



THE POWER OF NEARSHORING IN MEXICO



Table Of Contents

Table Of Contents	1
Introduction	4
Chapter 1: The Case for Mexico	5
Why Businesses Are Moving Away from China	6
Mexico as the Nearshore Leader	6
Key Benefits of Nearshoring in Mexico	7
Supply Chain Planning and Adaptability	8
Applicability to Different Industries	9
Key Takeaways	10
Chapter 2: Doing Business in Mexico	11
Different Approaches to Doing Business in Mexico	11
Location Selection in Mexico	12
Key Legal and Cultural Aspects of Doing Business in Mexico	13
Key Takeaways	14

Chapter 3: Investments in Mexico **14**

Understanding IMMEX and Maquiladoras 15

Investing in the IMMEX Program 15

Impact of the IMMEX Program 17

With Visigistics and the IMMEX Program 17

Key Takeaways 17

Chapter 4: Shipping from Mexico to the US **18**

Key Aspects of Shipping from Mexico to the US 19

Challenges and Solutions 20

Tips for Choosing the Right Logistics Company 22

Key Takeaways 23

**Chapter 5: Partnering with Visigistics for a Clear Path to
Reliable Logistics** **24**

Tailored Logistics Solutions: Meeting Your Unique Needs 24

Streamlining Operations for Efficiency 24

Building Resilient Supply Chains: Overcoming Disruptions 25

Collaboration and Knowledge Sharing: Staying Ahead	25
US-Mexico Cross-Border Logistics Solutions: Navigating Complexity	25
Our Commitment	26
Key Takeaways:	26
Conclusion	27
Why Mexico and the Steps Ahead	28
A Letter from Visigistics President, Troy Patterson	29



Introduction

As the world's economy becomes more interconnected and interdependent, businesses are constantly exploring new opportunities for growth and profitability. From emerging markets to technological advancements, the modern business landscape offers a myriad of opportunities and challenges. One such opportunity is the exploration of new supply chain strategies and approaches to global expansion. This eBook aims to provide readers with a comprehensive overview of the potential benefits of establishing a supply chain in Mexico.

Supply chains are the lifeblood of global commerce, connecting producers, suppliers, manufacturers, and consumers. However, the globalization of business, coupled with rapid technological advancements, has reshaped the supply chain landscape. It has compelled businesses to continually adapt and evolve their supply chain strategies to ensure efficiency, profitability, and competitiveness. Mexico, with its strategic geographic location, cost-effective labor force, and robust trade agreements, has emerged as an attractive destination for businesses looking to expand and optimize their supply chains.

The decision to expand into Mexico should not be taken lightly. It requires a nuanced understanding of the country's business environment, labor costs, potential challenges, and the various approaches to setting up operations there. This eBook is designed to provide a well-rounded perspective on doing business in Mexico and establishing a supply chain operation, helping readers understand the various facets and intricacies involved in such an endeavor.



Chapter 1: The Case for Mexico

As the 21st century unfolds, the global manufacturing landscape has undergone considerable changes. Driven by a range of factors, including evolving international trade agreements, geopolitical uncertainties, supply chain disruptions, and advancements in technology, businesses worldwide have found themselves having to reassess and adapt their supply chain strategies.

Why Businesses Are Moving Away from China

For many years, China was the world's manufacturing hub. Its cheap labor, massive production capabilities, and rapidly expanding consumer market made it an attractive destination for global businesses. However, in recent years, a variety of factors have led to a shift in this trend.

Rising labor costs in China have reduced the benefits that made it an attractive place for manufacturing. China's one-child policy and families' preference for boys have led to an aging population that cannot support itself. Nowadays, a younger and more educated workforce in China is asking for higher wages, which increases costs for businesses.

Additionally, concerns over intellectual property (IP) rights and protections have become more prevalent. The Chinese government has made some progress in strengthening IP protections, but the perception remains that IP is less secure in China than in other countries.

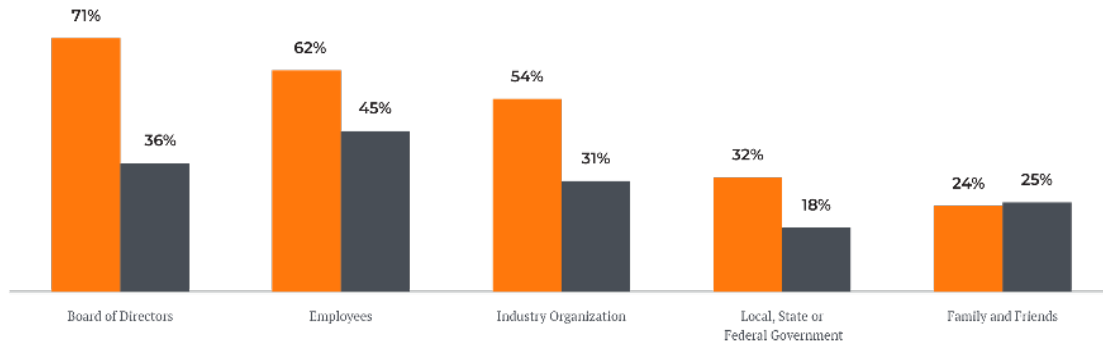
Mexico as the Nearshore Leader

Amid these changes, Mexico has emerged as a leading nearshore destination for manufacturing and supply chain operations. "Nearshoring" refers to the practice of transferring a business operation to a nearby country, often sharing a border with the home country. It stands in contrast to offshoring, where the transferred operations are set up in a country far away.

Interest in Changing Sourcing Footprint

● 2022 ● 2021

Stakeholders discussing manufacturing footprint relocation with CEOs



Source: Kearney analysis

Key Benefits of Nearshoring in Mexico

There are several key advantages to nearshoring in Mexico, including lower labor costs, faster delivery times, efficient risk management, proximity to the North American market, and a high-quality workforce.

While China still retains one of the lowest cost labor forces in the world, Mexico's workforce continues to be sought after due to their longstanding commitment to investing in its manufacturing sector. The country produces more engineers per capita than many other countries, including the United States. With such a well-educated workforce, Mexico is an attractive destination for businesses seeking access to skilled labor at a competitive price. When companies invest in Mexico's manufacturing capabilities, they stand to reap long-term benefits while keeping their operational costs low.



Source: TradingEconomics.com

Moreover, Mexico showcases a proficient workforce renowned for its extensive education and skills. Numerous Mexican workers possess valuable expertise in sectors like automotive, aerospace, electronics, and medical devices, enabling them to manufacture superior products that adhere to global benchmarks. The stringent quality standards upheld in Mexico have fostered a culture of zero defects in manufacturing, guaranteeing that every item is produced with utmost excellence.

Supply Chain Planning and Adaptability

Mexico offers several benefits when it comes to supply chain planning and recovery. One of the key advantages is reduced logistical complexity and shorter lead times. By locating production facilities or sourcing partners closer to the United States, companies can streamline transportation and communication, resulting in faster response times to market demands. This agility is particularly valuable during times of disruption, such as natural disasters or geopolitical tensions, as it allows for quicker recovery and adaptation.

Nearshoring in Mexico offers businesses the advantage of swift delivery times, enabling them to efficiently transport goods to the U.S. border, thus minimizing shipping durations and expenses.

Nearshoring in Mexico also enhances supply chain resilience by reducing dependency on distant and potentially unstable regions. By diversifying sourcing and manufacturing locations within close proximity, companies can mitigate risks and ensure a more reliable flow of goods.

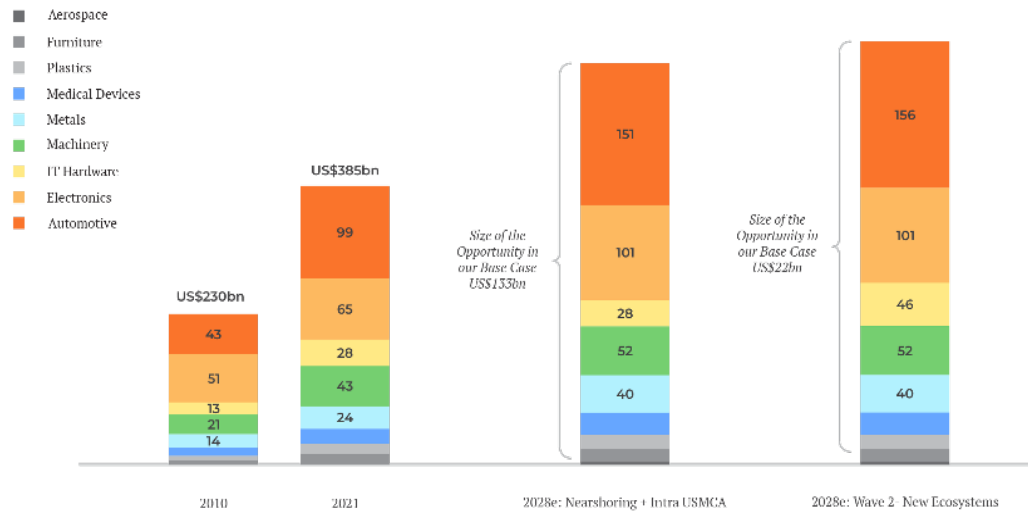
Additionally, nearshoring in Mexico fosters closer collaboration and cultural alignment between stakeholders, facilitating better coordination and innovation. This proximity enables more frequent face-to-face interactions, knowledge sharing, and efficient problem-solving, ultimately leading to improved supply chain planning and resilience.

Applicability to Different Industries

A range of industries can benefit from nearshoring their operations to Mexico. Industries that require a high level of skill and precision, such as the automotive, aerospace, electronics, and medical device industries, have already established a significant presence in Mexico. The country's manufacturing capabilities are expanding, and its workforce is continually developing its skills and expertise. This makes Mexico an attractive destination for a variety of businesses looking to nearshore their operations.

Mexico Potential Exports Due to Nearshoring

Morgan Stanley Scenarios: Mexican Exports to the US (US\$bn)



Note: 2028e considers 2021 figures plus Morgan Stanley's estimated nearshoring opportunity over 5Y.

Source: Mexico Strategic Sourcing Alliance as cited in Morgan Stanley Research Company Data

Key Takeaways

- Mexico has emerged as a leading nearshoring destination due to its cost advantages, proximity to the United States, and skilled workforce.
- Businesses in industries that require skilled labor and precision can particularly benefit from Mexico's expanding capabilities.
- Mexico offers a compelling case for businesses seeking to optimize their supply chains and stay competitive in the global marketplace.
- As the global business environment continues to evolve, it's essential for businesses to remain adaptable and explore new opportunities.
- Mexico should be on the radar of any business looking to future-proof its operations and take advantage of the country's favorable business environment.



Chapter 2: Doing Business in Mexico

Mexico's strategic geographic location, coupled with its attractive labor pool and trade agreements, make it an enticing choice for international businesses seeking to expand their operations. In this chapter, we will explore various approaches to establishing business operations in Mexico, discuss the importance of warehouse location selection, and look into key legal and cultural aspects of doing business in the country.

Different Approaches to Doing Business in Mexico

When setting up operations in Mexico, businesses have several options: Contract Manufacturing, Shelter Programs, and Maquiladora Operations.

Contract Manufacturing

Contract Manufacturing is the fastest way to start manufacturing in Mexico. It means a manufacturer hires another company to make parts or products. Contract manufacturing has benefits like lower costs, using advanced technology, and focusing

on important business tasks. But it also has challenges like controlling quality and managing suppliers carefully. Industries such as electronics, automotive, and aerospace can benefit a lot from this approach.

Shelter Programs

The Shelter program offers foreign companies the opportunity to use their own equipment, manage their inventory, and follow their manufacturing processes while receiving administrative support from the Shelter organization. The program provides various services like legal assistance, accounting, import/export, and human resources to foreign companies. By operating under a shelter, businesses can save costs, improve operations, manage risks, and receive administrative and legal support. This approach also encourages the creation of jobs, attracts foreign investment, and promotes the growth of local supply chains. Industries such as manufacturing, aerospace, automotive, and medical devices frequently benefit from the shelter program.

Maquiladora

Maquiladora operations refer to factories in Mexico operated by foreign companies that import duty-free components for assembly and export. This arrangement provides various benefits, including the duty-free importation of machinery, equipment, and raw materials, as well as reduced labor costs. The Maquiladora program attracts companies from various industries, as they can take advantage of its favorable cost structure and trade advantages. These operations contribute to job creation, foreign investment, and the growth of local supply chains in Mexico.

Location Selection in Mexico

Choosing the right manufacturing location in Mexico is crucial as it can influence everything from transportation costs to regulatory compliance and labor availability. Key factors to consider include proximity to transportation infrastructure, labor market conditions, regulatory landscape, real estate costs and availability, utility costs, and local market conditions.

However, businesses should also consider the unique challenges and opportunities associated with warehousing in Mexico. These include understanding the risk of natural disasters, navigating cultural differences, risk of crime, optimizing transportation routes, and selecting between raw land, build-to-suit, or existing warehouse spaces.

Key Legal and Cultural Aspects of Doing Business in Mexico

Doing business in Mexico requires an understanding of the country's legal environment, which includes labor laws, import/export regulations, and laws related to establishing a business. Misunderstanding these aspects can lead to legal issues and damage to a company's reputation.

Cultural understanding is also crucial. Business etiquette in Mexico may differ from that of other countries, and language barriers can present challenges. Labor practices, too, may vary, and understanding these differences is essential for effective management and operation.

Manufacturing Scenarios



Key Takeaways

- Establishing a business in Mexico offers advantages but requires careful planning and execution.
- Different operational approaches have benefits and challenges that must be considered.
- Warehouse location selection is crucial, considering various factors.
- Understanding the legal and cultural aspects of doing business in Mexico is essential.



Chapter 3: Investments in Mexico

In the global manufacturing landscape, Mexico has emerged as an attractive destination for foreign companies. The country's proximity to the United States, abundance of skilled and unskilled labor, and competitive costs are significant factors. However, another critical component contributing to Mexico's appeal is the Mexican government's proactive initiatives to foster a business-friendly environment. One such initiative is the IMMEX program.

Understanding IMMEX and Maquiladoras

The IMMEX program, was instituted by the Mexican government in 2006. This scheme replaced its predecessor, the Maquiladora program of the 1960s, aiming to encourage foreign investment in Mexico and invigorate the economy. Under the IMMEX program, eligible companies can import raw materials, parts, and machinery into Mexico without incurring taxes, primarily for use in manufacturing processes targeted at export. In addition, companies under the IMMEX program can get of an exemption

from Value-Added Tax (VAT) on imported goods and machinery, alongside reduced corporate tax rates.

The term Maquiladoras refers to manufacturing units operating under the IMMEX program. These units are typically owned by foreign entities, employ Mexican workers, and focus on assembling, processing, or manufacturing goods for export. While Maquiladoras initially concentrated on assembly operations for products like electronic components, textiles, and toys, they have evolved to accommodate more intricate operations.

Investing in the IMMEX Program

The IMMEX program has significant benefits for foreign companies contemplating an expansion of their operations. The primary advantage lies in the tax-free import of raw materials and equipment, which can substantially lower manufacturing costs and subsequently boost profit margins. Additionally, the VAT exemption on imported goods and reduced corporate tax rate can lead to impressive tax savings.

To reap the benefits of the IMMEX program, companies must acquire certification from the Mexican government. This procedure involves submitting an application, having financial statements reviewed, and undergoing an inspection of the manufacturing facility. Once the certification is granted, firms are expected to adhere to the program's rules and regulations related to record-keeping, auditing, and reporting.

The IMMEX program's regulations are meticulous and comprehensive, including stipulations related to the use of imported materials and equipment, export and import reporting, and adherence to labor laws and environmental regulations. Consequently, organizations are expected to maintain accurate records of their

manufacturing operations and comply with regular audits and inspections conducted by Mexican authorities.

Impact of the IMMEX Program

The IMMEX program has substantially bolstered the Mexican economy, attracting billions of dollars in foreign investment and creating countless jobs for Mexican workers. Moreover, it has fostered a transformation in the Mexican economy by endorsing the development of advanced manufacturing operations and reducing the country's dependence on low-skilled, labor-intensive manufacturing.

With Visigistics and the IMMEX Program

Visigistics, with its robust experience in cross-border logistics solutions, can be an invaluable ally for businesses planning to venture into Mexico and harness the IMMEX program's benefits. Our team of experts can guide you through the program's complexities, including obtaining the IMMEX certification, abiding by regulations, and managing your supply chain and logistics operations. We pride ourselves on our customer service and communication, working closely with you to ensure a smooth and efficient logistics process.

Don't let the challenges of cross-border logistics and the IMMEX program stand in the way of your business's growth. Partner with Visigistics to explore how we can contribute to your success story in Mexico.

Key Takeaways

- The IMMEX program, launched by the Mexican government, offers numerous benefits to foreign companies, including tax-free import of raw materials and reduced corporate taxes.

- Maquiladoras, manufacturing plants operating under the IMMEX program, have evolved from basic assembly operations to include more complex manufacturing processes.
- Obtaining IMMEX certification involves an application process and adherence to program regulations, but the investment can bring substantial rewards in cost savings and increased profitability.



Chapter 4: Shipping from Mexico to the US

Shipping goods from Mexico to the US involves a complex logistics process that requires careful planning and execution. Businesses operating in this cross-border trade route need to understand the key aspects of shipping, the challenges they may encounter, and the solutions available to ensure successful operations. In this chapter, we will look at the intricacies of shipping from Mexico to the US, explore the critical factors to consider, discuss the challenges faced, and provide practical

solutions. We will also offer valuable tips on choosing the right freight forwarder to optimize the shipping process and maximize efficiency.

Key Aspects of Shipping from Mexico to the US

When shipping goods from Mexico to the US, several key aspects must be carefully considered to facilitate a smooth and efficient process. These include customs clearance requirements and regulations, packaging and labeling considerations, transportation modes and routes, and border crossing procedures and documentation.

Customs clearance requirements and regulations are of critical importance in cross-border shipping. Both Mexico and the US have specific rules and regulations governing the import and export of goods. Ensuring compliance with these requirements is essential to avoid delays, penalties, or even the seizure of goods.

Collaborating with experienced customs brokers who possess in-depth knowledge of the customs clearance process is highly recommended. These professionals can assist businesses in preparing the necessary documentation, handling customs declarations, and navigating the intricacies of compliance in both countries.

Packaging and labeling requirements also play a critical role in cross-border shipping. Both Mexico and the US have specific regulations regarding how goods should be packaged and labeled for import and export. It is crucial for businesses to package their products safely and in compliance with these regulations.

Additionally, accurate and clear labeling is essential for efficient handling and customs clearance. Freight forwarders and logistics companies specializing in US-Mexico freight can provide guidance and support in meeting these packaging and labeling

requirements, ensuring that goods arrive at their destination safely and in compliance with regulations.

Transportation modes and routes are significant considerations when shipping from Mexico to the US. Factors such as distance, cost, timing, and the nature of the goods influence the selection of appropriate transportation options. Establishing strong relationships with trucking companies operating in Mexico is advantageous, as it provides businesses access to reliable and efficient transportation services.

Freight forwarders and logistics companies specializing in Mexico-USA shipping can offer insights into transportation costs, transit times, and carrier reliability, enabling businesses to make informed decisions and select the most suitable transportation modes and routes based on their specific requirements.

Border crossing procedures and documentation can be complex and time-consuming. It is crucial to ensure that all necessary documentation is accurately prepared and submitted on time to facilitate smooth border crossings. Experienced freight forwarders and logistics companies specializing in Mexico-USA shipping can guide businesses through the procedural requirements and provide invaluable assistance in understanding and complying with specific regulations for border crossings. These professionals can also offer support in preparing and submitting the required documentation, ensuring a seamless transition between Mexico and the US.

Challenges and Solutions

Shipping from Mexico to the US presents several challenges that businesses must navigate to ensure successful operations. The complexity and ever-changing nature of customs regulations pose a significant challenge. However, by collaborating closely with experienced customs brokers, businesses can overcome this hurdle. Customs

brokers possess a deep understanding and expertise in the requirements and regulations, allowing them to navigate the process efficiently. These professionals

can help prepare the necessary documentation, handle customs declarations, and ensure compliance with regulations, reducing the risk of delays or penalties.

Another challenge lies in meeting packaging and labeling requirements. Compliance with these regulations is crucial for the safe and efficient transport of goods. Freight forwarders specializing in Mexico-USA shipping can provide valuable guidance on packaging standards, labeling requirements, and any specific regulations that must be adhered to. By following their advice, businesses can avoid unnecessary delays and ensure the smooth movement of goods across borders.

Selecting the most efficient and cost-effective transportation modes and routes is yet another challenge in shipping from Mexico to the US. However, businesses can overcome this challenge by working closely with logistics companies who have established relationships with reputable trucking companies operating in Mexico. These forwarders can offer insights into transportation costs, transit times, and carrier reliability, enabling businesses to make informed decisions and optimize their transportation strategies.

Border crossing procedures and documentation can prove to be complex and time-sensitive. To address this challenge, businesses can rely on the expertise of experienced freight forwarders specializing in Mexico-USA shipping. These forwarders possess in-depth knowledge of the procedural requirements and can provide guidance on preparing and submitting accurate documentation. By leveraging their expertise, businesses can ensure seamless border crossings, avoiding delays and ensuring the uninterrupted flow of goods between Mexico and the US.

Tips for Choosing the Right Logistics Company

Selecting the right logistics company is crucial for successful shipping operations from Mexico to the US. Consider the following tips when making this important decision:

Experience and Expertise in Mexico-USA Shipping

Look for logistics companies with a proven track record in handling shipments between Mexico and the US. Experience and expertise in this specific trade route indicate their ability to navigate the complexities effectively.

Reliability and On-time Delivery

Partner with a logistics company that has a reputation for reliability and on-time delivery. Timely delivery is essential to meet customer expectations and maintain supply chain efficiency.

Customer Service and Communication

Choose a logistics company that places a high emphasis on excellent customer service and effective communication. Regular updates and responsiveness are key to addressing any issues that may arise during the shipping process.

Pricing and Transparency

Consider logistics companies that offer competitive pricing and provide transparent pricing estimates. Having a clear understanding of the costs involved and any additional fees will enable businesses to plan and budget effectively for their shipping operations.

Technology Tools and Visibility

Opt for logistics companies that leverage advanced technology tools to provide real-time visibility into the shipping process. Tracking capabilities and visibility help

businesses monitor their shipments, plan inventory, and proactively address any potential delays or issues.

Key Takeaways

- Shipping from Mexico to the US requires careful consideration of customs clearance requirements, packaging and labeling regulations, transportation modes and routes, and border crossing procedures.
- Shipping from Mexico to the US requires careful consideration of customs clearance requirements, packaging and labeling regulations, transportation modes and routes, and border crossing procedures.
- Collaborating with experienced customs brokers and logistics companies specializing in Mexico-USA shipping is crucial for navigating these complexities.
- New Choose a logistics company with experience, reliability, excellent customer service, transparent pricing, and advanced technology tools for real-time visibility.
- By addressing the challenges and selecting the right freight forwarder, businesses can optimize shipping operations, minimize delays and risks, and ensure successful cross-border trade.



Chapter 5: Partnering with Visigistics for a Clear Path to Reliable Logistics

In today's ever-changing business landscape, ensuring reliable logistics operations is critical for sustainable success. Businesses often face various pain points that hinder their logistics efficiency and disrupt their supply chain. At Visigistics, we understand the challenges you encounter and are here to help you overcome them, creating a reliable logistics framework that supports your operations seamlessly.

Tailored Logistics Solutions: Meeting Your Unique Needs

Every business has its unique logistics requirements, and finding the right solutions can be overwhelming. We recognize the pain points you face in searching for logistics solutions that align perfectly with your needs. With Visigistics, you can rely on our expertise to provide tailored logistics solutions that address your specific challenges and enable you to optimize your operations effectively.

Streamlining Operations for Efficiency

Inefficient logistics operations can be a major pain point, leading to increased costs,

delays, and customer dissatisfaction. At Visigistics, we strive to streamline your logistics processes, identifying and eliminating inefficiencies to improve overall efficiency. By leveraging advanced technologies and enhancing supply chain visibility, we optimize your operations, reducing costs and ensuring better customer satisfaction.

Building Resilient Supply Chains: Overcoming Disruptions

Disruptions can have a significant impact on your supply chain, affecting your business continuity. Building resilient supply chains is essential to withstand disruptions and ensure seamless operations. At Visigistics, we understand the pain points associated with disruptions and help you build robust and agile supply chains. Our expertise enables you to anticipate and mitigate disruptions, ensuring a reliable supply chain that can adapt to changing circumstances.

Collaboration and Knowledge Sharing: Staying Ahead

Staying updated with logistics trends and best practices can be a challenge in a rapidly evolving industry. Lack of collaboration and knowledge sharing opportunities can hinder your ability to optimize your logistics operations. At Visigistics, we foster collaboration through executive roundtables, providing a platform for supply chain executives to exchange ideas, learn from each other, and stay ahead of industry trends. This collaborative environment allows you to gain valuable insights, enhance your knowledge, and implement innovative solutions.

US-Mexico Cross-Border Logistics Solutions: Navigating Complexity

Operating in the cross-border logistics landscape between the US and Mexico comes with its own set of challenges. We understand the pain points businesses face in navigating this complex environment. With our specialization in US-Mexico

cross-border logistics, we offer comprehensive solutions tailored to your specific needs. Our expertise and strong partnerships in the region ensure smooth and reliable operations, minimizing complexities and maximizing efficiency.

Our Commitment

At Visigistics, we are committed to addressing the pain points that hinder your logistics efficiency and disrupt your supply chain. Through tailored logistics solutions, streamlined operations, resilient supply chains, collaboration opportunities, and expertise in US-Mexico cross-border logistics, we empower you to overcome challenges and create a reliable logistics framework. Together, we can optimize your operations, improve customer satisfaction, and achieve long-term success. Connect with Visigistics today to unlock the potential of a reliable logistics framework for your business.

Key Takeaways:

- Partnering with Visigistics provides businesses with access to expertise and resources to establish reliable logistics operations.
- Businesses should stay informed about the current market conditions and continuously assess their logistics operations to adapt and thrive.
- Assessing different logistics options and working with Visigistics helps businesses determine the best strategies that meet their specific needs and goals.
- Partnering with Visigistics empowers businesses to overcome logistics challenges, improve operational efficiency, and achieve desired outcomes.
- Visigistics' comprehensive logistics services cover all aspects of the supply chain, ensuring seamless and reliable operations from start to finish.
- Collaborating with Visigistics in supply chain consulting enables businesses to optimize their supply chain networks, enhance operational reliability, and improve overall performance.
- Executive roundtables organized by Visigistics offer opportunities for supply chain executives to network, learn from each other and stay abreast of industry developments.

- Visigistics' expertise in US-Mexico cross-border logistics enables businesses to optimize their operations, reduce complexity, and ensure the smooth flow of goods between the two countries.

Conclusion

In conclusion, Mexico presents significant opportunities for businesses looking to expand their operations and establish reliable logistics networks. The country's strategic location, favorable trade agreements, competitive labor costs, and highly qualified workforce make it an attractive destination for companies seeking to optimize their supply chains.

Throughout this ebook, we have explored various aspects of doing business in Mexico, including understanding the business landscape, navigating legal and regulatory requirements, managing cultural differences, and implementing effective logistics strategies. We have highlighted the benefits of nearshoring, cross-border logistics challenges, and the importance of partnering with reliable logistics providers like Visigistics.

By leveraging the insights and recommendations provided in this ebook, businesses can overcome the complexities of doing business in Mexico and capitalize on the opportunities available. From conducting thorough market research to establishing strong partnerships and optimizing logistics operations, careful planning and strategic execution are essential for success.

Why Mexico and the Steps Ahead

Mexico offers numerous advantages for businesses seeking growth and expansion. Its proximity to the United States, extensive trade agreements, competitive labor costs, and skilled workforce make it an attractive destination for companies across various industries. By nearshoring manufacturing operations to Mexico, businesses can benefit from reduced costs, faster turnaround times, and improved supply chain efficiency.

As businesses move forward with their Mexico expansion plans, taking several steps to ensure success is crucial. Conducting thorough market research, understanding the local business environment, and adapting to cultural differences are vital for establishing a strong presence in Mexico. Engaging legal and logistics experts, such as Visigistics, can provide invaluable support in navigating the complexities of the Mexican market and optimizing supply chain operations.



A Letter from Visigistics President, Troy Patterson

Dear Reader,

I wanted to take a moment to personally express my deep passion for Mexico and the incredible business opportunities it presents. Over the years, I have witnessed firsthand the transformative power of expanding operations into this vibrant country, and I am excited to share this enthusiasm with you.

Mexico offers a dynamic and thriving business landscape that is ripe with potential. Its strategic location, skilled workforce, competitive labor costs, and robust infrastructure make it an ideal destination for companies seeking to optimize their supply chains and tap into new markets. The advantages of nearshoring in Mexico are vast, providing businesses with cost efficiencies, reduced lead times, and increased operational flexibility.

At Visigistics, we understand the intricacies and complexities of doing business in Mexico. Our team of experts is dedicated to helping companies navigate the legal, regulatory, tax, and logistical challenges that come with expanding into this market. We have a deep understanding of Mexico's business environment and can provide you with the insights, strategies, and support you need to ensure a successful entry into this promising market.

If you are considering expanding your operations into Mexico, I invite you to take action today. By partnering with Visigistics, you can leverage our expertise and

experience to develop a tailored plan that aligns with your unique business objectives. We will work closely with you to understand your specific needs and provide comprehensive solutions that drive growth and success.

I am personally committed to your success in Mexico and I am confident that together we can create a clear path to reliable logistics, optimize your supply chain, and unlock the tremendous business potential that Mexico offers.

Take the next step and connect with us today. Let us be your trusted partner on this exciting journey as you embark on your business expansion into Mexico. Together, we will turn your vision into a reality.

Warm regards,

Troy Patterson

President, Visigistics



