



Export Council of Australia

The Voice for Australia's Exporters

Export Council of Australia launches *Mexico: Gateway to the Americas* report

February, 2016

Listed as the most interconnected economy in Latin America and boasting a network of 13 FTAs, covering 45 countries, the Export Council of Australia (ECA) is urging exporters to explore opportunities available in Mexico.

The ECA, with partners the International Trade Development Fund and Austrade, is proud to launch the *Mexico: Gateway to the Americas* report, a comprehensive report focusing on opportunities for Australian companies to enter this dynamic market.

The report examines the current business environment in Mexico and discusses its ongoing economic reforms, clarifying what they mean for Australian businesses on sector-by-sector basis. It also provides practical information about doing business in the market.

Mexico is going through a period of significant economic reform which is creating exciting opportunities for Australian businesses across multiple sectors, including manufacturing, energy, agriculture, telecommunications, and mining. Moreover, the successful conclusion of the Trans-Pacific Partnership Agreement negotiations in October 2015 and signing of the agreement on 4 February 2016 in New Zealand, has helped to bring Mexico to the fore.

Chief Executive Officer of the ECA Lisa McAuley says, "there is still a lot to be done in terms of increasing Australian businesses' understanding and awareness of Mexico, along with the wide-ranging market opportunities. Many still perceive the security threats in Mexico to be greater than they really are. This report aims to help fill this information gap."

The report addresses the following questions:

- What does Mexico's reform agenda mean for Australian businesses in five key industries?
- How can Mexico act as a gateway to the Americas?
- What will the impact of the TPP be when it enters into force?
- How do I do business in the market and where can I get assistance?

Mexico is a significant market; it is the fourteenth largest economy in the world and home to 120 million people. By 2050, the Economist Intelligence Unit predicts Mexico will grow to become the world's eighth largest economy.

Please visit our website: <http://www.export.org.au/publications/mexico-gateway-to-the-americas> to download the report.

For interviews please contact: Richelle Ward Export Council of Australia at richelleward@export.org.au or 0414 290 526.