



www.germancentre.com.mx

One location, many markets.



GERMAN CENTRE
FOR INDUSTRY AND TRADE

MEXICO

Springboard into the markets of the Americas

Mexico is five times larger than Germany in area and has a population of over 108 million, giving it a large domestic market. In addition, Mexico is a member of the free trade zone NAFTA and has the second-largest economy in Latin America. Profiting from these advantages requires establishing and maintaining a strategic base of operations in Mexico.

Let the German Centre Mexico be your partner in gaining access to the Mexican market. The German Centre Mexico is centrally located in Mexico City and offers you practical support in entering the market by providing a complete infrastructure of office space, conference rooms, and services. Take advantage of the vast experience and expertise of our German management team and German Centre tenants when it comes to doing business successfully in the Mexican market. Exchange information and experiences at business seminars and social events, and quickly join networks.

Mexico, a growth market

Over 1,000 German enterprises are currently doing business in Mexico; many have been active in the Mexican market for over a hundred years. Germany is Mexico's most important trading partner in the European Union, which has maintained a trade agreement with Mexico since 2000. Since products and services "Made in Germany" are so highly valued in Mexico, the Mexican market offers many opportunities for German firms expanding into the Mexican market, especially for German technology transfer. Products in the sectors fast-moving consumer goods, automation technology, telecommunications, and transport technology have excellent sales potential. Pent-up demand exists for medical technology and tourism. In addition, Mexico offers enormous potential for generating power, especially in the areas of renewable energy sources, energy efficiency, and environmental technology. Moreover, many sectors are supported by state-funded programmes.

The German Centre Mexico is a location in the worldwide network of German Centres. The German Centres unite the strengths of German business under one roof. They are supported by umbrella organisations of German business as well as federal and state ministries.

Mexico

Mexico City



The German Centre Mexico, with over 18,000 sqm, offers offices from 20 sqm, a Business Centre, events, and service providers for your entering the market and quickly accessing networks.

Everything under one roof.



Your location in Mexico

Business executives wishing to operate successfully in the Mexican market in the long term require a central location with a good infrastructure and rapid access to networks. The economic, political, and cultural life of Mexico is centred around the capital city; one-fourth of all Mexicans live in Mexico City. Many international congresses and exhibitions take place here. The high number of graduates of the many academic institutions makes searching for qualified staff easier.

The German Centre Mexico is located in the Santa Fe district in southwestern Mexico City. Its neighbours include numerous international companies; the city centre and airport are easy to reach. Right nearby are the international exhibition and congress centre "Expo Santa Fe" as well as hotels, shopping centres, res-

taurants, the German School, and attractive residential and recreational areas.

Practical support

Since the year 2001, we have assisted small and medium-sized businesses to enter the market. Companies keeping to a budget will find offices in every size. With an address at the German Centre, you convincingly convey the message "Made in Germany" to the local market and set yourself apart from competitors. The German management advises you on all practical issues of entering the market, offers numerous service providers, organises your events, and puts you in contact with experts on doing business in Mexico.

The German-Mexican Chamber of Commerce and Industry (CAMEXA),

Landesbank Baden-Württemberg Mexico, Germany Trade and Invest (GTAI), legal advisors, management and personnel consultants, transport and logistics firms, IT service providers, a travel agency, and a restaurant area in the lobby are all located right at the German Centre.

In the metropolis Mexico City, it is often difficult to find the right partner or get involved in networks. The German Centre serves in this capacity as an interface for local and German companies and institutions. Experiences and information are exchanged between fellow tenants and at events. Those new to the market benefit from the expertise of long-established enterprises. Talk to us about the opportunities at the German Centre Mexico and leverage our infrastructure. We are looking forward to your call and your visit of the premises!

More information at www.germancentre.com.mx

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The German Centre Mexico is a member of the LBBW Group, member of the Savings Banks Financial Group.

German Centres – there for you all over the world
in Beijing, Delhi, Gurgaon, Jakarta, Mexico City,
Shanghai, Singapore and soon in Moscow.

