

Focus Mexico

SME Study-trip to Mexico – Nov 3rd – 6th

Business Sweden Mexico

The #FocusMexico SME Study-trip enables Swedish SMEs to discover their potential in Mexican market

What is it?

The Focus Mexico SME Study-trip is a **4-day program in Mexico covering Mexico City and Monterrey**, where participants will have a firsthand experience of opportunities across one of the fastest growing large economies in the world

The program will take participants through a **well-curated and dedicated meeting program** to learn from leading companies, industrial associations and governmental agencies in the country about **how to enter and succeed in Mexico**



Note: SME defined as < 250 employees, turnover < EUR 50 mn, not subsidiary of large corporation.

Why should I join?

- 1** Build market insight through direct engagements with leading experts on the ground
- 2** Create a network and establish relationships with local stakeholders and decision-makers
- 3** Leverage Sweden's positioning and brand as an innovative and sustainable country

#FocusMexico is an initiative launched by Business Sweden to help Swedish companies expand and win business in Mexico

Focus Mexico is a Business Sweden initiative to support Swedish companies expand and win business in Mexico

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More than 140 Swedish companies are present in Mexico

Proven green solutions and innovations can be scaled to expand on the adoption of renewable energy to power Mexico's energy transition

- SME Trips were formulated in the recently launched "Strategy for Sweden's foreign trade, investments, and global competitiveness" as a new and long-term promotion effort to develop trade and investment relationships and collaboration
- Mexico was chosen, being as a central hub for Swedish expansion:
 - Geographically strategic position:** Mexico is next to the US and well connected with Asia, and the EU
 - Mexico is positioned as the manufacturing hub of the region due to its commercial, geographic and demographic position which creates a favorable environment for FDI, specially in the central and northern region of Mexico
 - Mexico has trade policy agreements with over 50 countries, fostering a relevant link between North America, Central and South America, Asia, and the EU
- Swedish companies have considerable growth opportunities through their focus on innovation, and the digital and green transition upon pertinent markets of expansion

Business Sweden is acknowledging the importance and rapid growth in Mexico and is now focusing efforts to enable Swedish companies to succeed.

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Key overall goals of Focus Mexico include:

- 1 Increase Swedish companies' share of export and presence in Mexico
- 2 Strengthen competitiveness of Swedish businesses in Mexico and the region through participation in the Study Trip Delegation
- 3 Develop investment promotion to increase interest in Mexico as an investment destination from the region

Gain insights about key trends and recent developments in sustainable manufacturing, digitalization and industrialization in Mexico

Mexico



of Swedish companies



~ 110

Example of focus* the Focus Mexico SME Study-trip



Renewable Energy



Industrial manufacturing



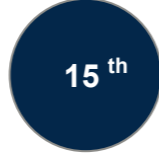
Automotive and mobility



Largest economy in the world



Economically active population



Largest exporter in the world



U.S. trade partner



GDP



Population



Unemployment rate



Countries with trade policy



Exports destined to the U.S.



GDP per capita



Helena Carlsson, Sweden's Trade and Invest Commissioner to Mexico and Central America



Mexico's dynamic and resilient economy, a key global player and the second largest in Latin America, presents a natural and stable partnership for Swedish companies seeking expansion. Its strategic position as a nearshoring hub, skilled workforce, and business-friendly climate align with Sweden's strengths in innovation and sustainable technology, fostering deep, mutually beneficial ties.



Source: World Bank, DataMexico, The United States Census * Tentative focus areas – to be determined once participants are confirmed

Mexico's Economic Scale Concentrates Nationally, but Regional Industrial Strength Determines Market Entry Success

Bottom Growth ranking Top

Table of comparative macro-economic variables at a national and regional level

Regional Insights

	Manufacturing GDP*		Exports (USD)		FDI (USD)	
	Percentage of national GDP (2024)	y-o-y growth**	Value (2024)	y-o-y growth	Value (2024)	y-o-y growth
National	20.69%	-0.05%	\$552.7 B	3.55%	\$36.9 B	1.1%
Mexico City	0.77%	0.22%	\$4.03 B	4.13%	\$14.4 B	27.93%
Nuevo León	2.58%	0.73%	\$57.3 B	2.30%	\$2.1 B	-17.85%

- **Mexico's economic scale is concentrated nationally, exports and FDI capturing aggregate momentum, yet it diverges regionally**
 - Mexico City is economically central but not a manufacturing scale hub, while Nuevo León is export-intensive yet represents only a limited share of total national output, making regional positioning critical for entry
- **Manufacturing remains a Mexico's core growth engine.** Growth is shifting from volume to capability, favoring suppliers that deliver productivity, automation, sustainability, and reliability over low-cost capacity.

Source: Government of Mexico, INEGI, IMCO, DataMéxico, SENER, CFE
 *Foreign Direct Investment ** From 2023 to 2024

Grid Readiness and Industrial Execution Shape Energy Market Entry in Mexico

Bottom Growth ranking Top

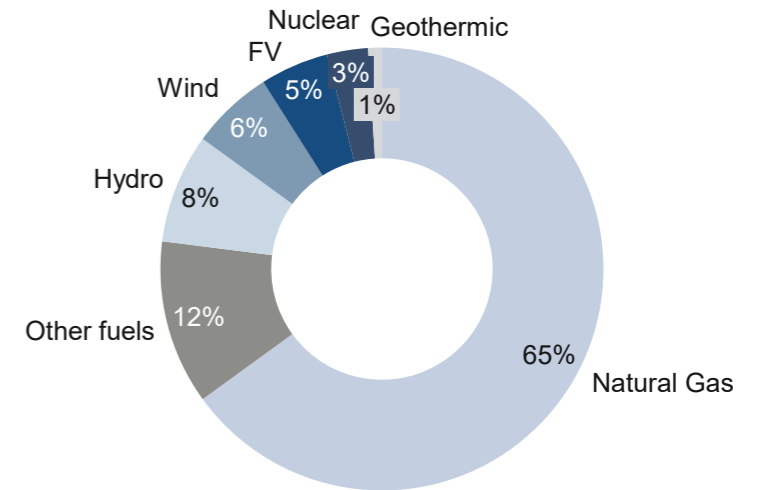
Table of comparatives within the energy sector, national and by region

Energy (supply-demand bridge) (Units in system-level/regional proxies)				
	Highest consumption during the year (2024)	Installed generation capacity	Difference	Projected demand 2030
National	55,528 MW/h	90,543 MW	35,015 MW	412,402 MW
	Regional highest consumption (2024)	Installed capacity in substations of high to medium tension		
Mexico City	6,303 * MW	13,122 * MVA	6,819 MW	
Nuevo León	7,816 * MW	10,628 * MVA	2,812 MW	

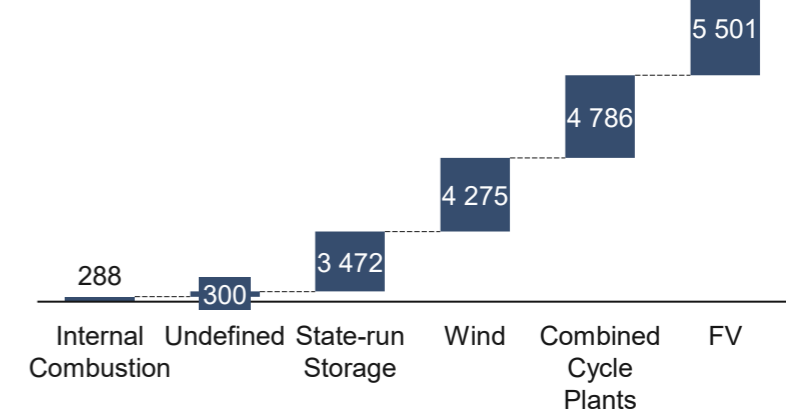
Sector Insights

- Mexico's electricity system is still dominated by natural gas, with renewables playing a complementary role, favoring technologies that enhance efficiency, reliability, and grid integration over mere renewable substitution
- Project design, efficiency, and grid interaction will determine entry success, particularly in industrial regions. As consumption rises and capacity margins tighten, solutions that optimize, de-risk, or reduce load intensity gain a clear advantage, especially regionally
- Energy investment is flowing into scalable, flexible, and grid-compatible solutions (solar, combined cycle, and storage) highlighting strong demand for infrastructure that supports industrial growth and system stability

Electric Matrix in Mexico, Jan-Sep 2025 by technology



Estimated planned investment amount (MUSD) 2025-2030



Source: Government of Mexico, INEGI, IMCO, DataMéxico, SENER, CFE
*Foreign Direct Investment ** From 2023 to 2024, México cómo vamos? (2025), PLEDASE

* Capacity in the energy state variables refers to installed substation transformation capacity (high-to-medium voltage). MVA and MW are treated as approximately equivalent at the system level. Demand corresponds to maximum observed regional load in 2024. Regional divisions are used as proxies for state boundaries.

Well-curated meeting programs including workshops with industry associations and conglomerates will be setup across each target city as part of the study visit

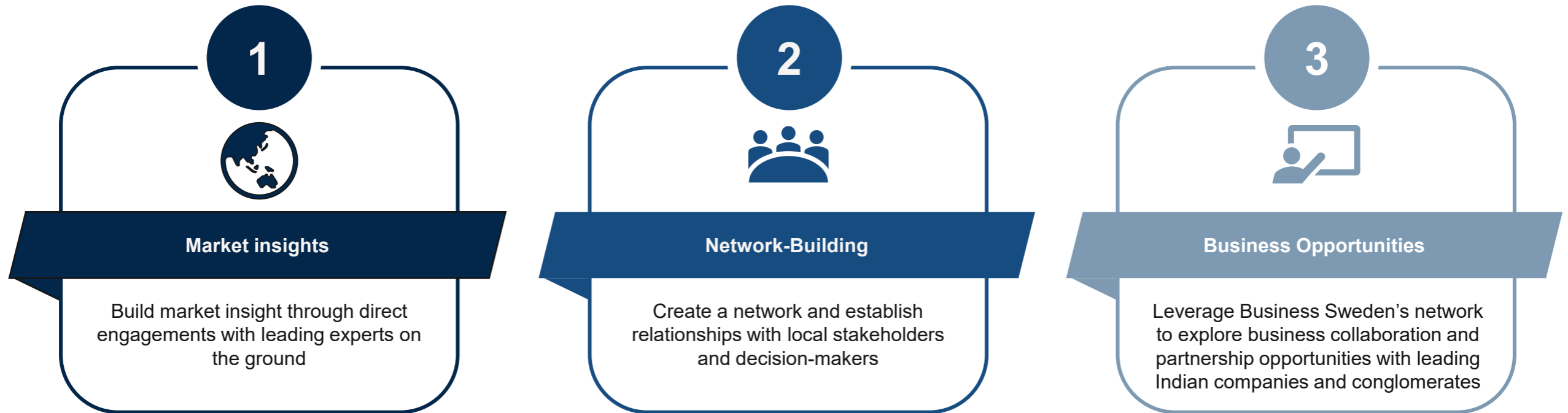
THE 4-DAY SME DELEGATION PROGRAM 2026



* We recommend arriving at least a day prior to the start of program activities.

** Tentative – Individual sessions subject to change ** Engage Business Sweden consultants to dive deeper into selected market/s to validate your business potential. Key questions to be discussed and agreed upon beforehand. Export Validation projects should not previously have been granted during 2025.

Focus Mexico SME Study Trip will help you in (1) gain market insights, (2) Network Building and (3) Explore business collaborations and partner opportunities



Participation fee

15 000 SEK
Participation fee

Included:

- **Participation: 1 representative per company**
(+5 000 SEK for each additional participant)

Not included:

- **Out of the program transport; accommodation** (Est. additional costs for five days ~12 000 SEK pp*)

For more information, please contact:
sofia.calvo@business-sweden.se

Note: Delegation pricing exclusive of VAT and taxes. * Estimated additional cost - To be determined once participants are confirmed



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