



## ORIENTATION AND ADVICE ON EXPORTATION OF MEXICAN PRODUCTS

When we talk about exporting, there is uncertainty. Therefore, carrying out market studies will simplify the exporting of products and services. The success of your business is based on research, communication, and planning, so it is important that you apply those techniques whenever thinking of exporting.

### STARTING RELATIONS WITH THE INTERNATIONAL MARKET

There are 4 common reasons why a company wants to become international:

- Growing markets
- Increase profits
- Increase stability
- Search for better outcomes when the local market is in crisis.

A business interested in exportation, shall focus in determining if the business is prepared to become international or not. Capabilities, objectives and business interests shall be observed in order to define the following:

- National Vision: it is fundamental to know the market situation in which the company is currently in.
- International Vision: it is important to know any barriers, culture, regulations, trade customs and businesses of the country to which you want to export.
- Global Vision: You shall consider the overall situation and the sector tendencies, technology and the commercialization of the services internationally.

### REQUIREMENTS TO EXPORT

It is necessary to know the process for exporting and study the regulations that all businesses (big or small) shall be subject to.

### STEPS FOR EXPORTING

#### 1 - Considerations for exports

To export means selling to another country. As in any other business, exporting requires preparation, effort, dedication, perseverance and learning. Furthermore, you shall consider exporting as a business that requires long term commitment since the most important benefits will be reflected with time and growth of international sales.

#### 2 - Preparation to export

Your company must be legally incorporated under the tax and trade laws of Mexico for exporting. Get your RFC in the Ministry of Finance.

Determine your product: All kind of products may be exported; nonetheless, it is necessary to analyze its competitiveness, and the local regulations of the countries you are planning to export to for any particular product.

Determine your market: One of the most important aspects in any trade project is to adequately choose your market goal.

Create a Business plan to make the exporting process easier and well organized.

Determine if your company is ready to export. Go to the website of ProMéxico to evaluate your company:

<http://www.promexico.gob.mx/>

# Trade between Mexico and the US

## CONSULATE GENERAL OF MEXICO IN NY



### Customs broker

In order to carry out an operation of foreign trade, either exportation or importation, services of a customs broker will be needed. The Mexican exporter shall present before customs (aerial, interior, borderline or sea), by means of a customs broker, a motion/request that covers the exporting operation.



### Am I ready to export?

This depends on several facts such as: Product positioning and competitive level (added value and/or price), sufficient production capacity, financial capacity of the company, internal organizational administration, among others.



Through ProMéxico the federal government supports companies that are interested in exporting products made in Mexico.

#### ProMéxico - New York

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### Financial Counsel Window

Come to the Financial Counsel Window for further informative handouts and individual counseling regarding the financial system in the United States.

#### TRADING FIGURES

# \$486.7

In 2013 trade between Mexico and the United States grew to \$486.7 billion dollars.

# \$1 billion

One billion dollars cross the border between Mexico and the United States on a daily basis.

#### DETAILED INFORMATION

- **ProMéxico** - <http://www.promexico.gob.mx/>
- **Bancomext** - <http://www.bancomext.com/>

### 3 - General documents and requirements for exporting

In addition to the RFC, some companies shall be registered before the Sectorial Exporters Registry.

It is necessary to determine the tariff of your product and know the regulations and tariff restrictions.

Furthermore, the basic documentation required in Mexico for the exportation of products is as follows:

- Commercial Invoice
- Custom conferred (authorization by the customs authority so that the customs broker holds the office on behalf of the exporter)
- Letter of instructions to the broker (specific and detailed information regarding the operation; it is delivered directly to the customs broker)
- Packing List
- Origin's certification
- Transportation's document
- Documents substantiating compliance with the regulations and non-tariff restrictions, such as: health certificates, quality certificates, permits, etc.

### 4 - Supply Chain and Exportation Logistics

The management of the supply chain is a set of services, all of them interconnected among each other and focused on improving the efficiency, reducing cycle time, optimizing resources, reducing costs and improving client's satisfaction: It is important to consider packaging and export packaging; determine the average international transport you will use; decide the export price of your product; elaborate an international purchase agreement; and determine the method of payment you consider the most convenient.

### Credits and other exporting support documents

Bancomext grants financings designed to meet the requirements of both short-term and medium and long term of participating Mexican foreign trade companies, including exporters and its suppliers, importers and companies who substitute importation.

To access the range of products Bancomext has designed to support its financial needs, you may need:

- If you are a small business with inferior needs than \$3 million dollars and require financial support for your activities, we

invite you to consult the Financing Program for Exporting and Importing for Small Businesses (PyME's)

- In the event of requiring more than \$3 million dollars or its equivalent in pesos, we invite you to consult our financing options, as well as contact an executive officer from the nearest regional office.

Visit Bancomext website for further information: [www.bancomext.com/](http://www.bancomext.com/)

Also, the Ministry of Economy offers several support programs for the Mexican industry, which you may get acquainted with by visiting their website: [www.economia.gob.mx/](http://www.economia.gob.mx/)

#### Links of interest:

- Ministry of Finance: [www.shcp.gob.mx](http://www.shcp.gob.mx)
- Trade Directory: [www.diexmexico.com/](http://www.diexmexico.com/)
- Hecho en México - B2B: <http://hechoenmexico2b.com/home/>
- Mexican exporters directory (DIEX): [www.promexico.gob.mx/es/mx/diex](http://www.promexico.gob.mx/es/mx/diex)
- United States – Mexico Chamber of Commerce: [www.usmcc.org/](http://www.usmcc.org/)
- American Chamber of Commerce Mexico: [www.amcham.com.mx/](http://www.amcham.com.mx/)
- Customs: [www.aduanas.gob.mx/](http://www.aduanas.gob.mx/)
- Foreign Trade Statistics: [www.promexico.gob.mx/es/mx/estadisticas-comercio-exterior](http://www.promexico.gob.mx/es/mx/estadisticas-comercio-exterior)

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