Why is Mexico important to the US Economy?

- 2nd largest destination for US exports.
- “Made in Mexico” products have an average of 40% US content in them.
- 1st export destination for CA, AZ, NM, TX, NH 2nd for 17 states across the US.
- 13 million Mexican tourists per year.
- 6 million American jobs depend on trade with Mexico.
• 13th largest economy in the world

• GDP per capita of $11,224 USD

• Mexico has similar consumption patterns to the US, suggesting US firms are well positioned to fulfill Mexico’s increasing demand for consumer goods

• No tariffs on US exports to Mexico

• 45 million Internet users
Mexico as a Market to California

- Mexico is California’s 1st export market with an average annual growth of 7.1%
- Mexico bought approximately $21 billion in California goods (2010)
- 1st Largest Industry: Computers and Electronics = $6.5 billion
- 2nd Largest industry: Transportation Equipment = $1.8 billion
- 3rd Largest industry: Machinery and Not Electrical = $1.6 billion
- Mexico is in the top 5 of the most important destinations for California agricultural exports
### Leading California Export Markets

(In $ U.S. Billions)

<table>
<thead>
<tr>
<th>Partner</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
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<tbody>
<tr>
<td>World Total</td>
<td>134.319</td>
<td>144.806</td>
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<td>Canada</td>
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<td>17.850</td>
<td>14.314</td>
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<td>India</td>
<td>1.950</td>
<td>2.329</td>
<td>2.178</td>
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</table>
Export and Business Opportunities from US to Mexico

- Aerospace
- Automotive
- Education
- Energy
- Franchising
- Health & Medical
- Travel and Tourism
Mexico: Regional Purchasing Power

North
Higher Purchasing Power

Pacific
Higher Purchasing Power

Lowlands
Higher Purchasing Power

Central
Lower Purchasing Power

Valley of Mexico
Lower Purchasing Power

Southeast
Lower Purchasing Power
Mexican Technology and Innovation

- Exciting startup scene all over Mexico
- Growing presence in the Silicon Valley
- Seeking:
  1. Mentorship
  2. **Investment** (mostly seed)
  3. Clients
  4. **Early Adopters**
  5. Acceleration Programs