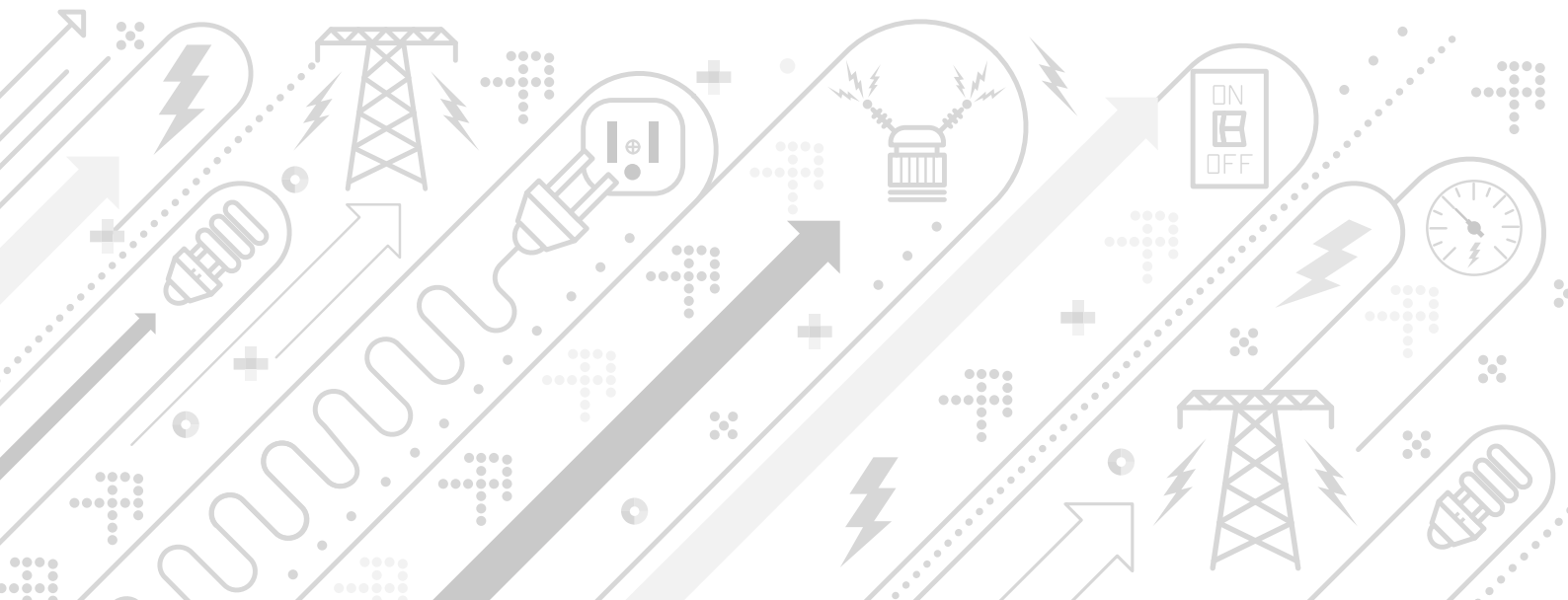
ELECTRIC

PRODUCTION 2015: 19.4 billion USD^{14, 15}

EXPORTS 2015: 35.3 billion USD¹⁰

MEXICO IS RANKED THE...

- Leading exporter of electrical goods in Latin America and the 5th largest globally.¹⁰
- 2nd largest producer of electrical goods in Latin America.¹⁵
- Top supplier of electricity generation and distribution equipment to the United States.³⁴
- 2nd largest supplier of lighting products, electrical equipment and accessories to the United States.³⁴



家电用品

2015年生产总额: 七十三亿两千万美元^{14, 15}

2015年出口总额: 一百一十九亿五千五百万美元¹⁰

墨西哥是...

- 全球第5、拉丁美洲第1大家电用品出口国。¹⁰
- 全拉丁美洲第1大家电生产国。¹⁵
- 全球第1大双门式冰箱出口国。¹⁰
- 全球第2大空调、中大型洗衣机和电热水器出口国。¹⁰
- 全球第3大燃气炉和压缩式冷藏设备出口国。¹⁰
- 美国第2大家电用品供应国。³⁴

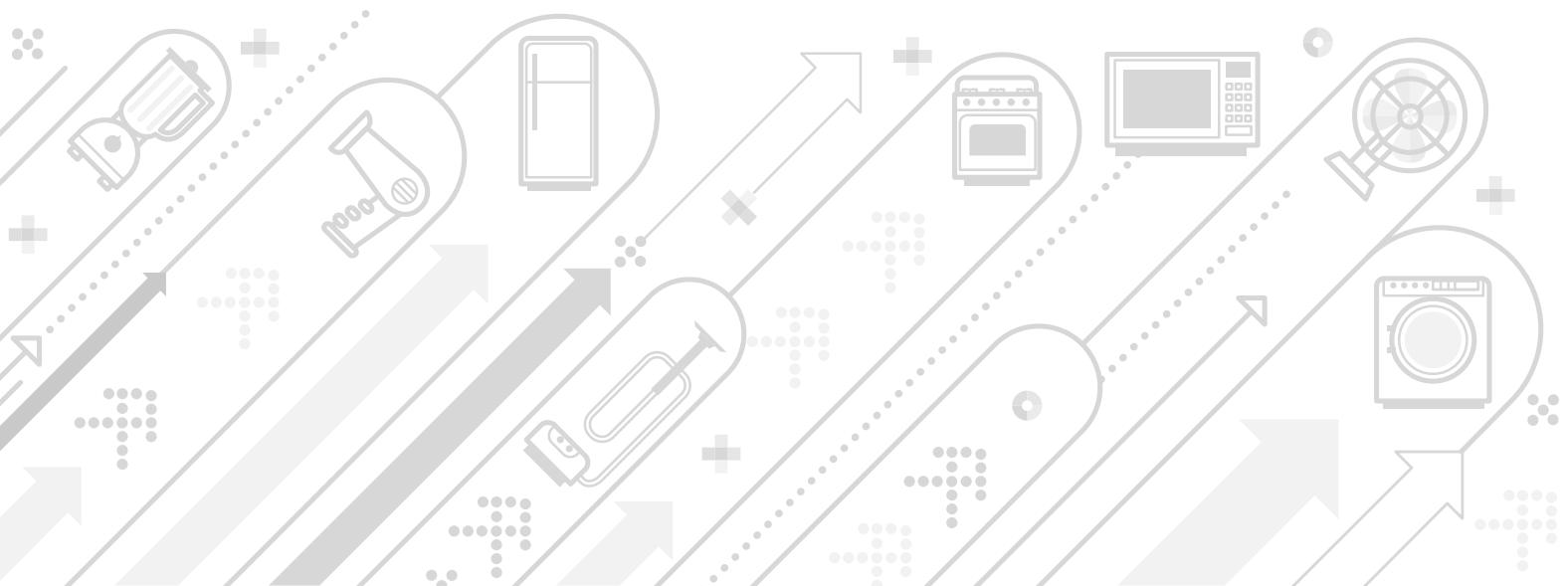
HOME APPLIANCES

PRODUCTION 2015: 7.3 billion USD^{14, 15}

EXPORTS 2015: 12 billion USD¹⁰

MEXICO IS RANKED THE...

- Leading exporter of home appliances in Latin America and the 5th globally.¹⁰
- Leading producer of home appliances in Latin America.¹⁵
- Number one global exporter of two-door fridge-freezers.¹⁰
- 2nd largest global exporter of air-conditioning equipment, washing machines with a capacity of 10 kilos or more and electric water heaters.¹⁰
- 3rd largest global exporter of gas stoves and compression-type refrigerators.¹⁰
- 2nd supplier of home appliances to the United States.³⁴



电子器具

2015年生产总额: 六百四十亿六千四百万美元^{13,14}

2015年出口总额: 七百八十三亿八千五百万美元¹⁰

商机

- 电子制造服务业 (EMS) 的全球最大10家跨国公司有9家在墨西哥设有工厂。
- 墨西哥的电子及电信设备制造成本比美国低15%。³²

墨西哥是...

- 全球第8大及全拉丁美洲第1大电子设备生产国。¹⁵
- 全球第10大及全拉丁美洲第1大电子设备出口国。¹⁰
- 全球最大平面电视出口国。¹⁰
- 全球第4大麦克风, 音响, 耳机, 电视, 相机, 及无线电等零组件出口国。¹⁰
- 全球第5大电脑出口国。¹⁰
- 全球第6大印刷电路出口国。¹⁰
- 美国第2大电子产品供应国。³⁴

ELECTRONICS

PRODUCTION 2015: 64 billion usd^{13,14}

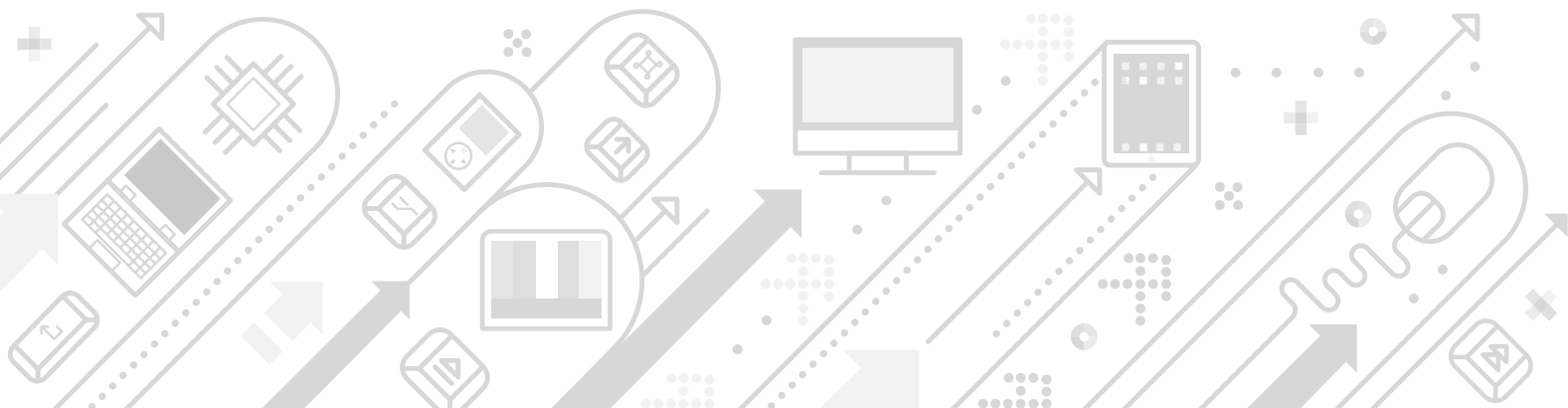
EXPORTS 2015: 78.4 billion usd¹⁰

OPPORTUNITY

- 9 of the world's 10 leading electronics manufacturing services (EMS) multinationals have operations in Mexico.
- It costs 15% less to manufacture electronics and telecommunications equipment in Mexico than it does in the United States.³²

MEXICO IS RANKED THE...

- Leading electronics producer in Latin America and the 8th largest globally.¹⁵
- Leading electronics exporter in Latin America and the 10th largest globally.¹⁰
- World's number one exporter of flat screen televisions.¹⁰
- World's 4th largest exporter of microphones, loudspeakers, headphones and parts for televisions, video cameras and radios.¹⁰
- World's 5th largest exporter of computers.¹⁰
- World's 6th largest exporter of printed circuits.¹⁰
- 2nd largest supplier of electronic products to the United States.³⁴



TOP DESTINATIONS FOR MEXICAN EXPORTS*

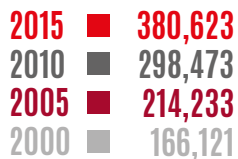
主要出口对象



墨西哥
MEXICO

TOTAL EXPORTS

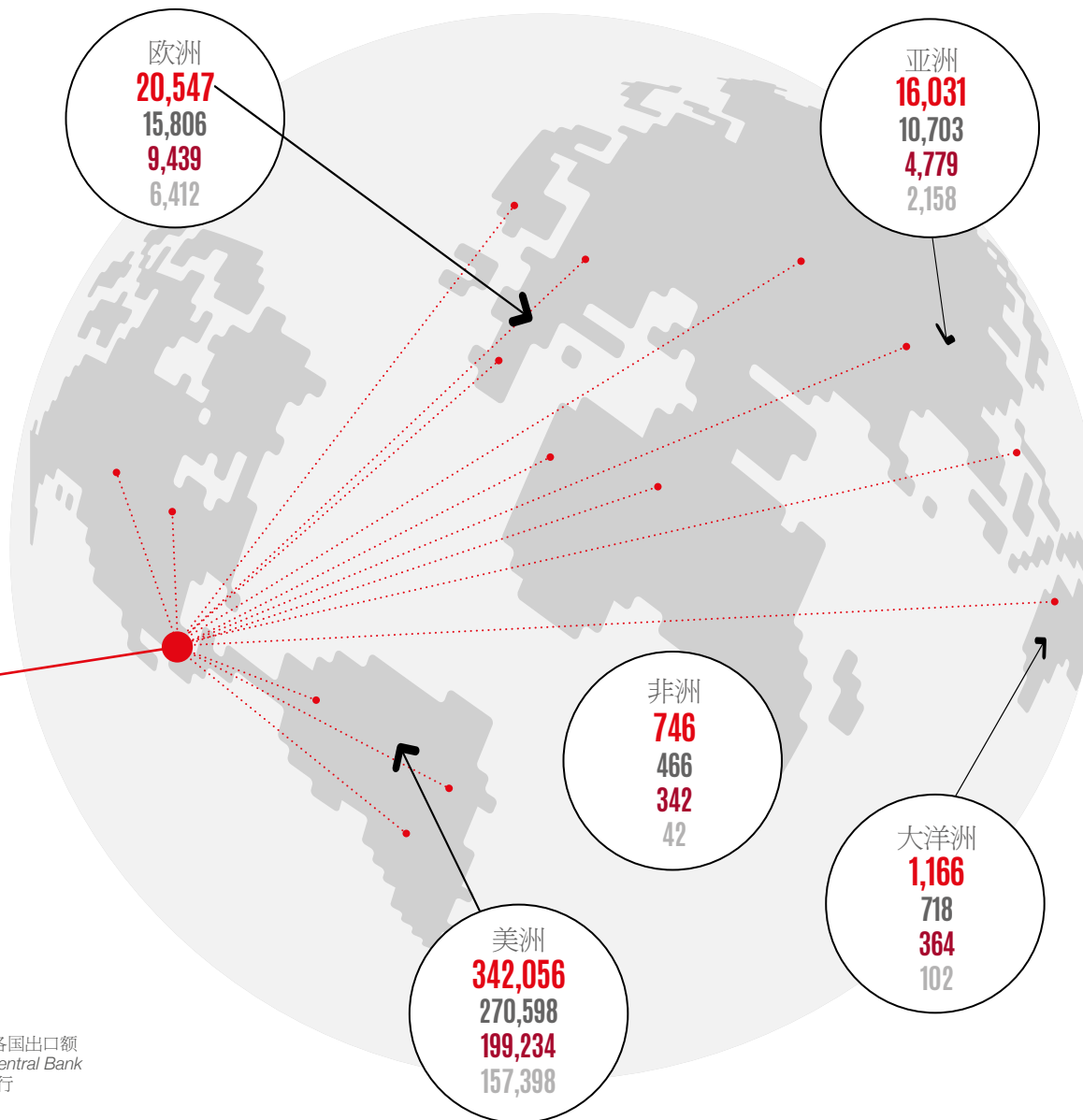
外销总额



*Mexican exports by country, 2015 / 2015年各国出口额
Source: ProMéxico with data from Mexico's Central Bank
资料来源: 墨西哥投资贸易局及墨西哥国家银行
All values in million USD / 以百万美元为单位

MEXICAN EXPORTS BY REGION

分区外销额



资讯科技

2013-2016年投资总额:* 十一亿五千万美元³⁵

*截至2016年6月

商机

- 墨西哥软件研发成本比美国低33%。³²
- 墨西哥的共享服务营运成本低于美国61%。³²
- 全世界30家最知名软件企业里就有26家在墨西哥营业。³⁶
- IAOP排名前7位的企业服务外包公司就有6家在墨西哥营运。³⁷
- 拉丁美洲33%的服务中心位于墨西哥。³⁸

墨西哥是...

- 拉丁美洲资讯科技第1投资对象国。³⁵
- 全球第8大资讯服务，支援，及联络中心本地化对象国。³
- 全球第3大资讯服务出口国。⁵²

INFORMATION TECHNOLOGIES

INVESTMENT 2013-2016:* 1.15 billion usd³⁵

*Data through 2Q 2016

OPPORTUNITY

- The operating costs of software development companies are 33% lower in Mexico than in the United States.³²
- The operating costs of shared service centers are 61% lower in Mexico than in the United States.³²
- 26 of the world's 30 leading software companies have operations in Mexico.³⁶
- 6 of the world's top 7 IAOP-rated Business Process Outsourcing (BPO) companies have operations in Mexico.³⁷
- 33% of all service centers in Latin America are located in Mexico.³⁸

MEXICO IS RANKED THE...

- Top investment destination for the IT industry in Latin America.³⁵
- 8th most important destination in the world for IT services, support services and contact centers.³
- World's 3rd largest exporter of IT services.⁵²



粮食

2015年总投资额: 十三亿零四百万美元³⁰⁴⁹

2015年总出口额*: 两百六十亿美元¹⁰

*食用农产品

商机

- 墨西哥为近20年来美国第2大粮食供应国。¹⁰
- 墨西哥是全美洲最具竞争力的粮食加工国，其生产成本比美国低11%。³²

墨西哥是...

- 全球第1大鳄梨出口国。^{10, 39}
- 美洲第3大食品加工国。¹⁵
- 全球第1大生鲜蓝鳍鲑，番石榴，芒果，木瓜，番茄和辣酱出口国。¹⁰
- 全球第2大西兰花，花椰菜，芦笋，柠檬，青柠，哈密瓜，核桃，西瓜，冷冻蓝鳍鲑，可可粉，及冷冻橙汁出口国。¹⁰
- 全球第3大芹菜，茄子，辣椒，覆盆子，草莓，黄瓜，及口香糖出口国。¹⁰
- 全球第4大蔬菜，根茎类，无咖啡因咖啡，及罐装水果出口国。¹⁰
- 全球第5大大蒜，洋葱，红葱头，螯虾，天然蜂蜜，甜饼干，和非巧克力甜品出口国。¹⁰

FOOD

INVESTMENT 2015: 1.3 billion USD⁹

EXPORTS 2015*: 26 billion USD¹⁰

*Agri-food sector

OPPORTUNITY

- Mexico has been the second-leading supplier of food to the United States for over two decades.¹⁰
- Mexico's processed food industry is the most competitive in America, with manufacturing costs 11% lower than those of the United States.³²

MEXICO IS RANKED THE...

- Leading global producer and exporter of avocado.^{10, 39}
- 3rd largest producer of processed food in America.¹⁵
- Leading global exporter of fresh bluefin tuna, guava, mango, papaya, tomatoes and salsas.¹⁰
- 2nd largest global exporter of asparagus, broccoli, cauliflower, lemon, lime, melon, walnuts, watermelon, frozen bluefin tuna, cocoa powder with added sugar and frozen orange juice.¹⁰
- 3rd largest global exporter of celery, chili peppers, cucumber, eggplant, strawberries, raspberries and chewing gum.¹⁰
- 4th largest global exporter of vegetables, roots and tubers, decaffeinated coffee and prepared/preserved citrus fruits.¹⁰
- 5th largest global exporter of garlic, onion, shallots, langoustine, natural honey, sweet cookies and candies without cocoa.¹⁰



酒水（饮料）

2015年总投资额： 七亿一千两百万美元⁹

商机

- 墨西哥生产并外销梅斯卡尔酒，龙舌兰酒，索托尔酒。此3种产品皆以原产地保护命名。
- 龙舌兰酒于2015年为全世界第8大外销蒸馏酒，其出口总额高达十一亿八千六百万美元（销售量为一亿五千九百万公升）。¹⁰

墨西哥是...

- 全球最大啤酒出口国（2015年出口二十八亿四千八百万公升）。¹⁰

BEVERAGES

INVESTMENT 2015: 712 million USD⁹

OPPORTUNITY

- Mexico produces and exports mezcal, tequila and sotol, three alcoholic beverages that have protected designation of origin.
- In 2015, Mexico exported 159 million liters of tequila valued at 1.19 billion USD, positioning this as the world's 8th most exported spirit.¹⁰

MEXICO IS RANKED THE...

- World's number one beer exporter (2.85 billion liters in 2015).¹⁰



医疗设备

2005-2015投资额： 1,94百万美元⁹

商机

- 墨西哥是全美洲生产医疗设备最具竞争力的国度，其成本要比美国低21%。⁴⁰

墨西哥...

- 全球第8和全拉丁美洲第1大医疗设备出口国。¹⁰
- 美国最大医疗设备供应国。¹⁰
- 全球第3大金属针管及缝针出口国。¹⁰
- 全球第4大医疗，手术，牙医，及兽医家具出口国。¹⁰
- 全球第5大医疗，手术，牙医，及兽医仪器出口国。¹⁰
- 全球第7大呼吸疗养器材出口国。¹⁰

MEDICAL DEVICES

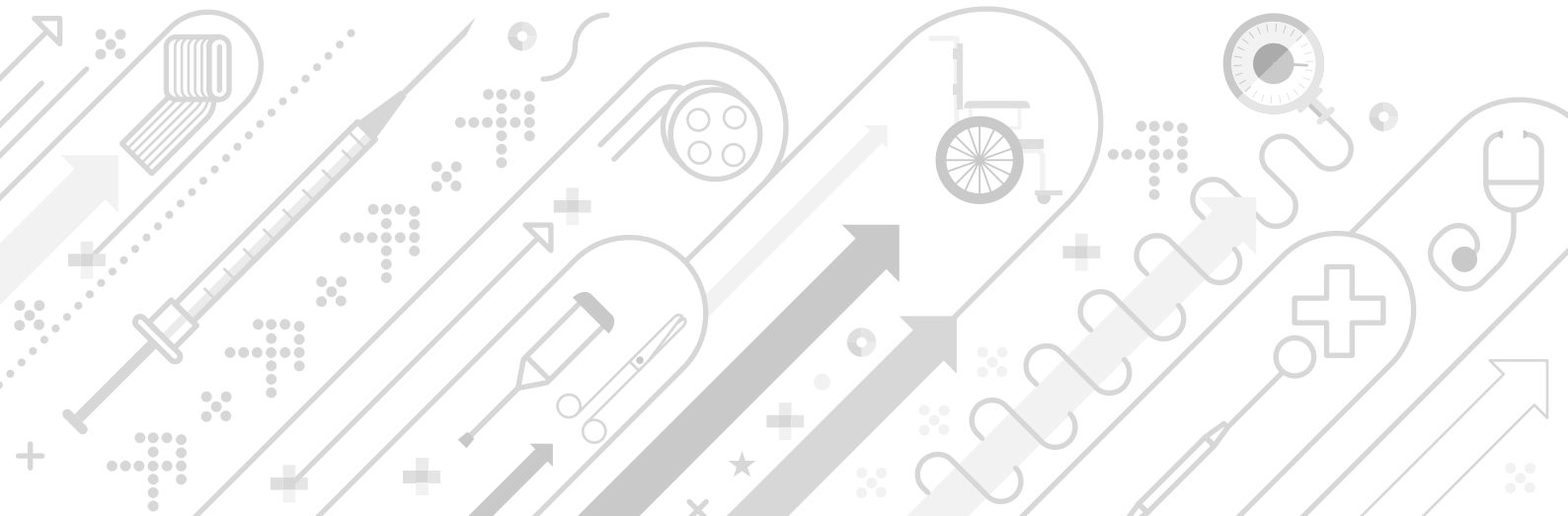
INVESTMENT 2005-2015: 1.94 billion USD⁹

OPPORTUNITY

- Mexico is America's most competitive manufacturer of medical devices, with manufacturing costs 21% lower than in the United States.⁴⁰

MEXICO IS RANKED THE...

- Number one exporter of medical devices in Latin America and the 8th globally.¹⁰
- Leading supplier of medical devices to the United States.¹⁰
- 3rd largest global exporter of suture needles and tubular metal needles.¹⁰
- 4th largest global exporter of medical, surgical, dental and veterinary fittings.¹⁰
- 5th largest global exporter of medical, surgical, dental and veterinary instruments and equipment.¹⁰
- 7th largest global exporter of respiratory therapy equipment.¹⁰



药物

2015年外销总额: 十九亿五千八百万美元¹⁰
1999-2015年投资总额: 三十五亿一千六百万美元⁹

商机

- 全球25家最知名药厂有20家在墨西哥设有业务。
- 墨西哥制药成本比美国低17%。⁴¹

墨西哥是...

- 拉丁美洲最大药物出口国。¹⁰
- 拉丁美洲第2大制药生产国。¹⁵

PHARMACEUTICAL

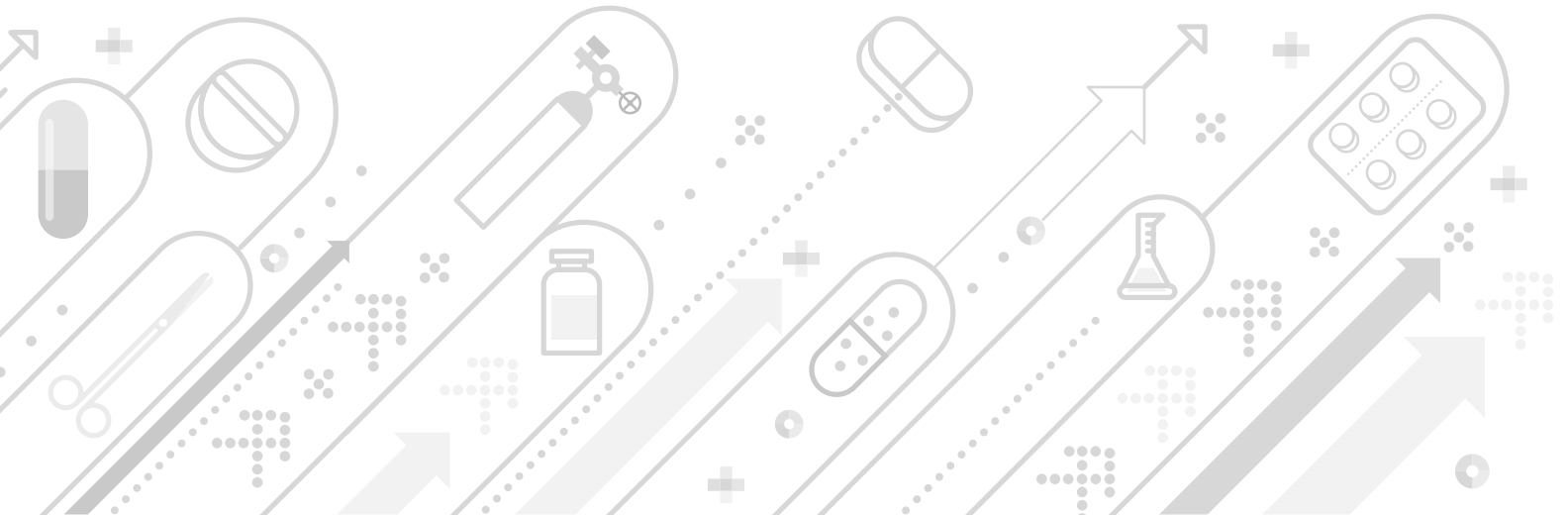
EXPORTS 2015: 1.96 billion usd¹⁰
INVESTMENT 1999-2015: 3.5 billion usd⁹

OPPORTUNITY

- 20 of the world's top 25 pharmaceutical companies have operations in Mexico.
- The industry's manufacturing costs are 17% lower in Mexico than in the United States.⁴¹

MEXICO IS RANKED THE...

- Leading exporter of pharmaceutical products in Latin America.¹⁰
- 2nd largest market for the pharmaceutical industry in Latin America.¹⁵



矿业

2015年生产总额: 一百三十四亿六千九百万美元¹⁴

商机

- 墨西哥矿业环境全球排名第5。⁴³

墨西哥是...

- 全球第4和全拉丁美洲第1矿业探勘投资对象国。⁴²
- 全球最大产银国。⁴⁵
- 全球第8大和全拉丁美洲第2大黄金出产国。⁴⁵
- 全球第3大铋出产国。⁴⁵
- 全球第3大铅出产国。⁴⁵
- 全球第5大镉出产国。⁴⁵
- 全球第6大锌出产国。⁴⁵
- 全球第7大盐生产国。⁴⁵
- 全球第10大铜出产国。⁴⁵

MINING

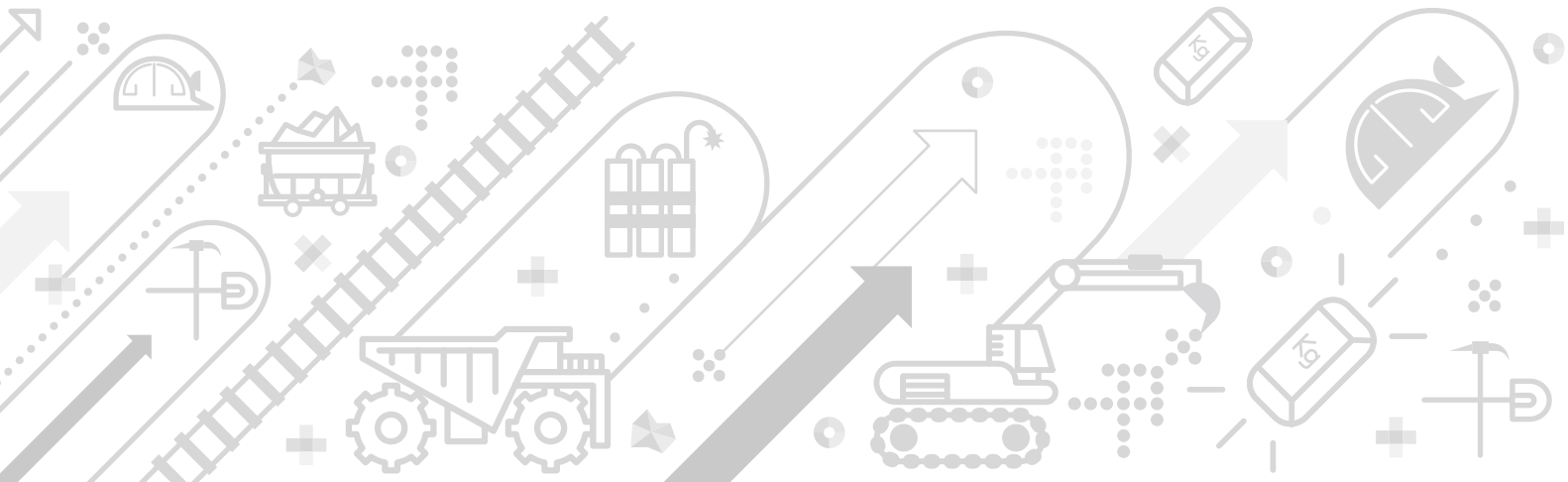
PRODUCTION 2015: 13.47 billion usd¹⁴

OPPORTUNITY

- Mexico is ranked 5th worldwide in terms of business opportunities in the mining sector.⁴³

MEXICO IS RANKED THE...

- Top destination for investment in mining projects in Latin America and 4th worldwide.⁴²
- World's number one silver producer.⁴⁵
- 2nd largest producer of gold in Latin America and the 8th globally.⁴⁵
- 3rd largest global producer of bismuth.⁴⁵
- 3rd largest global producer of lead.⁴⁵
- 5th largest global producer of cadmium.⁴⁵
- 6th largest global producer of zinc.⁴⁵
- 7th largest global producer of salt.⁴⁵
- 10th largest global producer of copper.⁴⁵



碳氢化合物

商机

- 墨西哥八十年首次开放其能源领域（烃业）对外公平竞争。
- 2015-2019年五年探勘及开采计划将经由4轮竞标通过，涵盖96个探勘区和237个开采区，其总面积高达235,000平方公里。
- 2015-2019年五年天然气输送扩张计划将包括重要气管招标及商用气管之开发。
- 墨西哥能源改革将能提供给投资者多元化的商机，全盘更新提炼，输送，供给，以及行销烃产品的能力。

OIL & GAS

OPPORTUNITY

- For the first time in 80 years, Mexico has opened its energy sector to global competition.
- The 2015-2019 Exploration and Extraction Plan provides for four tenders that include 96 exploration areas and 237 productive oilfields covering 235,000 square kilometers.
- The 2015-2019 National Plan for the Expansion of the Natural Gas Storage and Transport System provides for the tendering of strategic and domestic pipelines and the development of commercial pipelines.
- Mexico's energy reform opens up a great many supply chain opportunities and implies radical changes in the way oil and gas are transported, processed, distributed and sold.



可再生能源

2015年能量: 16,665 MW⁴⁶

商机

- 可再生能源占墨西哥发电总能量的25%。⁴⁶
- 2024年时，墨西哥35%的电力将由洁净能源科技提供；2035年为40%，2050年则高达50%。⁴⁷
- 墨西哥每日的平均日照为5.5 kWh/m²，足以产生8.5 kWh/m²。⁴⁷

墨西哥是...

- 全球第3大最具吸引力的太阳能投资对象国。¹⁵
- 拉丁美洲最具规模的太阳能板生产国，其生产总能量高达1,667 MW。⁴⁸

RENEWABLE ENERGIES

INSTALLED CAPACITY 2015 : 16,665 MW⁴⁶

OPPORTUNITY

- Renewable energies account for 25% of the country's total installed electricity generation capacity.⁴⁶
- By 2024, 35% of the electricity generated in Mexico will come from clean sources, rising to 40% in 2035 and 50% in 2050.⁴⁷
- Daily average insolation during the year in Mexico is 5.5 kWh/m², although values in excess of 8.5 kWh/m² have been recorded.⁴⁷

MEXICO IS RANKED THE...

- 3rd most attractive global destination for investment in photovoltaic solar energy projects.¹⁵
- Latin American country with the largest photovoltaic panel manufacturing base, with an annual production capacity of over 1,667 MW.⁴⁸



时装和纺织

纺织及服饰

2015年总出口额: 六十七亿美元¹⁰

皮制品和鞋类

2015年总生产额: 两亿五千一百万双鞋^{14, 49}

2015年总出口额: 十三亿七千五百万美元¹⁰
(两千七百万双)⁴⁸

墨西哥是...

- 全球第15大和全拉丁美洲第1大成衣外销国。¹⁰
- 美国第5大纺织品供应国。¹⁰
- 美国和加拿大两国第6大珠宝供应国。¹⁰
- 全球第9大鞋类生产国。^{14, 49}
- 全球第13大银饰出口国。¹⁰

FASHION & DESIGN

TEXTILE & CLOTHING

EXPORTS 2015: 6.7 billion USD¹⁰

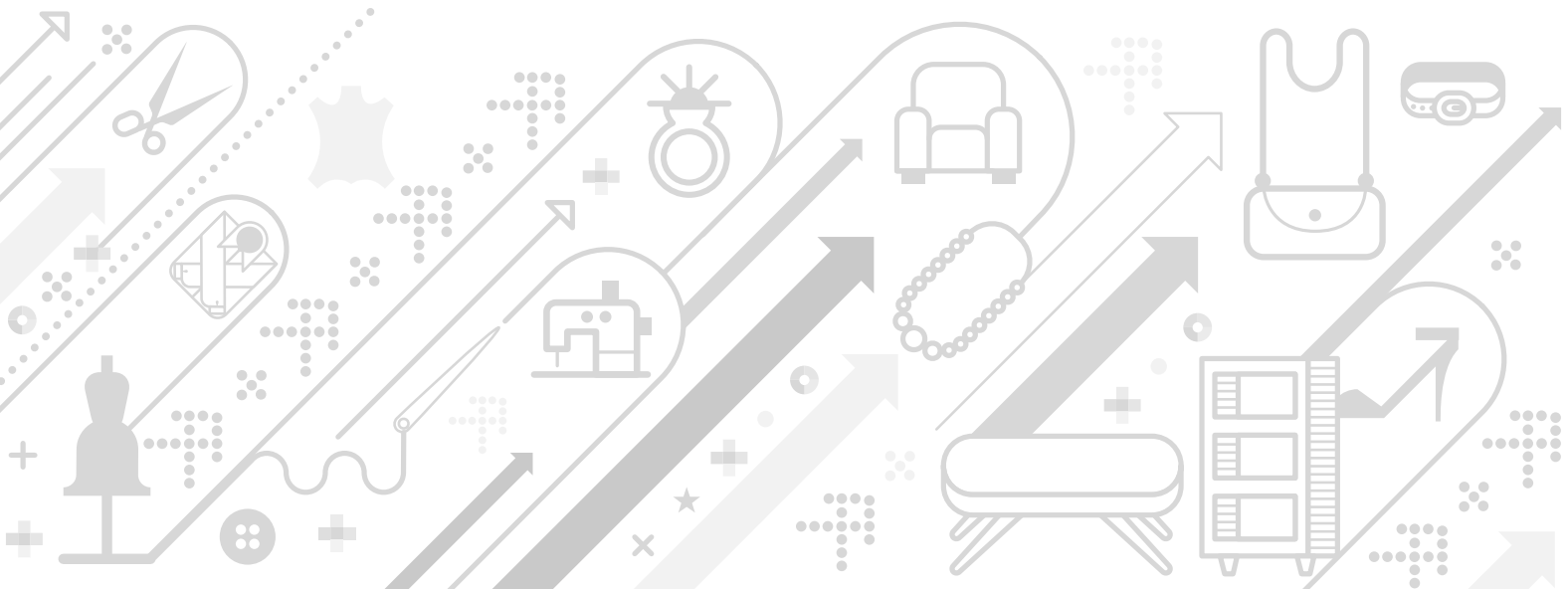
LEATHER & FOOTWEAR

PRODUCTION 2015: 251 million pairs of shoes^{14, 49}

EXPORTS 2015: 1.37 billion USD¹⁰
(27 million pairs of shoes)⁴⁸

MEXICO IS RANKED THE...

- Leading exporter of apparel to Latin America and the 15th largest exporter worldwide.¹⁰
- 5th largest supplier of textiles and apparel to the United States.¹⁰
- 6th largest supplier of jewelry to Canada and the United States.¹⁰
- World's 9th largest footwear producer.^{14, 49}
- World's 13th largest exporter of silver jewelry.¹⁰



创作业

创作智产出口: 六十亿美元⁵⁰
媒体平台销售: 两百六十亿美元³⁶

商机

- 其得天独厚的地理位置，让墨西哥成为西语国家创作业最重要的平台。
- 墨西哥制作生产的影视作品畅销全世界100余国，并在美国市场日趋壮大。
- 墨西哥有1500余家影视制作，后制作，动画，和数位影像处理公司。
- 数位创作城 (哈利斯科州瓜达拉哈拉市) 将成为拉丁美洲最重要的创作业，数位处理，和娱乐业重镇。

墨西哥是:

- 拉丁美洲最大创作资源国。⁵⁰
- 拉丁美洲西语国最大电子游戏市场。³⁶
- 全球第4大电影业市场（以观众人数而言）。⁵¹
- 全球第6大动画，电子游戏，软件，及数位化内容出口国。⁵⁰

CREATIVE INDUSTRIES

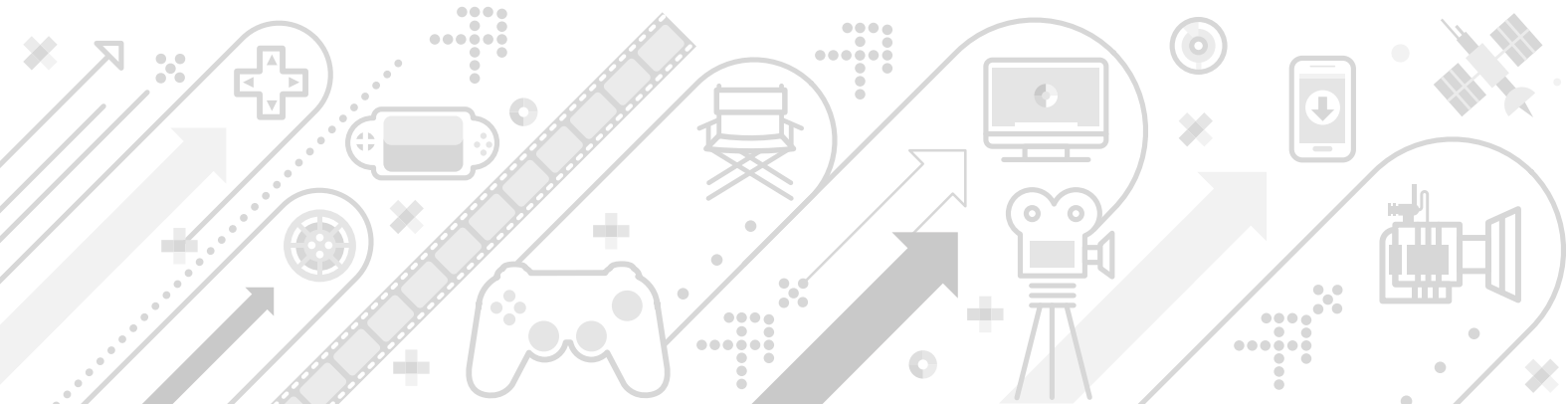
EXPORTS OF CREATIVE GOODS: 6 billion USD⁵⁰
MASS MEDIA SALES: 26 billion USD³⁶

OPPORTUNITY

- Due to its geographical location, Mexico is the ideal platform for the production of creative goods for the Spanish-speaking market.
- Contents filmed and produced in Mexico are exported to more than 100 countries and are in growing demand by the Spanish-speaking market in the United States.
- In Mexico, there are 1,500 companies rendering production, post-production, animation and digital services.
- The Digital Creative City (Guadalajara, Jalisco) will be the most important cluster in Latin America for the creative, digital and entertainment industries.

MEXICO IS RANKED THE...

- Number one exporter of creative goods in Latin America.⁵⁰
- Leading Spanish-speaking market for video games in Latin America.³⁶
- 4th largest global market for the film industry in terms of theatergoers.⁵¹
- World's 6th largest exporter of animation, video games, software and digital contents.⁵⁰



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