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

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

13 th	**48 %**	**15 th**	**1 st**	**$ 1.8 trillion**
Largest economy in the world	Economically active population	Largest exporter in the world	U.S. trade partner	GDP
131 M	**2.5%**	**50 +**	**82 %**	**$ 14 K**
Population	Unemployment rate	Countries with trade policy	Exports destinated to the U.S.	GDP per capita

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

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."

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

Mexico fit lens: What works and challenges

+ **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

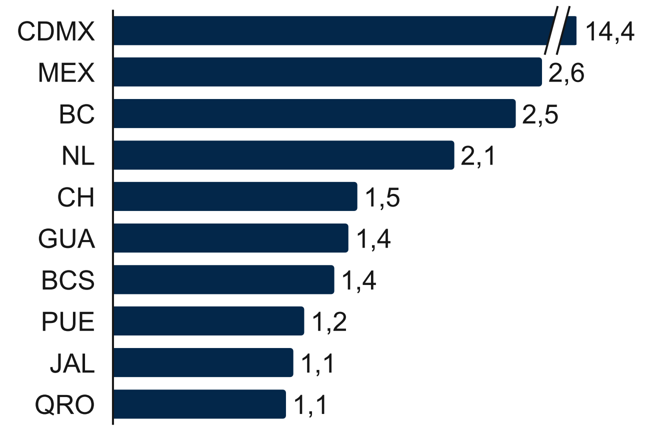
+ **Trade relations** remain strong globally, with North American trade remaining relatively stable and predictable

− **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

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



- In 2024, Mexico recieved 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 tis 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

From 2025 to 2030, Mexico's healthcare market is expected to grow by 8.8%, creating a window of opportunity for life sciences companies

5 150 hospitals
and 138 190 hospital beds make up the country's healthcare network

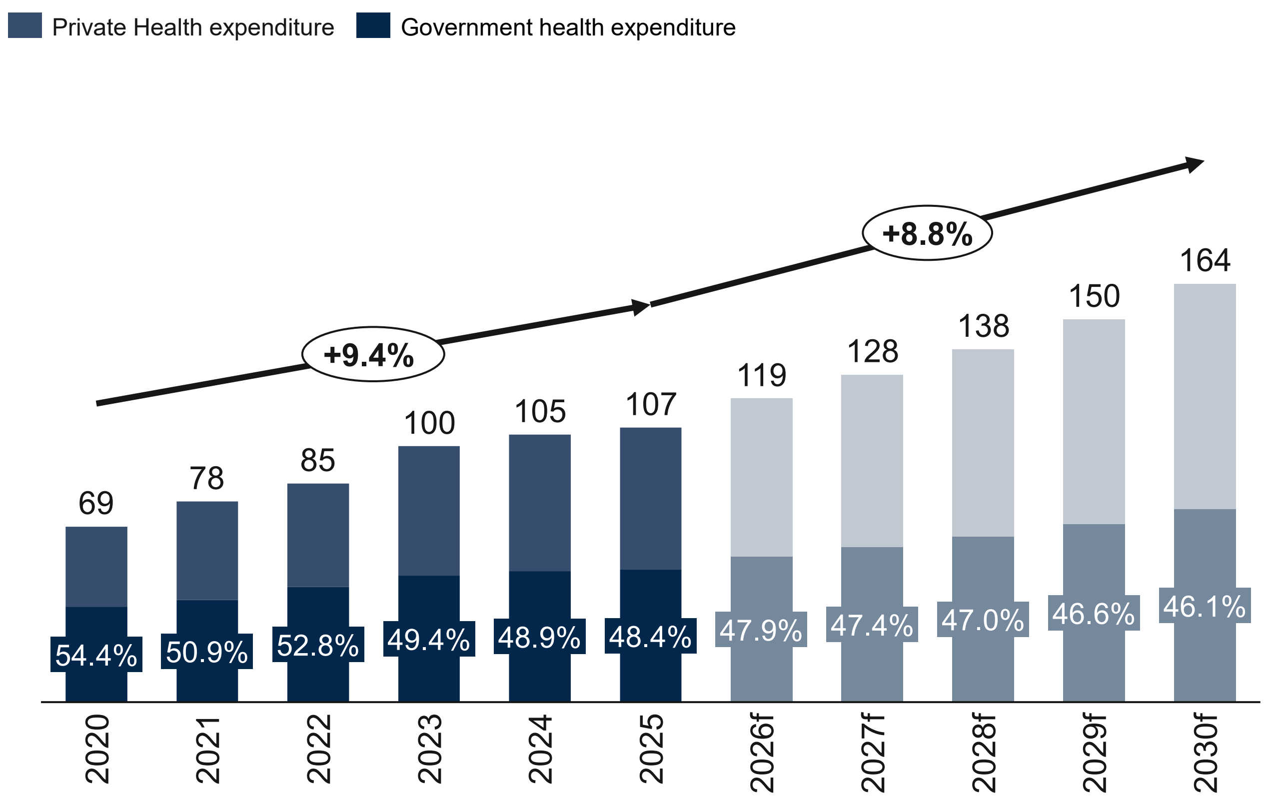
5.9% of GDP
was allocated to healthcare spending in 2025

51.6% of total healthcare
expenditure in 2025 was financed through public spending

813 USD per capita was spent on health expenditure in 2025

65+ population share
expected to more than double over the next thirty years

Public vs. private Billion USD



Comments and trend

- Mexico operates as a dual healthcare market, where public spending represents a significant share of total expenditure, while a large portion of healthcare is still financed out-of-pocket
- Under the current administration, healthcare has become a strategic policy priority, with Plan México driving expansion in infrastructure, access and digitalization across the system
- Despite this momentum, healthcare spending remains relatively low as a share of GDP, while demand continues to grow, creating structural gaps in capacity and access
- In practice, this translates into a fragmented market where large-scale opportunities are concentrated in the public sector, while most companies establish their initial presence through the private segment, where innovation adoption is faster and more direct

Source: Fitch Solutions 2025, National Institute of Statistics and Geography (INEGI), , Business Sweden Analysis

Mexican healthcare system is divided into three sectors to serve the entire population

Overview of Healthcare system in Mexico

Subsystem	*Public Sector*	*Social Security*	*Private Sector*
Subsystem governance	Financed by general taxes and government revenue. Covers the population without formal social security through IMSS-Bienestar and Ministry of Health facilities	Financed through employer, employee and government contributions. Provides healthcare mainly through IMSS* and ISSSTE** networks	Mainly financed through out-of-pocket expenditure and private insurance premiums, concentrated in private hospitals and clinics
Number of people covered	50 - 53 million (40% of population)	80 million (60% of population)	10 - 12 million (9% of population) Private insurance coverage overlaps partially with social security coverage
Challenges	Saturated infrastructure, limited financing & deficit of specialized doctors	Increasing demand, long waiting times and deficit in funding	Limited access, high costs and no integration with public sector

Source: Ministry of health, FitchRatings, Business Sweden Analysis *Mexican Institute of Social Security **Institute for Social Security and Services for State Workers

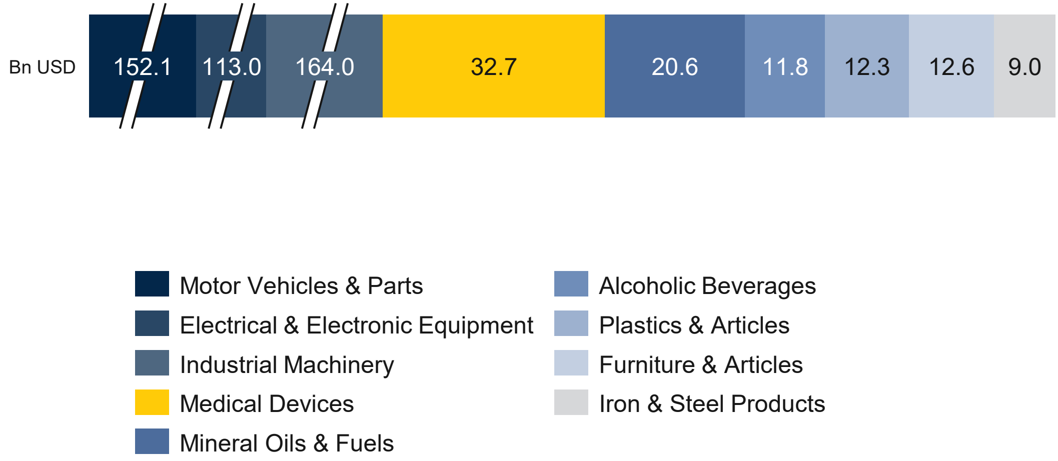
Market implications

- The Mexican healthcare system is structurally fragmented, with three parallel subsystems operating independently and serving different population segments
- As a result, there is no single entry point into the market, and companies typically need to navigate multiple stakeholders across public, social security and private providers
- While the public sector provides scale through centralized institutions such as IMSS and ISSSTE, access is often slower, more price-driven and subject to procurement processes
- In contrast, the private sector offers faster adoption, closer relationships with providers and clearer pathways for introducing innovative solutions
- Success in the market typically depends on building a local presence and adapting strategies to each segment rather than applying a single regional approach

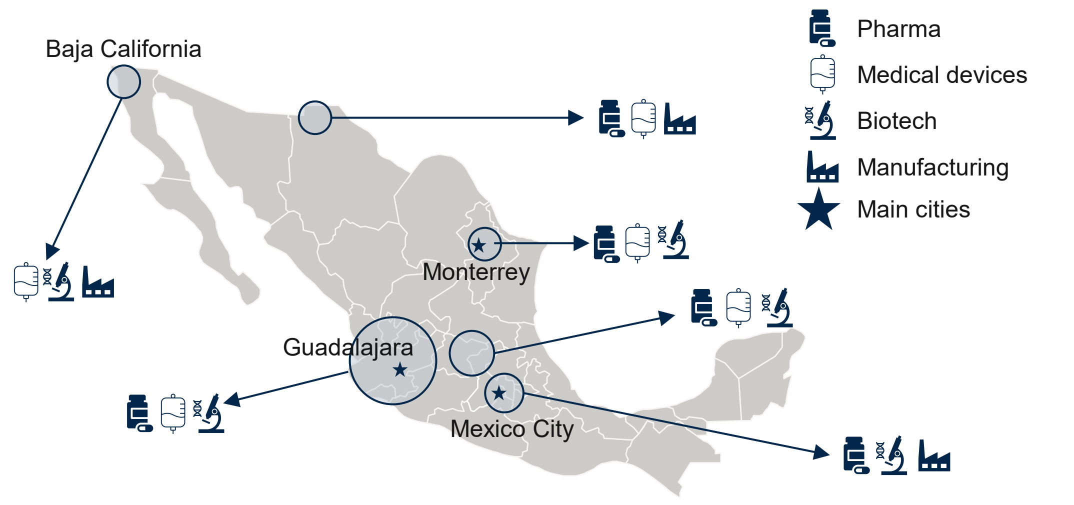
Mexico has a strong strategic manufacturing and export hub for medical devices in the Americas region

Export Sector

Mexico's top export categories, 2025



Clusters



Position

- Mexico's total exports account for ~36–37% of its total GDP, with manufacturing driving the majority of trade
- The United States remains the main trading partner, receiving over 80% of exports and reinforcing Mexico's role in regional supply chains
- For the Life Science sector, the manufacturing clusters are concentrated in Baja California, Guadalajara, Mexico City and Monterrey supporting specialized production, talent availability and supply chain integration
  - Medical devices have become a competitive export segment, benefiting from strong manufacturing capabilities and international integration
- This positioning allows companies to combine manufacturing, market access and regional distribution from a single location

Source: Government of Mexico, Trading economics, National Institute of Statistics and Geography (INEGI), , Business Sweden Analysis

Mexico offers attractive market opportunities and strong stakeholder ecosystem for Swedish Life Science companies

- Mexico represents a dual opportunity, combining a growing healthcare market with a strong manufacturing and export platform, enabling both commercial and operational presence
- Market entry is typically achieved through the private sector, while scale is driven through public institutions, requiring companies to navigate two distinct commercial pathways
- Swedish companies already operating in the market tend to leverage partnerships and phased entry strategies to expand regionally, rather than pursuing large-scale entry from the outset
- The most relevant opportunities are concentrated in MedTech, digital health and clinical development, where demand is increasing but system gaps still limit capacity
- Success in Mexico is highly strategy-dependent, requiring local presence, tailored go-to-market approaches and the ability to operate across a fragmented system

Tentative

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

Pre-arrival

Preparatory activities

- Assess best fit/interest with participants
- Knowledge-sharing sessions
- Participant companies' Export Validations

4-day Delegation Program

	Mexico City *2nd Nov*	Monterrey *3rd Nov*	Monterrey *4th Nov*	Mexico City *5th Nov*	Mexico City *6th Nov*
Activities	**Arrival to Monterrey, Mexico**	**Kick-off & Regional Market Overview** • Welcome and delegation kick-off • Business Sweden market briefing • Overview of Mexico's industrial landscape • Introductory meeting with local stakeholders • Welcome dinner / networking	**Industrial Ecosystem & Innovation Deep Dive** • Introduction to Nuevo León's industrial ecosystem • Cross-sector knowledge sessions • Visit to innovation / R&D center, industrial park or selected companies • Networking with local stakeholders and business community	**Sweden–Mexico Day** • Flagship event for Swedish companies in Mexico • Sessions on policy, investment climate and sector opportunities • Cross-sector networking and matchmaking • Evening networking activity	**Institutional Meetings & Business Environment** • Meetings with key public and institutional stakeholders • Cross-sector business meetings and knowledge exchange • Optional follow-up meetings

Post-departure

Individual follow-up

- Business opportunities realization
- Continued individual support (based on outcome)
- Consulting support - Export validation (up to 16h of support**)

* 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

1

Market insights

Build market insight through direct engagements with leading experts on the ground

2

Network-Building

Create a network and establish relationships with local stakeholders and decision-makers

3

Business Opportunities

Leverage Business Sweden's network to explore business collaboration and partnership opportunities with leading Indian companies and conglomerates

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

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

BUSINESS SWEDEN

THE SWEDISH TRADE & INVEST COUNCIL