

THE MEXICO JOURNEY®

AN EXECUTIVE'S FRAMEWORK FOR THRIVING IN NORTH AMERICA

1



Strategic Positioning in North America

View Mexico as more than a factory base—it's your strategic lever for North American growth. Use Mexico to anchor regional supply chains, strengthen USMCA advantages, and position your company for long-term resilience.

2



Compliance as a Strategic Advantage

Treat compliance as a leadership priority. IMMEX, VAT, and labor alignment are not just obligations but cost-saving tools. Embed compliance into strategy to secure continuity, unlock efficiencies, and protect brand credibility in MX and beyond.

3



Workforce and Talent Development

Make talent your differentiator. Invest in training, transparent labor practices, and a culture that retains skilled workers. A strong employer brand in Mexico ensures stability, helps you meet USMCA standards, and builds a loyal workforce for future growth.

4



Local Supplier & Supply Chain Development

Prioritize supplier localization to reduce dependency on Asia and adapt to tariff shifts. Developing Mexican suppliers strengthens your compliance with USMCA rules of origin, lowers risks, and creates a more agile, regionally integrated supply chain.

5



Institutional & Community Engagement

Build trust with government, chambers, and local communities. Your active engagement will shape favorable outcomes during policy shifts and reinforce your company's reputation. Strong stakeholder ties are your license to operate and thrive in Mexico.