

MÉXICO Alimentaria

Food and Beverage Expo

1 - 3 JUNE, 2010
Mexico, City

Centro
Banamex



MEXICO, is a market to be taken into account in expansion plans for companies in the food and beverage sector.

In the short and medium term, **Mexico** is shaping up to be one of the countries with **the greatest prospects and growth potential in Latin America** because of its **macroeconomic stability** and **very close, direct relationship with the U.S.A in all areas**. The latter economy is showing clear signs of reactivating, which will carry along with it the other global economies.

Mexico is a country to bear well in mind, due to:

- ✦ its status as the top trading power in Latin America
- ✦ It is the country with the greatest international confidence in the region *((top position in capturing the most new foreign investment)).*

It is a market of great interest due to :

- ✦ the size and potential of its population *107.5 million inhabitants, of which more than 43 million are potential heavy consumers – middle and upper class)*
- ✦ the importance of tourism *(ranking eighth in the world in tourist destinations, receiving more than 21.5 million tourists, with annual spending steadily rising)*
- ✦ its influence in the region *(U.S.A. and Central America)*
- ✦ its openness to the exterior *((the country with the second most free trade agreements in the world)*

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