



*At MSquare Consultants, we bring 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 stakeholders will place your company at the forefront of unique business opportunities in Mexico. We understand our customers and we work with them in a professional way to generate tangible and measurable results.
- Our expertise in economics, public policies and other technical areas allows us to implement concrete actions directed to: identify and develop local business opportunities; identify and evaluate potential suppliers; promote FDI (inward & outward), comply with regulatory and trade rules; access financial services; provide lobbying and other customized services. For us, technical analysis, market research and assessing results 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 representing our customers.
- Our recent participation in the renegotiation of NAFTA ("USMCA") as main advisors for companies and industrial associations in key manufacturing sectors will allow us to support and expand your operations under the new legal, technical and trade framework for the North American region.
- Our expertise in communications and public relations will support your company to spread your message, as well as to educate the audience about the importance of your activities in your sector and country of origin. We develop communication strategies to support your company to reach specific groups.



## SERVICES:

- As advisors in the NAFTA renegotiation (“USMCA”), we support foreign companies with interests in Mexico during the transition process through the evaluation of potential effects of new legal and technical provisions (rules of origin, procurement, import duties) on their specific operations.
- In the automotive industry, we have developed a *state-of-the-art* web-based system directed to evaluate potential impacts of USMCA specific provisions on each auto supplier (individual reports), as well as to identify new business opportunities as result of increases in local content requirements.
- We support companies to take advantage of Mexico’s network of trade agreements and other initiatives (Pacific Alliance, CP-TPP).
- Business intelligence strategies based on strategic sources and top-level network at national and international level.
- Economic analysis and specialized reports in public affairs (Congress and federal policies), legal due diligences, regulatory framework, market research and public opinion affairs, and trends in industrial sectors and markets.
- Design and integral implementation of public and private strategies to promote foreign investment (inward & outward) and to generate new businesses opportunities for Mexican stakeholders.
- Development of local suppliers and strengthening of supply chains in key manufacturing sectors and regions, with specific focus in SME’s.
- Soft Landing services in Mexico: identification of business opportunities and potential customers / partners, site selection, negotiation of incentives, deal execution and post-landing services.
- Technical support to identify the best business model for your company in Mexico, including the evaluation of the current export promotion and foreign investment programs (IMMEX – Maquiladora, Shelter, Joint-Venture, among others).
- Representation services in the Mexican market (sales).
- Planning and execution of communications strategies based in traditional and emerging media.
- Public relations (PR) services with governmental leaders (at federal and state level), entrepreneurs and public opinion. Interaction with public agencies, lobbying groups and creation of entrepreneurial coalitions.
- Organization of business meetings with potential suppliers, customers and partners. Networking events, B2B’s and trade missions.



## **BUSINESS OPPORTUNITIES AND SECTORIAL EXPERTISE:**

- Aerospace
- Advanced Manufacturing & Industry 4.0
- Agribusiness / Agriculture
- Automotive / Auto parts & New Technologies (EV's, Hybrids)<sup>1</sup>
- Communications and Public Relations
- Economic Research
- Electrical / Home-Appliances
- Electronics
- Energy – Gas & Oil, Renewable Sources
- Finance Service
- Human Capital
- ICT's
- International Trade
- Investment
- Mining
- Public Policies
- Transportation and Logistics

## **MAIN PROJECTS:**

### ***Public Policy:***

- 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, energy and electrical sectors (Federal Government, Ministry of Economy, 2016-2017).

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<sup>1</sup> MSquare has designed a web-based tool that currently supports more than 200 companies, industrial parks and investors to evaluate the effects of USMCA on auto companies. Information generated has been valuable for company's decision-making process and development of business contingency plans.



- Advisory services during the elaboration of the National Automotive Industry Competitiveness Policy – ProAuto (Federal Government, Ministry of Economy, 2016-2017).
- External advisors for companies and business associations during the renegotiation of NAFTA / USMCA (2017 – 2018).

### ***Research & Economic Reports:***

- 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).
- Evaluation of potential effects of NAFTA renegotiation process on key export and manufacturing industries (sensitivity analysis) – confidential reports for companies, industrial parks and REITs (2018).
- Evaluation of regional automotive industry clusters and development of strategies to strengthen local supply chains. States of Puebla / Tlaxcala, Hidalgo, Jalisco and San Luis Potosi (2015 – 2017).
- Development of strategies to enhance competitiveness of local suppliers in evaluated sectors and regions based on the “Triple Helix” model (academia, private sector and government)
- Partnership agreements established with OEM and Tier 1 companies to support their strategies to attract local suppliers (aerospace, automotive and electronic industries).
- Soft-landing services and attraction of foreign companies in diverse sectors and origins (Canada, Spain, USA).

### ***Forums and Events:***

- Organization of the IPMA (International Project Management Association) World Congress, Mérida (2019) – 1000 attendees from 70 countries.
- Co-organization of the “USMCA (NAFTA 2.0) National Forums and Results for the Mexican Economy”, in six cities across the country (2018 – 2019).



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- Organization of the “National Workshop: USMCA and the Automotive Industry” for the manufacturing and exporting manufacturing companies – INDEX / National Maquiladora Association (2018)
- Organization of the Automotive, Aerospace and Advanced Manufacturing forums in Mexico (2014 – 2018) and the next 2019 edition.
- Co-organization of the “Industrial Human Capital Summit” (2016 – 2018) and the next 2019 edition.

### ***Communication and PR:***

- Communication and PR services for the Mexican Automotive Industry Association (AMIA), including the organization of 27 “National Automotive Clusters Meeting” and 12 “National Meeting of Academic Institutions and Research Centres for the Automotive Industry” (bimonthly).

### **PLEASE CONTACT US:**

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## OUR PARTNERS & CUSTOMERS:

