

GLOBAL LAUNCH PAD

Tech México Advocates

Lead: [Carlos Monroy](#) and [Juan Jesus Gonzalez](#)

Tech México Advocates is a global organization dedicated to fostering Mexico's national growth by bringing together innovators, entrepreneurs, investors, and experts from the technology sector into a shared space

Nearshoring and Relocation of Supply Chains: Mexico has positioned itself as an attractive destination for the relocation of companies and supply chains, driven by its geographical proximity and trade ties with the United States, as well as its competitive infrastructure and labor force.

Strategic Sectors

- Renewable energies
- Agribusiness
- Technology and software
- Health and wellness services

Tourism: The tourism sector in Mexico offers investment opportunities, driven by the recovery of activity after the pandemic.

Real Estate and Logistics: The real estate and logistics sectors also present attractive investment possibilities, partly due to nearshoring trends.

Small and Medium Enterprises (SMEs): Supporting and strengthening Mexican SMEs is a priority, which opens opportunities for financing programs, training and business development.

TIPS TO ENTER MEXICAN MARKET

1. Mexico is an attractive market with an extensive network of trade agreements and solid logistics infrastructure. Some key strategies for entering include:
Leverage Free Trade Agreements
2. Mexico has 14 FTAs with 50 countries, providing preferential access to its products. Taking advantage of these agreements is fundamental. **Utilize Logistics Platforms and Ports**
3. The New Port of Veracruz and other Mexican ports have increased their capacity, facilitating trade, especially with China. The New Mexico City Airport is also designed for goods distribution. **Take Advantage of Special Economic Zones**
4. Mexico has established Special Economic Zones with fiscal and customs benefits to attract foreign investment, especially in southern states. **Comply with Legal and Regulatory Requirements**
5. It is crucial to respect Mexico's trade agreements, laws and the rule of law to avoid legal uncertainty that deters foreign investment.

PUBLIC INSTITUTIONS

- The National Council of Humanities, Sciences and Technologies (CONAHCYT) is a decentralized public agency of the federal government of Mexico. Its mission is to promote and support activities in humanistic and scientific research, technological development, and innovation. <https://conahcyt.mx/conahcyt/peciti/>
- The Mexican Business Council (CMN) is the main business organization responsible for promoting and supporting the development of businesses in Mexico through various strategies and programs <https://cmn.mx/>
- Nacional Financiera (Nafin) is a development banking institution in Mexico responsible for promoting savings and investment through project management, the establishment of financing programs, the coordination of capital investments, and the increase of productivity
<https://www.nafin.com/portalfn/content/home/home.html>

ACCELERATION PROGRAMS FOR START UPS

Startup México Accelerator

- Acceleration program led by Startup México, one of the main entrepreneurship organizations in the country.
- Offers mentorship, training, networking, and access to investors to selected startups.
- Has accelerated more than 300 startups since its inception.

Wayra México Acceleration

- Acceleration program by Telefónica Open Innovation, present in Mexico since 2011.
- Invests seed capital in technology startups and provides them with mentorship, infrastructure, and access to clients.
- Has a global network of Wayra accelerators in 10 countries.

NXTP Labs México Acceleration

- NXTP Labs is an accelerator and investment fund based in Argentina, with operations in Mexico since 2013.
- Invests in seed-stage technology startups and provides them with mentorship, training, and networking.
- Has accelerated more than 1,000 startups in Latin America.

Endeavor México Acceleration

- Endeavor is a global organization that supports high-impact entrepreneurs, present in Mexico since 2002.
- Selects and supports entrepreneurs with high growth potential through mentorship, networking, and access to capital.
- Has a network of more than 2,000 entrepreneurs and investors in Mexico.

KEY EVENTS COMING UP INTO 2024

América Digital México 2024

- Leading technology and business event in Mexico, with the participation of global and local technology companies.
- It will be held on June 19-20, 2024 at the World Trade Center in Mexico City
<https://mx.america-digital.com/>

Wired Summit 2024 presented by Nissan

- Event organized by WIRED magazine on innovation, technology and gadgets.
- It will take place on September 18, 2024 at the World Trade Center in Mexico City
<https://events.wired.com/>

Expotechnology 2024

- Technology and security event tour that travels to different cities in Mexico.
- The 2024 edition will be held in March at the Grand Fiesta Hotel in Puebla.
- Includes conferences, workshops, exhibitions and activities for companies and end users <https://expotechnology.mx/>

Other Technology and Business Fairs

- Infosecurity México 2024 (October 22-24, Mexico City)
- eCommerce Summit & Expo (ECSE) 2024 (October 22-24, Mexico City)
- Ecomondo México 2024 (date to be confirmed, Guadalajara)

Some key activities of Mexico Tech Advocates

- Hosting conferences, summits, and networking events to facilitate discussions on the latest trends, challenges, and opportunities in the Mexican tech ecosystem.
- Advocating for policies and regulations that foster a favorable environment for technology startups and businesses to thrive.
- Connecting Mexican tech companies with potential investors, partners, and customers, both domestically and internationally.
- Providing mentorship, training, and resources to help entrepreneurs and startups scale their businesses.
- Collaborating with government agencies, academic institutions, and other stakeholders to drive innovation and entrepreneurship in Mexico.

Team

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Strategic Partners Tech Mexico Advocates

- HUB iLab is an innovation and entrepreneurship hub that helps companies, organizations, and talent innovate and create impactful solutions. Some key points about HUB iLAB <https://ilab.net/>
- The National Council of Entrepreneurs (CONE) is an organization that represents and defends the interests of the business sector in Mexico <https://cce.org.mx/>
- The Yucatan Science and Technology Park (PCTY) is an important center of innovation and technological development in Mexico: <https://pcty.com.mx/>