



VIRTUAL MARKET EDUCATION FORUM: CLEANTECH TRADE MISSION TO MEXICO

Join us on June 15 to learn about expanding into Mexico, and the challenges and opportunities for market entry.

The World Trade Centre Toronto is organizing a Market Education Forum for companies within the cleantech sector to explore market opportunities in Mexico.

Market Education Forums provide a comprehensive overview of a specific market and sector. Following the forum you will be able to better understand the barriers to entry, identify concrete export opportunities, and assess your company's initial market readiness.

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FORUM HIGHLIGHTS

• Market Overview

A socio-economic overview of the market, including top sector trends, opportunities, and risks

• Entry Methods

Understand different entry requirements, the legal framework to operate in the market, and the key exporting strategies available

• Considerations

An overview of the key taxation and trade barrier considerations and steps to take for export success

• Success Stories

Hear from previous MAP graduates on their export success and how they've successfully sold and scaled their product or service internationally

• Upcoming Workshops & Missions

Learn about the next stages of our programing and how you can register for our upcoming activation workshops and in market missions

WHY MEXICO?

- Mexico is the **second largest economy** in Latin America with a market of 130 million people

- It has been one of Canada's **key trading partners** since the ratification of NAFTA in 1994 – a relationship that was strengthened with the signing of the CUSMA agreement

- Recent liberalization of Mexico's energy sector and environmental regulations are **encouraging the entry of new players** into its market to address energy inefficiencies, water treatment, and waste management solutions

- Environmental technologies in Mexico are expected to experience a **steady growth** over the next few years, with a forecasted investment of **over 123.4 billion dollars** to achieve energy generation objectives and develop clean technologies by 2030

PROGRAM OVERVIEW

- Panel discussion about the main socio-economic trends, opportunities, and risks from best-in-class subject matter experts in Mexico
- Presentations from in market experts on entry methods, legal frameworks, taxation, trade barrier considerations, and key exporting strategies
- Success stories from previous MAP grads and upcoming workshops and missions

This project is funded in part by the Government of Canada through the Federal Economic Development Agency for Southern Ontario.





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