

# EXPORTING IS GREAT

BRITAIN



## Market Visit to Mexico

### Mexico City: 6 – 11 September 2015

**Application Deadline:** Friday, 19 June 2015

**Sector:** Urban Innovation & Smart Cities

**The Market Visit to Mexico, organised by the Mayor's Export Programme and in partnership with UK Trade & Investment (UKTI), offers UK businesses the chance to explore the 'smart city' and urban-related opportunities that this fast growing Central American market can offer.**

In Mexico, as in many emerging markets, the urban population (which make up 79 per cent of the country's total population) is growing rapidly and Mexican cities are facing many economic, social and environmental challenges in supporting a high quality of life for its citizens.

To address this, the Mexican Federal Government has launched a National Urban Development Plan. The Plan includes the creation of a national strategy for sustainable urban mobility, integration of urban transportation and new projects to improve intermodal mobility. The Mexican Federal Government has also recently passed a reform to Housing Law with the aim of improving housing developments.

In the context of urban development and investment, there are a number of noteworthy smart cities' projects, including Ciudad Maderas in Queretaro (with an investment of \$USD 630 million) and Ciudad Creativa Digital in Guadalajara (also known as Mexico's Silicon Valley).

In addition to this, Mexico City Government has launched a number of projects and initiatives refurbishing and regenerating several parts of the city, improving connectivity and quality of life in what is one of the most challenging cities in the world.

Mexico represents a dynamic and exciting place for British companies to showcase their expertise in urban development in consulting, project management, financing, security services, emergency response, sustainability, cleaning services, other solutions and services, as well as explore potential collaboration opportunities.

In partnership with:

SUPPORTED BY  
**MAYOR OF LONDON**





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### Mayor's Export Programme

The Mayor's Export Programme delivered in partnership with UKTI and co-funded by the European Regional Development Fund (ERDF), seeks to increase the number of London's SMEs trading internationally by providing them with the requisite expertise, support and funding to start trading in new markets.

### What is provided?

Accommodation costs (total 4 nights) will be covered by the Mayor's Export Programme. Flight costs will be covered by delegates.

### Administration Fee

Companies are required to pay an administration fee of £250 (+VAT) to attend this Market Visit.

### Benefits of Attending

- Pre-arranged programme, including group transport, in-market briefing and networking reception
- Support from an experienced group leader before, during and after the Market Visit
- Attend a Pre-Market Visit Briefing in London
- Help to identify potential customers or partners and to arrange meetings with them via UKTI's Overseas Market Introductory Service (OMIS)\*
- Being part of the Mayor's Export Programme

#### **OMIS\***

An OMIS enables you to utilise UKTI's global network to carry out research and analysis work to your specific requirements.

UKTI's cost-effective service can enable you to conduct background research on the market size and conditions in your sector, assess competitors, partners, distributors, locate customers and new business opportunities and secure introductions, set up local visit and meeting programmes, utilise Embassies for product launches and receptions and work with local UKTI commercial officers.

### Eligibility Criteria

Small or medium sized enterprises (SMEs), based within one of London's 33 boroughs, with little or no exporting experience. An SME company is defined as having an annual turnover of less than £40 million and fewer than 250 employees.

Please note that mid-sized businesses (MSBs) are not eligible for support, unless they meet the SME definition. Subsidiary companies are only eligible, if they meet the SME criteria. Companies who are not active are not eligible.

### Outline of Market Visit Activities:

- In- Market Briefing
- Networking Event
- Group visits / meetings for delegates
- Individual follow up meetings
- Meeting with Government / Procurement Specialists

### Travel Itinerary

**Sunday, 6 September:** Depart London

**Sunday, 6 September:** Arrive in Mexico City

**Thursday, 10 September:** Depart Mexico City

**Friday, 11 September:** Arrive in London

### Registration

If you would like to register for the Market Visit or receive further information, please contact:

**UK Trade & Investment London**

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