



MSQUARE CONSULTORES  
RP, Comunicación e Inteligencia de Negocios

*At MSquare Consultants, we get together and coordinate the best team of professionals committed to design and implement efficient strategies directed to support Global companies to succeed in the Mexican market*

## **WHO WE ARE?**

MSquare Consultants was established in 2012 by a group of top professionals with expertise in diverse fields, all committed to develop business solutions, public relations and communication strategies directed to support companies interested to capitalize on business opportunities in Mexico.

## **ADVANTAGES**

- Our expertise to develop and to efficiently execute your strategies with key agents in Mexico, will place your company at the forefront of unique business opportunities in the country. We understand our customers and we work with them in a professional manner to generate tangible and measurable results.
- Our expertise in economics and technical areas allows us to implement concrete actions directed to promote investment, identify and develop local suppliers, comply with regulatory and trade rules, access to financial services, and other customized services. For us, technical analysis, market research, and monitoring of advances are key elements for our success.
- Our strong connections with governmental and industrial leaders in diverse sectors are based in experience and confidence. We are passionate and highly professionals when we represent our customers.
- Our expertise in communications and public relations will support your company not only to spread your message, but also to educate your audience about your relevance in your sector and country. We develop communication strategies to support your company to reach specific groups.



MSQUARE CONSULTORES  
RP, Comunicación e Inteligencia de Negocios

## **SERVICES**

- Design and execution of public and private strategies to promote foreign investment and generate new businesses, with specific interest in SME´s.
- Soft Landing services in Mexico: identification of business opportunities, identification of potential customers and partners, site selection, negotiation of incentives, deal execution and post-landing services.
- Development of local suppliers and strengthening of supply chains in strategic sectors based in strategic information from public and sectorial sources.
- Economic analysis of potential business opportunities and trends in industrial sectors, markets, companies and products / services.
- Specialized reports in legal due diligences, regulatory, logistics, communications, market research and public opinion affairs.
- Technical support to identify the best business model for your company, including the evaluation of the current export promotion and foreign investment programs (IMMEX – Maquiladora, Shelter, Joint-Venture, foreign ownership).
- As former FTA´s negotiators, policy-makers and private sector leaders, we support your company to take advantage of Mexico´s networking of trade agreements through a better understanding of legal provisions, technical areas (rules of origin, procurement, import duties) and new initiatives (NAFTA modernization, Pacific Alliance).
- Representation services in the Mexican market (sales).
- Planning and execution of communications strategies based in traditional and emerging media.
- PR services with governmental leaders (at federal and state level), entrepreneurs and public opinion. Interaction with public agencies, lobbying, regulatory management, formation of entrepreneurial coalitions.
- Business intelligence based in first-hand and strategic sources at national and international level.
- Organization of business meetings with potential suppliers, customers and partners. Networking events, B2B´s and trade missions.



MSQUARE CONSULTORES  
RP, Comunicación e Inteligencia de Negocios

## **BUSINESS OPPORTUNITIES AND SECTORIAL EXPERTISE**

- Aerospace
- Agribusiness / Agriculture
- Automotive / Autoparts
- Communications and Public Relations
- Economic Development Strategies
- Electrical / Home-Appliances
- Electronics
- Energy – Gas & Oil, renewable sources
- ICT's
- International Trade
- Investment
- Manufacturing Industry
- Mining
- Public Policy
- Transportation and Logistics

## **MAIN PROJECTS:**

- Design and execution of the new national strategy to enhance competitiveness of supply chains in Mexico through the development of local suppliers in the automotive, aerospace, electronics and electrical sectors (Secretary of Economy, 2016-2017)
- Sectorial Report and identification of business opportunities for Canadian auto parts manufacturers in Mexico's automotive industry" (Automotive Parts Manufacturer's Association of Canada – APMA, 2016).
- Organization of the Automotive, Aerospace and Advanced Manufacturing forums in Mexico (2014 – 2016).



MSQUARE CONSULTORES  
RP, Comunicación e Inteligencia de Negocios

- Evaluation of regional automotive industry clusters and establishment of strategies to strengthen local supply chains (States of Tlaxcala and San Luis Potosi, 2015 – 2016).

**PLEASE CONTACT US:**

- Alejandro Rojas  
Trade & Business Intelligence  
[alejandro@msquareconsultants.com](mailto:alejandro@msquareconsultants.com)  
C: +52 1 (414) 101-0647