

Doing business in the agri-food sector in Mexico

January 25, 2022

Trade Commissioner Service
Export and Development Canada



Agenda

- Country overview and key statistics
- Trends and market opportunities
- Overview of the Mexican retail sector
- Key market considerations
- Market entry strategies
- Export Development Canada
- Trade Commissioner Service
- Answers to your questions



OVERVIEW AND KEY STATISTICS



Mexico : A snapshot

Population (2020)	128,9 million
Median age (2020)	29.2 years old (93% is 65 yrs and under)
GDP growth (2021)	-8.2% (2020), +5.9% (2021); +3.3% (2022)
GDP per capita (2020)	Current US\$ 8,346.7
Minimum wage (2021)	MXN\$ 141.70 per day (~ CAD\$ 8.47)
Urban population (2020)	81%
Poverty index (2020)	43.9%

- Middle class makes up ~ 39.2% of the population
- Data from the OECD, the World Bank and the INEGI



Mexico's agri-food needs

9th largest importer of agri-food products in the world

- 2020 total agri-food imports from world: US\$28.1 billion (~40% of total consumption)
- 2021 (Jan-Aug): US\$24.6 billion vs. 2020 (Jan-Aug): US\$18.2 billion = +35% (COVID recovery)

Product	(Jan-Aug 2020)	(Jan-Aug 2021)
1. Corn	US\$ 2.00 billion	US\$ 3.40 billion
2. Soybeans	US\$ 1.42 billion	US\$ 2.36 billion
3. Pork	US\$ 1.03 billion	US\$ 1.64 billion
4. Wheat	US\$ 731 million	US\$ 1.11 billion
5. Beef	US\$ 500 million	US\$ 802 million
6. Skim milk powder	US\$ 500 million	US\$ 630 million
7. Canola seed	US\$ 365 million	US\$ 610 million
8. Soybean meal	US\$ 424 million	US\$ 602 million
9. Chicken cuts and edible offals	US\$ 283 million	US\$ 444 million
10. Brewing or distilling dregs and waste	US\$ 250 million	US\$ 428 million



Canada-Mexico agri-food trade

- 4th largest export destination for Canadian agriculture products
- Complementary Trade
- Mexico's agri-food imports from Canada: US\$1.7 billion (Jan-Aug 2021) vs US\$1 billion (Jan-Aug 2020) = +61%
- Canada's agri-food imports from Mexico: US\$1.8 billion (Jan-Aug 2021) vs US\$1.7 billion (Jan-Aug 2020)

Mexico's top 10 food imports from Canada:

	Jan-Aug 2020	Jan-Aug 2021
1. Canola seed	US\$ 365 million	US\$ 610 million
2. Pork	US\$ 112 million	US\$ 277 million
3. Wheat	US\$ 145 million	US\$ 180 million
4. Refined canola oil	US\$ 63 million	US\$ 152 million
5. Beef	US\$ 47 million	US\$ 103 million
6. Frozen french fries	US\$ 35 million	US\$ 42 million
7. Malt	US\$ 36 million	US\$ 39 million
8. Waffles and wafers	US\$ 20 million	US\$ 36 million
9. Oats	US\$ 44 million	US\$ 33 million
10. Animal feed	US\$ 24 million	US\$ 19 million

Distribution of total Mexican imports of Canadian agri-food products

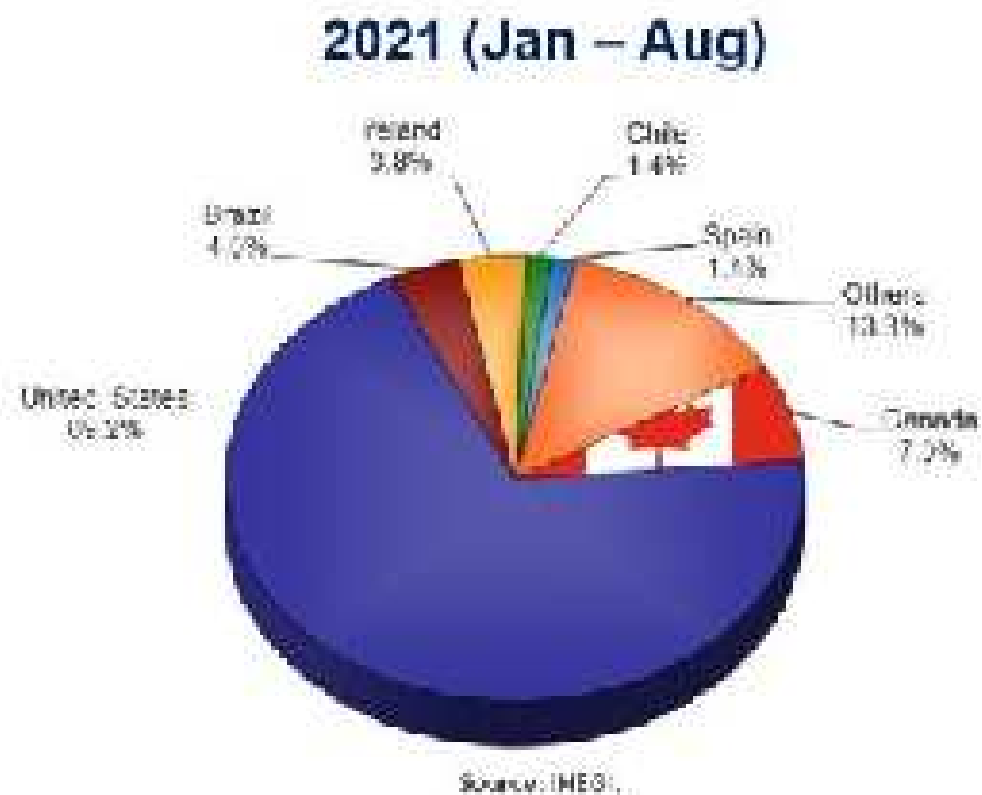
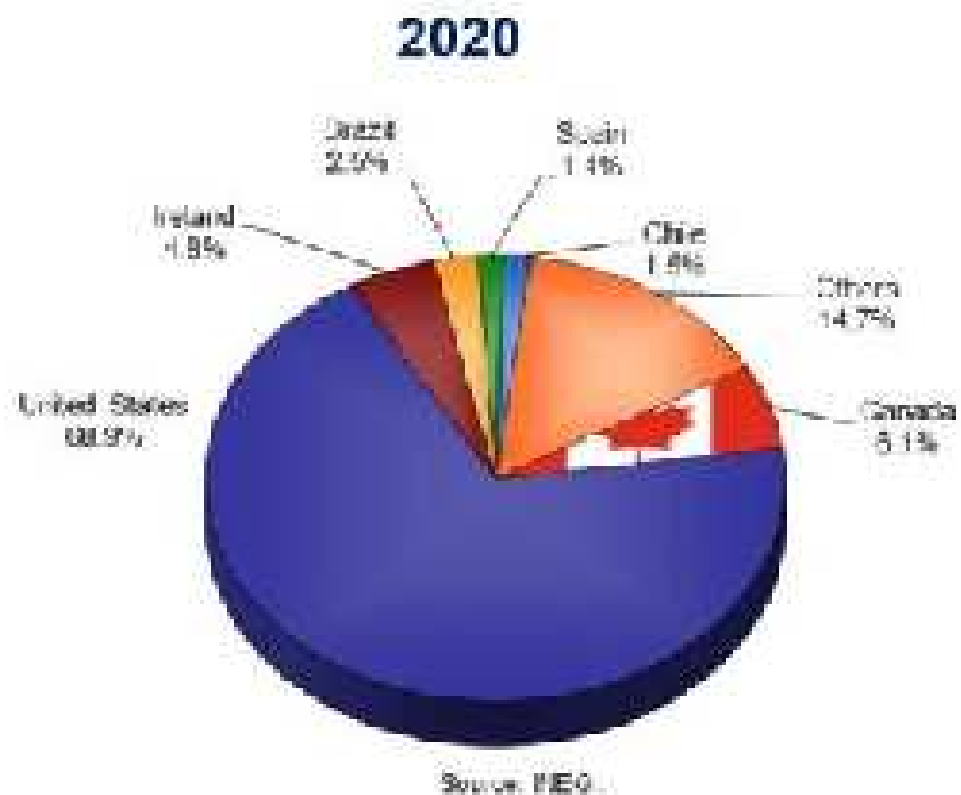
50% - bulk/commodities

20% - intermediate

30% - consumer-ready



Canada's key competitors



TRENDS AND MARKET OPPORTUNITIES





Trends

Consumers increasingly looking for healthier food options

Convenience and health as main drivers for product development in Mexico

Mexican food manufacturers are anticipating increased demand for:

- Allergen-free products or products that cater to various food intolerances
- Labels that include GMO-free or sustainable certifications
- “Clean” labels (i.e. with fewer/simpler ingredients)
- Superfoods and grains for greater nutritional value
- Vegetarian/vegan products, plants-based, organics

Desire to diversify supply sources away from the U.S.



Market opportunities

RETAIL:

- “Ready-to-eat” or “ready-to-cook” food
- Health and wellness products
- Private label
- Gourmet products

**Identify
market
niches!**

FOOD INGREDIENTS:

Opportunities exist for food ingredients that are:

- rich in fiber, omegas, vitamins, minerals and probiotics.
- have high protein and fiber content such as wheat, oats, pulses, etc.
- non-artificial food additives used to enhance the taste, color and texture of food
- Premium and innovative food ingredients that can help differentiate processed food products and provide value-added.

Retail sales of food and beverages in Mexico, historic and forecasted (measured in US\$ millions, 2015-2023)

Category	2015	2019	*CAGR (%) 2015-2019	2020	2023	*CAGR (%) 2020-2023
Total – food & beverages	183,573.1	229,916.9	5.8	228,775.8	258,239.1	4.1
Food total:	108,311.5	131,263.0	4.9	139,813.3	150,357.2	2.5
Meat	33,985.1	42,629.0	5.8	44,720.5	48,630.6	2.8
Bakery & cereals	26,223.1	31,300.3	4.5	33,641.8	35,667.7	2.0
Dairy & soy food	15,415.8	17,667.2	3.5	18,979.3	19,555.6	1.0
Fish & seafood	9,604.8	11,267.9	4.1	11,999.4	12,466.7	1.3
Confectionery	4,678.9	5,797.5	5.5	6,168.4	6,755.3	3.1
Seasonings, dressings & sauces	4,374.1	5,282.6	4.8	5,704.5	6,125.7	2.4
Savory snacks	3,776.0	4,784.6	6.1	4,848.5	5,372.1	3.5
Beans & pulses	2,718.6	3,256.0	4.6	3,669.1	4,080.4	3.6
Syrups & spreads	1,540.8	1,941.2	5.9	1,986.6	2,175.6	3.1
Other canned food	1,491.3	1,858.7	5.7	2,205.9	2,669.9	6.6
Oils and fats	1,427.9	1,587.4	2.7	1,689.4	1,851.0	3.1
Pasta & noodles	780.1	979.3	5.8	1,163.6	1,497.0	8.8
Ice cream	596.9	797.0	7.5	778.3	920.3	5.7
Prepared meals	496.8	626.8	6.0	662.6	704.7	2.1
Other dried food	493.4	615.5	5.7	664.6	804.4	6.6
Other frozen food	365.0	419.6	3.5	440.7	494.0	3.9
Soups	212.2	271.2	6.3	294.7	353.5	6.3
Meat substitutes	105.1	150.5	9.4	162.8	196.7	6.5
Savory & deli foods	25.4	30.8	4.9	32.4	36.1	3.6
Non-alcoholic beverages total:	43,372.8	56,114.0	6.7	54,478.2	64,434.3	5.8
Mineral waters, juices & other drinks	40,699.6	52,604.8	6.6	51,377.3	61,336.7	6.1
Hot drinks - coffee, tea & other	2,673.2	3,509.2	7.0	3,101.0	3,097.6	-0.04
Alcoholic drinks total:	31,888.9	42,539.9	7.5	34,484.3	43,447.6	8.0
Beer	18,745.2	25,183.5	7.7	20,472.2	26,903.2	9.5
Spirits	11,108.2	14,450.9	6.8	12,200.2	14,137.5	5.0
Wine	2,035.5	2,905.5	9.3	1,811.9	2,406.9	9.9
Non-alcoholic/alcoholic drinks total:	75,261.7	98,653.9	7.0	88,962.5	107,881.8	6.6



OVERVIEW OF THE MEXICAN RETAIL SECTOR

Overview of Mexico's most important national retailers

- Walmart de México y Centroamérica
- Organización Soriana
- Grupo Comercial Chedraui
- Costco MEXICO



Walmart de México y Centroamérica

- HQ in Mexico City, CDMX
- Over 2,600 stores in Mexico
- Formats

Discount stores: Bodega Aurrera

Hypermarkets: Walmart

Supermarkets: Superama

Club Stores: Sam's Club

Pharmacies: Medimart

Online retailing: Walmart, Superama, Sam's Club



Organización Soriana

- HQ in Monterrey, Nuevo León
- 796 stores
- Formats
 - **Convenience:** Super City (franchise)
 - **Discount stores:** Mercado Soriana, Soriana Express
 - **Hypermarkets:** Soriana Hiper
 - **Supermarkets:** Soriana Súper
 - **Club Stores:** City Club
 - **Online retailing:** www.soriana.com



Grupo Comercial Chedraui

- HQ in Mexico City, CDMX
- 260 stores; presence in 25 states
- Formats
 - **Discount stores:** Súper Chedraui
 - **Hypermarkets:** Chedraui
 - **Supermarkets:** Chedraui Selecto
 - **Online retailing:** www.chedraui.com.mx
- Interesting fact
 - Operates in the U.S. under the banner El Super.



Costco MEXICO

- HQ in San Diego, California
- 39 stores
- Format
 - Club Stores
- Interesting fact
 - Most purchasing decisions made in San Diego



Overview of Mexico's most important regional retailers

- H-E-B
- Casa Ley
- S-Mart
- La Comer



Casa Ley

- HQ in Guadalajara, Jalisco
- 284 stores in 10 states
- **Banners:**
 - Ley
 - Ley Express
 - Super Ley
 - Ley Mayoreo
 - Super Ley Express
- **Private label brand:**
 - Ley



H-E-B

- Central office in San Antonio, TX / Mexico division offices in Monterrey
- 76 stores in 7 states
- **Banners:**
 - H-E-B
 - Mi Tienda del Ahorro
- **Private label brands:**
 - H-E-B
 - Hill Country Fare
 - EconoMax
 - Season's Select
 - Central Market Organics



Grupo La Comer

- HQ in Mexico City, CDMX
- 75 stores and 2 distribution centres in 12 states
- **Banners:**
 - La Comer
 - City Market
 - Fresko
 - Sumesa



S-Mart

- HQ in Ciudad Juárez, Chihuahua
- 89 stores in 3 states
- **Private label brands:**
 - S-Mart*
 - Valu Time
 - Food Club



Top 3 Convenience Stores

- OXXO
- 7-Eleven
- Circulo K



Top Departments Stores

- Liverpool
- El Palacio de Hierro



OXXO

- HQ in Monterrey, Nuevo León
- Owned by Grupo Finsa
- More than 17,400 stores in Mexico
- ~77% market share



7-Eleven

- Mexican HQ in Monterrey, Nuevo León
- +1,800 stores in 13 States
- 11.2% market share



Circulo K

- HQ in Mexico City, CDMX
- Owned by Alimentation Couche-Tard
- ~ 1250 stores
- 5.6% market share
- Important fact
 - Does not import directly at the moment



Liverpool

- 122 stores (13 include an Experiencia Gourmet area)
- Caters to medium-high class consumers
- Also operates 131 Suburbia stores and 111 specialized boutiques (Pottery Barn, GAP, etc.)



El Palacio de Hierro

- Leading Mexican luxury department store for high-end costumers
- 13 luxury department stores; 3 boutiques; 2 home furnishing stores
- Has presence in major cities and touristic regions

El Palacio de Hierro
SOY TOTALMENTE PALACIO®

KEY MARKET CONSIDERATIONS

Considerations for the Mexican market

- Price sensitive market
- Credit terms
 - Walmart – 45 to 90 days
 - La Comer– 45 to 60 days
 - Soriana – 45 to 60 days
 - Chedraui – 60 to 75 days
- High local transportation costs
- Mexican measures to fight obesity
- Tariff benefits for Canadian food products in Mexico
- Legal requirements and other measures



Mexican measures to fight obesity - tax on high-calorie foods

- MXN\$1.26 (~C\$0.08) per liter on the sale of flavoured beverages with added sugar
- 8% tax on sale price of non-basic food with high caloric values (≥ 275 kcal per 100 grams)

Items impacted by the measures

- Soft drinks
- Potato chips
- Fried foods
- Snacks
- Chocolates
- Candies
- Ice cream
- Cakes
- Sweet breads
- Desserts



Tariff and non-tariff benefits for Canadian food products

- Under CUSMA, most CDN agri-food products have duty free access to Mexico (except poultry, eggs, dairy and sugar).
- Some Canadian products with no preferential access under CUSMA such as dairy products can be exported to Mexico duty free or with a preferential duty under TRQs that Mexico has established under WTO or CPTPP.
- Under CPTPP, the tariffs applied on Canadian poultry products are also gradually being eliminated.
- Most Canadian agri-food products have a sanitary protocol for export to Mexico. If no protocol available, negotiations between competent authorities would be required.



Mexican government departments involved in the regulation of agri-food imports

Animal and Plant Health, Food Safety and Food Quality National Service (SENASICA)

Imports of plants, animals and derived products:

- Zoo-sanitary import requirements
- Phytosanitary import requirements
- Fish health import requirements



Federal Commission for the Protection against Sanitary Risks (COFEPRIS)

Imports of fish, seafood, dairy products, and natural health care products (i.e. supplements, vitamins)



Mexican Ministry of Economy (SE)

Labelling regulations
Tariff rate quotas



Mexican Customs (ADUANAS)

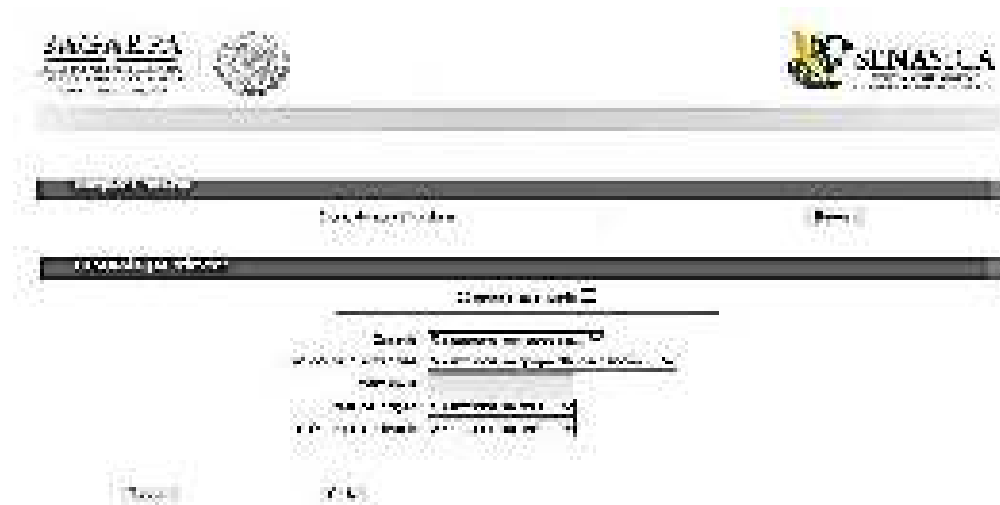
Customs clearance



SENASICA's online module of sanitary import requirements

The existing sanitary import requirements for meat, animals and plant products are available at SENASICA's on-line modules:

- Meat and animal products: <http://sistemas.senasica.gob.mx/mcrz/moduloConsulta.jsf>
- Plant products: <https://sistemasssl.senasica.gob.mx/mcrfi/>



BEFORE shipping, Canadian exporters should check there are sanitary import requirements available for the product to export and the conditions to be met, in order to request a proper Sanitary Export Certificate from CFIA.

Processed foods

- Many processed food products are not subject to specific sanitary import requirements in Mexico, but there are some exceptions such as:
 - Fish, seafood, dairy products and nutritional supplements, which would require a sanitary import permit from COFEPRIS.
- All meat products require compliance of SENASICA requirements.
- Nevertheless, all processed food products are required to comply with the applicable Mexican labelling regulations



Labelling regulations for food and beverages to be sold in Mexico



Product name and description

List of ingredients

Nutritional Information

Preservation legend, Expiration date and Lot No.

Country of origin

Cont. Net. **350 g**

Net content

✓ **NOM-051-SCFI/SSA1-2010**: General Labelling Standard for pre-packaged foods and non-alcoholic beverages for direct sale to consumers.

✓ **Mandatory information in Spanish** that according to NOM-051 must appear in the labels of pre-packaged foods and non-alcoholic beverages for retail sale.



Recent front-of-package changes to NOM-051

- In order to encourage a healthier diet, changes to the NOM-051 were officially introduced on **Dec. 1, 2020**.
- As part of these changes, black, octagonal-shaped warning seals with the word “Excess” are now required to be included in the front-of-package (FOP) of foods and non-alcoholic beverages that meet 2 conditions:

1) That have “added” sugars, fats or sodium, and

2) That “exceed” certain pre-established thresholds

- Labels must include as many warning signs as applicable (from 1 up to 5) in the following order from left to right:



- Products with a FOP ≤ 40 cm² should include only ONE seal indicating the number of components in excessive amount, as follows:



Recent front-of-package changes to NOM-051

- Since **Dec. 1, 2020**, rectangular-shaped cautionary legends must also be used (**when applicable**) with the following text and in the following format (specific size and font indicated in the text of the NOM):

CONTIENE EDULCORANTES, NO RECOMENDABLE EN NIÑOS

(CONTAINS SWEETENERS, NOT RECOMMENDED FOR CHILDREN)



CONTIENE CAFEÍNA – EVITAR EN NIÑOS

(CONTAINS CAFFEINE – AVOID IN CHILDREN)



- **No cartoons, celebrities or athletes allowed** on the labels of products with one or more octagonal warning signs.
- **Added sugars** must be declared as: “azúcares añadidos” (added sugars) in the list of ingredients.
- Companies should review **all changes in the full text** of the Amendment to NOM-051: http://www.dof.gob.mx/2020/SEECO/NOM_051.pdf (only available in Spanish).

Other important remarks related to labelling

- According to an official criteria to evaluate compliance of NOM-051 that Mexico published on July 10, 2020, **stickers are allowed on imported products**, as long as they comply exactly with all the commercial/sanitary information requirements included in the Amendment to NOM-051:
http://dof.gob.mx/nota_detalle.php?codigo=5596558&fecha=10/07/2020
- Canadian companies are strongly advised to work with their Mexican importers and/or **private verification units authorized by the Mexican government** to certify that labels comply with the new NOM-051:
https://www.gob.mx/cms/uploads/attachment/file/7373/2013_05_21_UVA_NOM_051.pdf
(at the end of the process the verification units can issue a certificate of compliance).
- Please note that there are other labelling NOMs for specific products: bakery products (NOM-247), chocolates (NOM-186), alcoholic beverages (NOM-142), etc., which complement NOM-051.

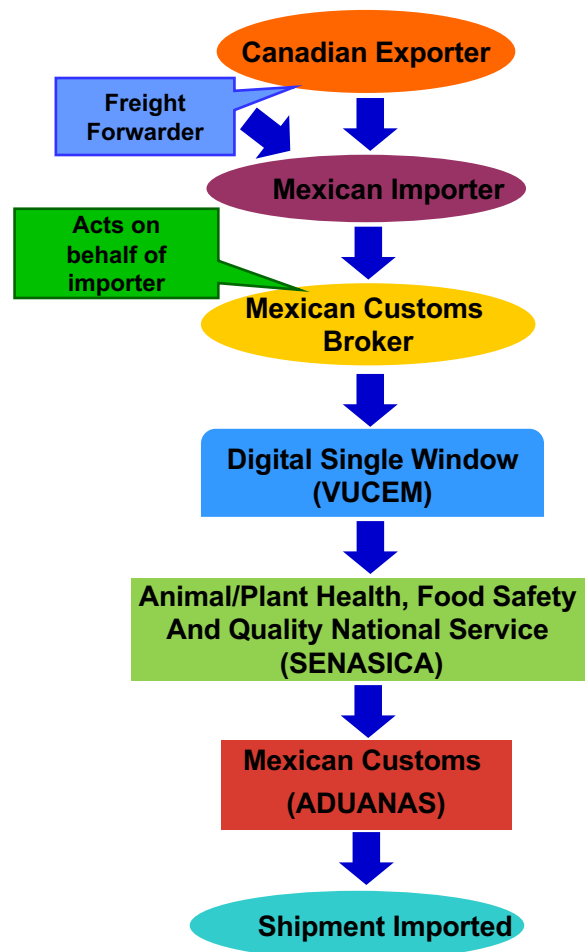


Regulatory improvements to facilitate imports

- Mexico has in place a Digital Single Window for International Trade (“**VUCEM**”), which allows the transfer of electronic documentation with the Mexican government for international trade transactions in order to facilitate the customs clearance process.
- Documents accompanying shipments must be sent electronically for pre-validation prior to the arrival of the shipment. However, the original hardcopy documents will still be required.
- The system allows the SENASICA reviewing officer to send (only once) a requirement identifying any mistakes or missing information, so that they can be corrected prior to presenting the load for inspection. This has helped to decrease the number of rejections at the border.



Border Clearance Process for Imports of Agri-food Products



1. Canadian exporter works with the freight forwarder to gather the required documentation for the shipment (invoice, certificate of origin, sanitary certificates, etc), which should be sent first electronically to the Mexican importer.
2. The importer passes on the information to his customs broker, who should review the documents and send them for pre-validation of the Mexican authorities through the Digital Single Window (VUCEM).
3. In case that any error in the documentation is identified, Mexican authorities are expected to inform the customs broker through the VUCEM, so that the error is corrected, prior to presenting the hardcopies and the shipment for inspection.
4. Once the documents are pre-validated, the customs broker would present the original hardcopies and the actual products for inspection by SENASICA (only if required). Any discrepancies between the information in the paperwork and the labels of the product could lead to delays or rejections.
5. After receiving approval from SENASICA, the customs broker prepares the "*pedimento*" (official import declaration with all the information of the shipment), and presents it to Mexican Customs (ADUANAS), which may require or not to also inspect the product (randomly), and which ensures that any relevant taxes are paid (only if applicable).
6. Once approved by ADUANAS the shipment can then be imported.

Shipping Samples to Mexico

General considerations

- Courier companies usually do not offer customs clearance services, so exporters need an experienced Mexican customs broker that can help with the customs clearance of the samples.
- The Embassy can provide a list of Mexican customs brokers that can help with the customs clearance process.
- A close communication with the customs broker is essential with respect to the necessary paperwork and how the samples should be prepared and sent.



SAMPLE

Shipping Samples to Mexico

Documentation and other requirements

- The Mexican regulations that apply to imports of samples are quite similar than the regulations applied to regular commercial shipments
- Labelling exemption
- Invoice showing no commercial value (usually showing a value of US\$1 but confirm with your customs broker)
- Sanitary export certificates
- Certification of Origin according to CUSMA
- Ask your customs broker how the packages should be marked and what HS Code to be used



Mexican requirements for imports of organics:

- On **January 1, 2022**, Mexico implemented **new import requirements for organics (LPO)** stating that **any imported products to be sold in Mexico as organic must meet the requirements of the Mexico Organic Standards** or be shipped to Mexico under an equivalency arrangement.
- The Canadian Food Inspection Agency (**CFIA**) and its Mexican counterpart (**SENASICA**) are **working on an organic equivalency arrangement yet to be completed**. Once this arrangement is finalized, Mexico is expected to accept a certificate issued by an organic certification body under the Canada control system.
- **In the meantime, any Canadian product that wants to be sold as organic in Mexico, must be certified by a SENASICA-approved certification body, according to Mexico's new organic products law (LPO).**



Mexican requirements for imports of organics:

As per our knowledge, the following certification bodies may be in a position to certify to Mexico's LPO standard:

ECOCERT

<https://www.ecocert.com/en-CA/certification-detail/organic-farming-mexico-lpo>

CCOF

<https://www.ccof.org/page/mexico>

Quality Assurance International

<https://www.qai-inc.com/news-events/qai-now-offers-certification-to-mexicos-organic-products-law.php>

Organic Crop Improvement Association

<https://ocia.org/about-ocia/services/>

https://www.gob.mx/cms/uploads/attachment/file/615194/Padron_Organismos_de_Certificacion_de_Productos_Organicos_2021-02-10.pdf



Tips to help avoid problems when exporting to Mexico

- Choose a Mexican importer that has experience and is officially registered: “Padrón de Importadores”. By law, only Mexican importers with this registration are entitled to import goods.
- Know the HS Code of your products (avoid misclassification)
- Ensure that the paperwork/labels comply with the Mexican regulations (avoid errors in completion)
- Send a copy of the paperwork in advance of shipments
- Verify that the point of entry to be used is approved
- Contact the Embassy in case you have any questions!



Market entry strategies and tips

- Identify market niches and focus on the key competitive attributes of your products
- Consider appointing a local agent, representative or distributor
- Spanish language resources
- Virtual trade shows, social media campaigns

Don't forget:

- Strategic planning, due diligence, consistent follow-up, patience and commitment
- Interpersonal relationships are important in Mexico – Know your client!
- Direct and personal customer contact
- Keep an eye out for competitors



EXPORT DEVELOPMENT CANADA

DOING BUSINESS IN THE AGRI-FOOD SECTOR IN MEXICO

Felipe Sanmiguel – Senior Regional Manager
January 25, 2022

Canada





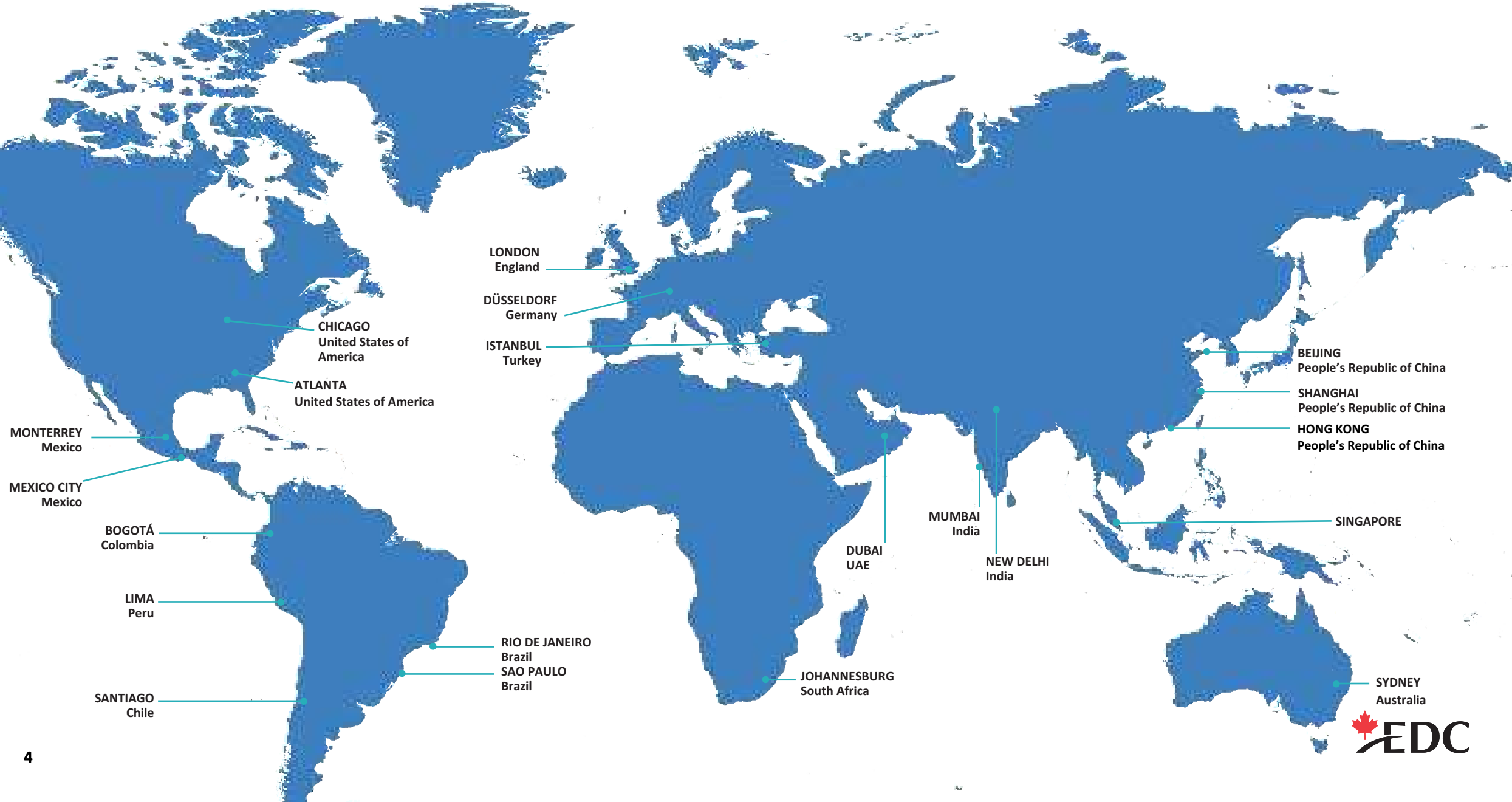
ABOUT EDC

- Canada's export credit agency
- Crown corporation wholly owned by the Government of Canada
- Financially self-sustaining – rated AAA
- Operates on commercial principles

EXPORT DEVELOPMENT CANADA
is Canada's Export Credit Agency

**OUR MISSION:
HELP COMPANIES GO,
GROW AND SUCCEED
IN MARKETS ACROSS
THE WORLD.**

FEET ON THE GROUND WORLDWIDE



OUR ECOSYSTEM

TCS

TRADE COMMISSIONER
SERVICE
International market
intelligence

EDC

EXPORT DEVELOPMENT
CANADA
Knowledge, insurance, and
financial solutions to help
manage risk

CCC

CANADIAN COMMERCIAL
CORPORATION
International contracts and
general business support

BDC

BUSINESS DEVELOPMENT
BANK OF CANADA
Financing, advisory
services and capital

WE HELP CANADIAN COMPANIES OF ALL SIZES, INDUSTRIES AND SECTORS:

- **traditional exports, service-based exports and companies selling into global supply chains;**
- **regardless of their knowledge and experience with international trade;**
- **that want to grow and make their mark in global markets;**
- **and non-exporting companies selling within Canada until the end of 2021.**

EDC SUPPORTED THE TOTAL VALUE OF EXPORTS AND INVESTMENTS THAT RESULTED IN JOBS IN 2020

487,948

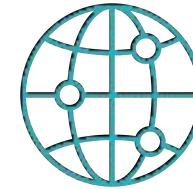
TOTAL BUSINESS CONDUCTED BY OUR CUSTOMERS WITH THE HELP OF EDC SOLUTIONS

\$102.3B

9,849 TRANSACTIONS SUPPORTED

▲ UP 31% FROM TO 2019

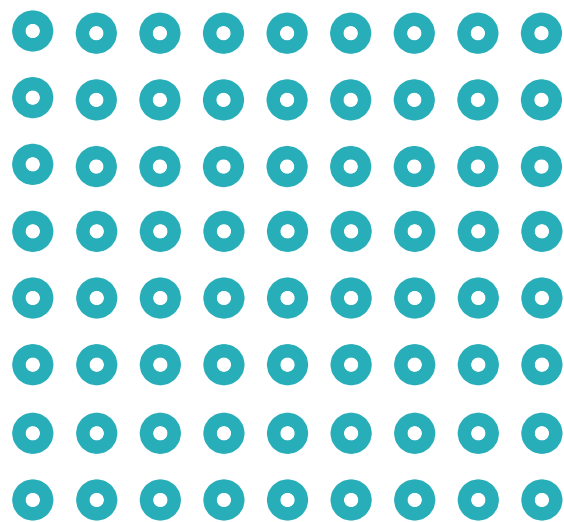
NUMBERS AT A GLANCE



215 MARKETS WE SUPPORTED BUSINESS IN

24,305 CUSTOMERS SERVED

▲ UP 45% FROM TO 2019



15,587

OF OUR FINANCIAL & NON-FINANCIAL CUSTOMERS ARE SMALL AND MEDIUM-SIZED ENTERPRISES (SMES)

\$11.4B

IN CANADIAN DIRECT INVESTMENT ABROAD (CDIA) TRANSACTIONS THAT HELPED CANADIAN COMPANIES GROW THEIR BUSINESS IN OTHER COUNTRIES

\$2.83B

WOMEN-OWNED AND WOMEN-LED BUSINESS FACILITATED (CUMULATIVE)



\$4.55B

IN SUPPORT FOR CLEAN TECHNOLOGY COMPANIES

\$119.3M

IN TRADE FACILITATED FOR INDIGENOUS BUSINESSES

EDC HELPED

375

CANADIAN COMPANIES DO BUSINESS THROUGH OUR CONNECTION FINANCING RELATIONSHIPS



OUR SOLUTIONS

We equip Canadian businesses with the tools they need to grow their business with confidence.

FINANCING

We help Canadian companies get access to capital.

INSURANCE

We offer protection that lowers the risk for Canadian companies doing business beyond our borders.

KNOWLEDGE

We provide expertise that enables our customers to make informed decisions and learn more about international markets.

CONNECTIONS

We connect Canadian and international companies to help both parties grow.

KNOWLEDGE SOLUTIONS

EDC x FITT LITE LEARNING SERIES

Learn about market entry strategies and sales channels, cash flow management, international contracts, foreign exchange risk, and more.

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Find quality service providers you can trust with this free registry of companies vetted by EDC.

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Feel assured and confident in building your export-ready relationships by searching thousands of companies to check a potential partner's identity.

EDC BUSINESS CONNECTION PROGRAM

Connect with targeted global companies and key decision-makers interested in your expertise and innovation. We'll help **you open doors to opportunities in global markets**—faster.

KNOWLEDGE SOLUTIONS

- **Webinars & Trade Information:**

- [Doing Business in Mexico](#)

- [Doing Business with Soriana](#)

<https://www.edc.ca/en/tool/connections.html#/events/doingbusinessmexico>

- **Get the latest tips & advice from international trade experts**

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Access more insights on this country



Complying with CUSMA: What Canadian exporters' Importers need to know

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Doing business in Mexico: 12 essential skills for CEOs

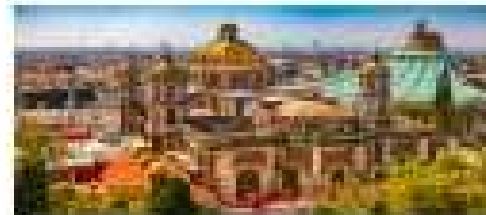
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Doing Business in Mexico

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Industry 4.0 – and the opportunities for Canadian companies in Mexico

In this episode, our live talk with special guest, Jorge Barba, chief representative of Industria 4.0 in the Americas, about the significant transformation that's occurring in Mexico's manufacturing sector.



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