

# Focus Mexico

## SME Study-trip to Mexico – Nov 3<sup>rd</sup> – 6<sup>th</sup>

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

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The infographic is divided into several sections. On the left, it states 'More than 160 Swedish companies are present in Mexico' and shows a map of Mexico with icons representing various industries. In the center, it highlights 'Proven green solutions and innovations can be scaled to expand on the adoption of renewable energy to power Mexico's energy transition' and lists 'Sweden's High Potential Start-ups' with logos for ABB and SKF. On the right, it lists key points: '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'; and 'Swedish companies have considerable growth opportunities through their focus on innovation, and the digital and green transition upon pertinent markets of expansion'. At the bottom, a blue box states: '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



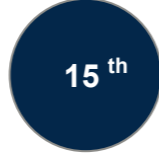
Automotive and mobility



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 offers considerable potential, although outcomes differ depending on suitability and location

## Mexico fit lens: What works and challenges

## Business Activity Concentration by state, FDI 2024 (MUSD) – Top 10 states

**+** **Proximity** to the U.S. supports shorter lead times, lower logistic costs and access to the North American region

**-** **Compliance and transparency** require structured internal processes and controls, particularly for export-oriented operations

**+** **Export-oriented** operating frameworks support cost-efficient setups, particularly those integrated into North American supply chains

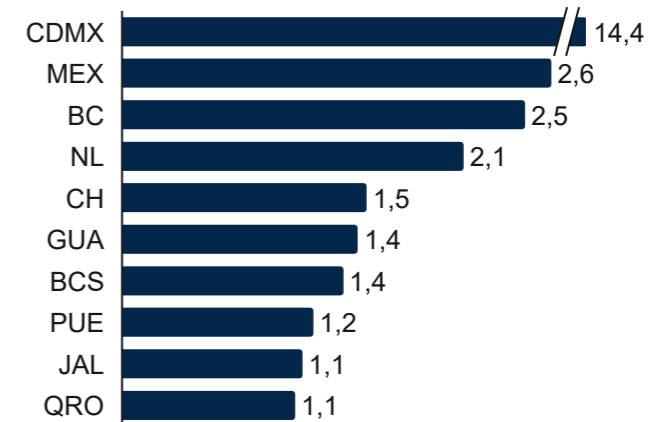
**-** **Security considerations** can increase operating costs depending on location and industry

**+** **Trade relations** remain strong globally, with North American trade remaining relatively stable and predictable

**-** **High exposure to the U.S.** market increases sensitivity to external demand cycles and periodic trade policy reviews under USMCA

**+** **Access** to large domestic market that also enables reach to other competitive markets while maintaining cost competitiveness

**-** **Levels of informality** and application of international standards vary across regions, requiring careful partner and supplier selection



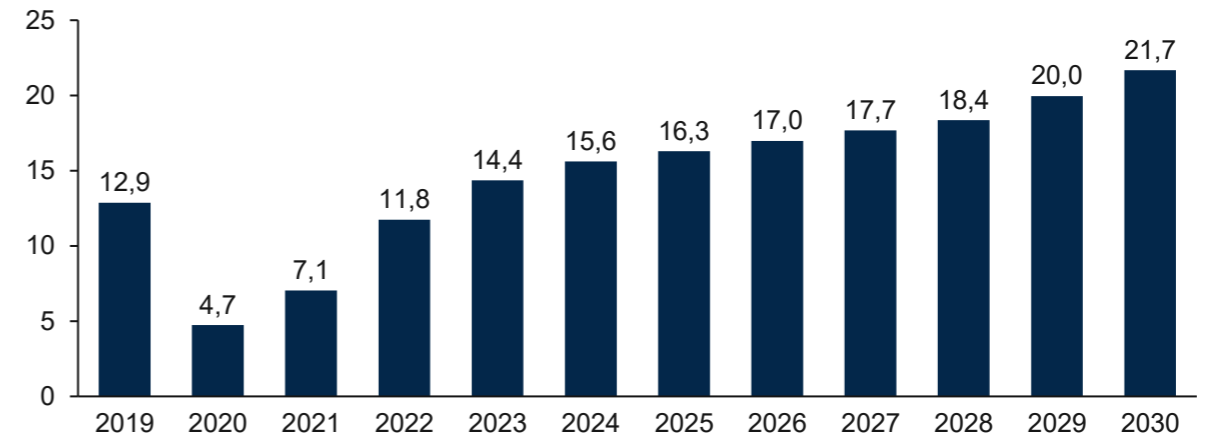
- In 2024, Mexico received USD 36.8bn with 79% concentrated in 10 states
- Business Activity in Mexico is highly concentrated in a limited number of states
- Location choice has a material impact on operating costs, talent availability and its exposure
- Manufacturing accounts for the majority of FDI inflows (54% in 2024), reinforcing the concentration of business activity in specific states

Source: Ministry of Economy, Mexico Business, Business Sweden Analysis

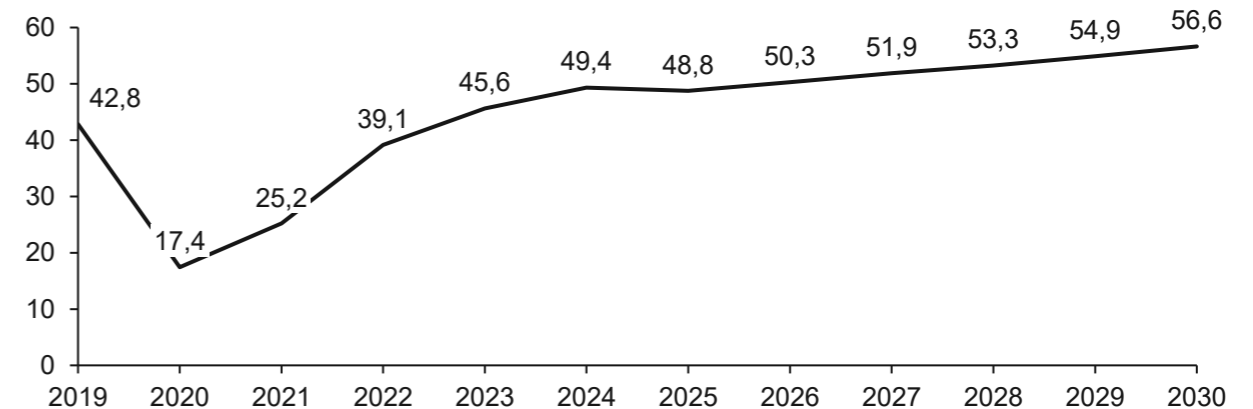
# Mexico leads the region tourism in scale and monetization, driven by structural demand growth and significant digitization upside

- **Mexico dominates the region’s hospitality opportunity by a wide margin**, with 49.35M travel users in 2024 growing to 56.64M by 2030, generating roughly 96% of combined regional revenue, making it the primary priority for Amiq
- **The market is in consistent structural expansion, not cyclical recovery**, herein revenue grew from USD 11.75B (2021) to USD 14.35B (2023) and projects to USD 21.68B by 2030, meaning new hotel supply entering every year will require revenue management tools to stay competitive
- **Revenue per user is rising alongside total market growth**, notably demand quality is improving, not just volume, which means the yield gap between hotels with and without dynamic pricing widens every year Amiq is not present
- **At 54% offline booking share, meaningful digitization upside remains untapped**, the market has not been saturated by competing pricing solutions, representing a genuine first-mover window for a Spanish-native, SMB-focused tool
- **Mexico's post-COVID recovery was the steepest and fastest of the region**, thereby rebounding from USD 4.74B (2020) to surpass pre-pandemic levels by 2023 and reaching USD 16.3B by 2024, demonstrating structural demand resilience and confirming that a downturn-resistant market amplifies the long-term case for yield optimization investment

**Travel & Tourism – Revenue**  
(in billion USD (US\$))

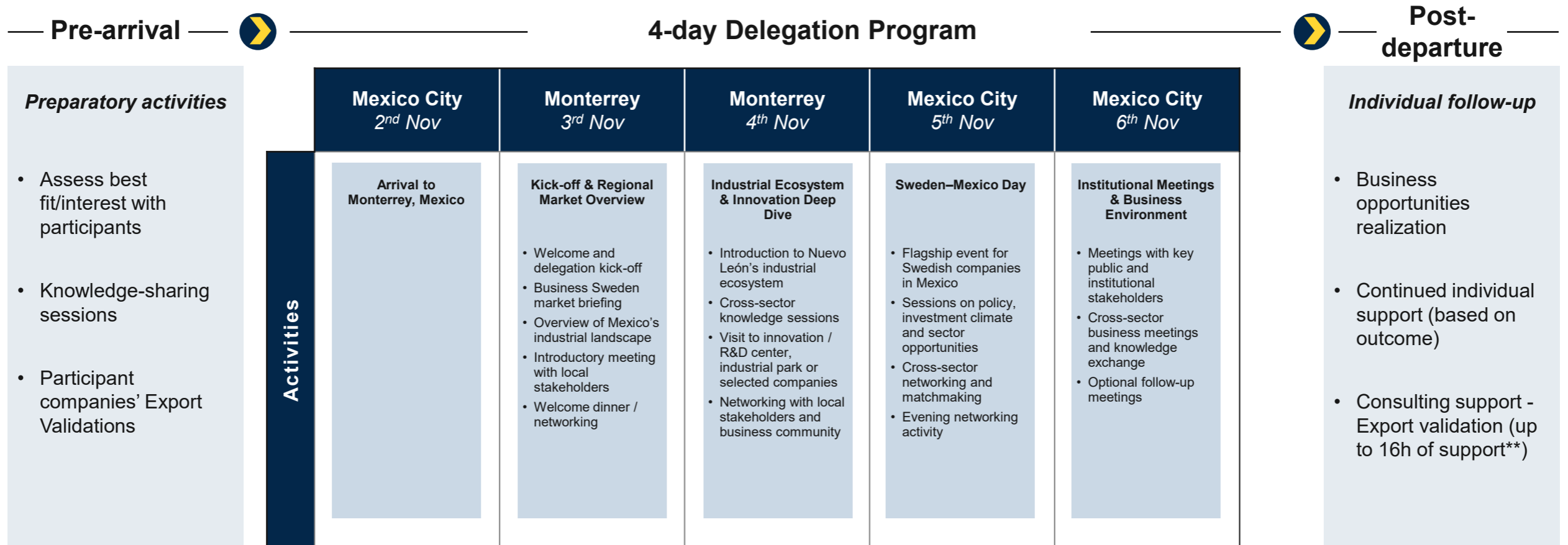


**Travel & Tourism – Users**  
(in million users)



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

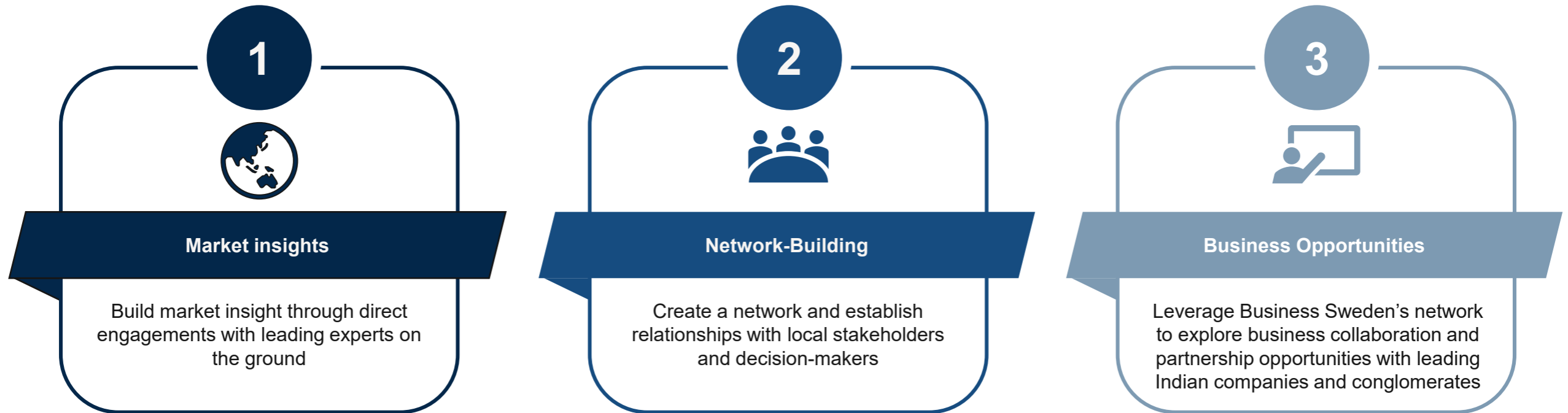
## THE 4-DAY SME DELEGATION PROGRAM 2026



\* 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*

*per company · excl. VAT  
and taxes*

### 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\*)

**Registrations:** <https://events.business-sweden.com/events/cedc13a942>

**For more information, please contact:**  
[sofia.calvo@business-sweden.se](mailto: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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