

FIRMA DE MOU PROMÉXICO - MIZUHO BANK (9 DE MARZO DE 2015)

An MOU such as this one highlights all that Mexico and Japan have in common.

It is a step further in strengthening our economic ties.

It is a showcase for our bilateral opportunities.

This MOU is a timely response to the challenges that our bilateral trade is facing.

Main objectives of the MOU:

We will promote joint business and investment seminars.

We will promote the internationalization of Japanese companies in Mexico.

We will exchange and spread information of Mexico's competitive advantages among the Japanese business environment.

We will cooperate in priority sectors for both regions.

Mainly in the automotive, infrastructure and energy sectors.

Mizuho is a strategic partner for ProMéxico.

It is the second largest company of financial services in Japan.

"Mizuho" is an archaic Japanese term meaning "golden ears of rice," and was used to describe Japan.

Mizuho has signed business cooperation agreements with Banorte and Santander in Mexico.

Mexico is Japan's strategic partner in the Americas

This year we are celebrating the 10th Anniversary of our Economic Complementation Agreement.

Our bilateral trade doubled in the last decade. It went from 11.7 to 20.2 billion USD.

Some examples of Japanese OEM's in Mexico are Honda, Mazda, Nissan and Toyota.

Japanese investment in Mexico accounts for 9.1 billion USD (1999-2014)

Recent investments of Japanese companies in Mexico amount over 3.5 billion USD (according to the Ministry of Economy).

- JAPANESE OEM'S IN MEXICO**
- HONDA**
 - Silao, Guanajuato.
 - HONDA**
 - Saltillo, Jalisco.
 - Celaya, Guanajuato.
 - ISUZU**
 - Cuautitlán, Estado de México.
 - MAZDA**
 - Salamanca, Guanajuato.
 - NISSAN**
 - Aguascalientes, Aguascalientes.
 - Cuernavaca, Morelos.
 - TOYOTA**
 - Tijuana, Baja California.

Mexico's competitive advantages for Japanese companies (according to KPMG)

Reduced transportation times to the final markets.

Competitive manufacturing costs.

Strong supply chain.

High quality of the human capital.

Strategic location.

Free trade agreement network, which avoids double taxation

Nissan exports its production from Mexico to more than 50 countries.

325 Japanese companies operate in the auto parts sector in Mexico, which makes them the largest group among foreign companies operating in the country in this industry.