

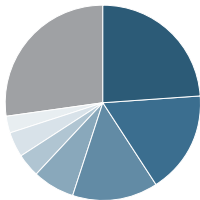


INTERNATIONAL GROWTH OPPORTUNITIES

MEXICO

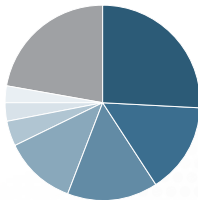
With a growing economy, close proximity to the U.S. and a low cost of doing business, Mexico is a prime export market for Wisconsin companies. As one of the state's top trading partners, Mexico imported about \$2.8 billion in Wisconsin products in 2014. According to recent market updates, Mexico's food and beverage sector is expected to grow at a rate of 3.3 percent in 2015, presenting excellent export opportunities for businesses in Wisconsin's nationally recognized food and beverage industry. Mexico is also experiencing growth in a variety of other sectors, including automotive, aerospace, medical and scientific instruments and renewable energy.

Top 2014 Export Categories
to Mexico



- Industrial Machinery - 24%
- Vehicles - 17%
- Electrical Machinery - 14%
- Plastic Products - 7%
- Medical and Scientific Instruments - 4%
- Paper - 4%
- Dairy Products - 3%
- Other - 27%

Top 2014 Import Categories
from Mexico



- Electrical Machinery - 26%
- Vehicles - 15%
- Industrial Machinery - 15%
- Medical and Scientific Instruments - 12%
- Base Metals - 4%
- Furniture - 3%
- Special Classifications - 3%
- Other - 22%

Population: 120.2 million
(21x greater than WI)

Area: 1.9 million sq km
(12x greater than WI)

GDP: \$1.3 trillion

2014 WI Exports: \$2.8 billion

WI Export Rank: 2

2014 WI Imports: \$2.5 billion

Key Industries: Industrial machinery, vehicles and parts, electrical machinery, plastics, medical and scientific instruments, paper, dairy products and furniture

To learn more about growing your business in Mexico,
visit InWisconsin.com/Exporting or call 855-INWIBIZ (toll free).

