

2015 Rural Policy Forum: Expanding Business In Mexico

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Expanding your business globally matters

- 95% of the World's Consumers and 80% of the World's Purchasing Power is outside the U.S.
- Engaging globally can grow sales, diversify your customer base hedging against economic downturns, and create good jobs
- Arizona set records with its global engagement in 2014; Exporting \$21.1 Billion and Importing \$19.7 Billion
- This trade supports an estimated 93K jobs in the Arizona



Expanding into Mexico could not matter more

- Mexico is our leading trading partner, last year we exported \$8.6 billion and imported \$7.3 billion.
- We build things together.
- Mexico's consumer market is large and growing, by 2018 expected to add 1.6 million, creating a market that surpasses \$325 billion.
- Automotive parts/supplies; building materials/services; education and training services; energy; environmental technologies; franchising; IT services; medical devices; packaging equipment; plastic materials/resins;; renewable energy; security and safety equipment/services; smart grid; telecommunications equipment; transportation infrastructure equipment/services; and travel/tourism services. Opportunities in agriculture and infrastructure.



ACA is here to help

- The State has two offices in Mexico; Hermosillo, Sonora and Mexico City
- We have expertise across your export continuum—new to exporting; new to market; and expanding.
- Trade and Export Promotion Program has helped 240 companies in 30 Arizona cities and town sell more than \$46 million to 81 countries.
- Services include market research; sales partner identification; in country matchmaking; linguistics assistance; trade show and technical assistance
- ExporTech intensive 60 day boot camp for 6 to 8 companies- Kingman and Prescott Valley graduates.



QUESTIONS & GRATITUDE

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