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GREATER DIRECT FOREIGN INVESTMENT: 2013 SCENERY

In the first quarter of 2013, Mexico registered five billion dollars of foreign direct investment, the highest figure released for a first quarter since 2007. This achievement is part of the fourth axis of the Government of President Enrique Peña Nieto: "Prosperous Mexico" and it is the result of the various reforms that have taken place in the country and of the investment promotion. Also, it is important to highlight the announcement of significant investments of transnational companies from various sectors that have taken place this year, such as: Honda, Audi, Volkswagen, L'Oréal, Eurocopter, Nestlé, Ferrero, among others



Recent Direct Foreign Investment

- ✓ **LEGO MÉXICO** announced a \$125 million investment in a new packing plant to help boost regional development to articulate new production chains of high added value, and allow the generation of about 1000 direct jobs and 300 indirect jobs.
- ✓ **THE COMPANY MONDELÉZ**, a world leader in the manufacture of more than 50 food products, announced an investment of \$ 600 million in the construction of the world's largest production plant of biscuits, which will allow the generation of 1200 formal jobs.
- ✓ **GENERAL MOTORS** will invest \$ 691 million dollars for the expansion of operations in the State of Mexico and Guanajuato, San Luis Potosí.
- ✓ **IN THE TOURISM SECTOR**, an expected investment of 600 million dollars will be spent on the construction and refurbishment of hotels in Jalisco, Quintana Roo and Baja California Sur will potentially foster more than 4,000 new jobs.

¿How competitive is Mexico in terms of Foreign Investment?

Mexico has returned to the top 10 of the most reliable countries for investment, placing itself in position 9. Similarly, Mexico is the 7th destination priority for investment in the world, advancing 5 places in the survey of global perspectives of investment 2013-2015 of the United Nations Conference on trade and development (UNCTAD). **The collection of FDI between 2009 and 2012 averaged 18.4 billion dollars.**

It is estimated that this year Mexico will reach a historic record of FDI. (The highest number registered is 31.5 billion dollars in 2007).

What actions will be implemented to foster Direct Foreign Investment?

In order to attract larger amounts of FDI consistent with our country's potential (2009-2012 averaged 18.4 billion dollars), Mexico is looking to target its efforts toward strategic sectors that have greater effects on the economy and that stimulate productivity, growth, employment and a better insertion of the country in the global value chains. Among other actions, it is necessary:

1. Eliminate or reduce restrictions on the participation of FDI, through reforms such as that of telecommunications and the financial.
2. Provide greater legal certainty to investors to strengthen the investment climate.
3. Applying common standards that include parameters which must meet federal institutions for the attraction of investment.
4. Promoting investment projects based on regional vocations and strategic sectors such as aerospace, agribusiness, automotive, information technology.

The phrase:

The reasons for this increased investment are: "first, there are favourable macroeconomic conditions; secondly, because there of the institutional strength; and third, because there are political and social consensus to promote major transformations, which are the optimal and necessary bases for national development. Enrique Peña Nieto, Presidente de México.

Watch the video
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