

Webinar

MEXICO MARKET ANALYSIS ON INDUSTRIAL SECTORS

January 20th 2021 - h. 15,00

Programme

h 15,00 – Welcome session

Mrs. Giulia Marcon – Head of International Affairs and Decentralized Cooperation Department, Regione Piemonte

Mrs. Erika Manis – coordinator for Mechatronics and Aerospace projects at Piemonte Agency
“Why Mexico? Market readiness, perspectives and activities with Mexico in the near future”.

h 15,15: Mr. Antonio Peral Vallejo – CEO at Mexpansion

“Mexico market”

An in-depth introduction to the Mexican market with few hints on GDP, foreign investments and industrial structure with a small comparison between pre-pandemic and the current times. Growth in the last years and forecast for the near future. Mexico as a bridge to USA and Canada.

h 15,45: Mrs. Alejandra Pérez Baeza – COO & Global Business Director at Mexpansion

“Data and details”.

Mechatronics in Mexico: definition and main destination sectors – aerospace, automotive, electrics/electronics, metalworking,. The keyplayers, the needs for supplies and “must-haves” of a foreign company meaning to access the Mexican market.

h 16,15: Mr. Antonio Peral Vallejo – CEO at Mexpansion

Governmental support, sectoral organisations and institutions. Final report: how has the pandemic affected Mexican economy and how are promotional activities (e.g. fairs and exhibitions) getting ready from next year to go. A list of main business events to keep in mind while looking at Mexico for the first time.

h 16,30: From Piemonte to Mexico: business experiences

Companies can briefly talk about their experiences on the Mexican market.

h 17,00: Q&A and closing remarks