

BILATERAL BUSINESS SUMMIT

16th and 17th July 2015

Program: 8:30 am - 6:00 pm

Munich

ProMexico invites you to attend the 5th event of the Bilateral Business Summit. The BBS brings together German and Mexican companies of the energy sector and automotive industry, and enables an exchange of experiences and information at a high level.

In recent Doing Business Report of the World Bank Mexico is ranked 39 - well ahead of the BRIC countries. Without minimum capital, entrepreneurs may establish a company in 7 days with only 6 administrative procedures. There is no country in the world which has so many free trade partners: 44 countries - more than China and the United States together. The Mexican economy is currently the 14th largest economy in the world, and forecasts indicate that it could belong in 2050 to the world's five largest economies. As a member of NAFTA, Mexico represents the gateway to the largest free trade area in the world, and is recommended as a springboard to the Latin American markets.

Reforms focused on increasing competition and opening the economy to trade and investment are central features of Mexican government policy. The energy sector is increasingly open to foreign investment and reforms continue to education and telecommunications sectors. In 2015, the GDP growth is projected to be 3 %. With the benefits that will bring the energy reform concerning investment, employment, production and technological development, experts expect economic growth by one percentage point in 2018 and 2025 by two percentage points.

This year's edition of the BBS is focused on the energy sector and the economic benefits from the energy reform, as well as the automotive industry, one of the most important and most stable industries in Mexico.

The program includes welcoming remarks from high-level representatives of the Mexican and German government, panel discussions, successful case studies and networking events. The themes of the panel discussions are

- **Automotive industry in Mexico – the great leap forward**
- **Doing bilateral business, the “SME perspective”**
- **The challenge of creating shared value**
- **Mexico's energy reform from different key players**
- **Discovering greentech opportunities in Mexico**

To apply for a place please contact germany@promexico.gob.mx.