

# Internationalization services catalog

2024



CÁMARA DE COMERCIO  
ITALIANA EN MÉXICO

# Who we are?

The Italian Chamber of Commerce in Mexico (CCIM) is a civil association that integrates companies, entrepreneurs and professionals (both Italian and Mexican), from different sectors, united by the desire to do business between Italy and Mexico.

Since 1948, the CCIM has been an important instrument to promote and foster business between both countries. In addition, it is one of the 82 Italian Chambers of Commerce in the world, recognized by the Italian Government.

In this way, the Italian Chamber of Commerce in Mexico is positioned as the point of reference in Mexico for Italian and Mexican companies that are interested in establishing contact with their respective counterparts.

Our main objective is to promote economic and commercial relations in each of the productive sectors, through a platform of initiatives with services that guarantee the necessary tools for commercial growth and contacts in this country



# Why choose Mexico?

## Economy

The Mexican economy has shown a good trend in domestic consumption, investments and exports.

The growth of the Mexican economy - although in the last year it has experienced a slowdown due to global economic conditions - will remain steady in the coming years with an increase of around 2.4% for the period 2022- 2024.

## Good relation with Italy

Worldwide, Mexico is the 21st destination country for Italian exports and the 2nd in Central and South America. On the other hand, Italy is Mexico's tenth largest supplier worldwide.

- **Italian exports to Mexico** (2023): 8,594.5 million euros.
- **Mexican imports to Italy** (2023): 1,082.54 million euros.

## Open market

Mexico is the third largest trading partner of the European Union, the fifteenth largest economic power in the world and the second largest economy in Latin America.

It has an important commercial openness with a strategic geographic position. It is signatory of 12 Free Trade Agreements with 46 countries (including the TMEC and TLCUEM) and 32 Agreements for the Promotion and Mutual Protection of Investments with 33 countries.



## Among others

- Strategic geographic position;
- Wide availability of raw materials;
- Market with enormous potential and human capital;
- Extensive infrastructure and transportation network;
- Competitive business environment;
- Good adaptation to digital and e-commerce.



# Internationalize your company

In the Internationalization Area of the CCIM we seek to accompany entrepreneurs in the process of internationalization of their company and in the phase of cultural adaptation in Mexico.

This is achieved through an Institution with great experience and recognition at a national and international level; with a work team committed to respect diversity, openness to opportunity, ethics and a proactive mentality.

Before initiating an internationalization process, it is necessary to have an adequate knowledge of the target market. To achieve this goal, we provide services that are tailored to the needs of each client and offer a wide range of tools ranging from preliminary studies to comprehensive studies.

The Italian Chamber of Commerce in Mexico collaborates with various Mexican and Italian companies and institutions, which allow us to offer a wide variety of solutions and ad hoc results, through highly qualified and experienced partners in the market.

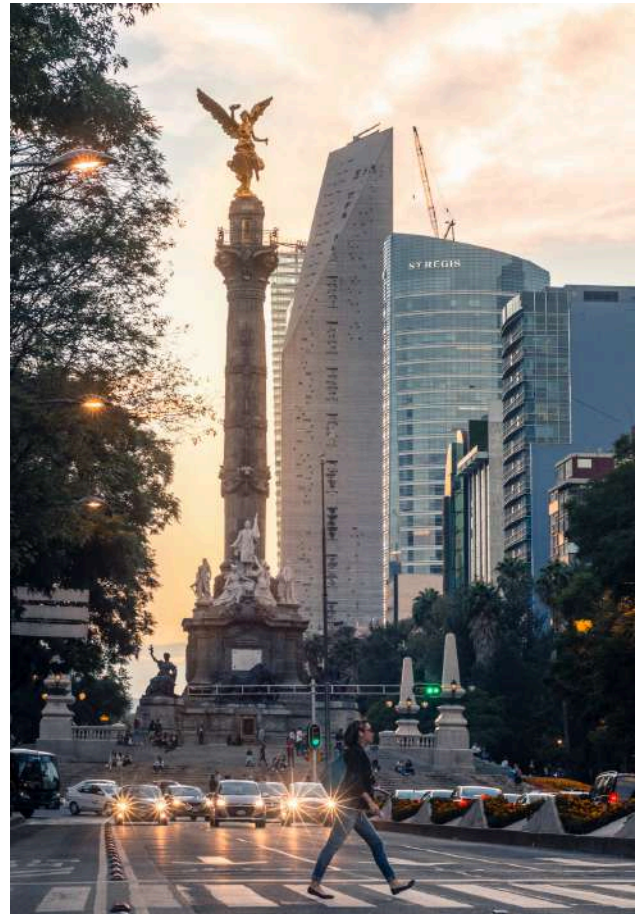
# First step: Market Orientation

The development of market research allows obtaining the required information through different techniques and specialized tools. A pre-feasibility analysis is carried out to obtain information on the project to be carried out, showing the alternatives available and the conditions surrounding the project. This analysis involves the following steps:

**Market research:** Prior to an internationalization process, it is necessary for the company to know its exportable offer, based on its production capacity. Logistical, customs and entry records information to know the cost price of our product in the market and how to access it.

**Customs advice:** Tariff classification applicable to the merchandise, information on the payment of taxes and requirements to export this merchandise to Mexico or Italy.

**Customs consultancy:** Approach to learn about the benefits offered by the Free Trade Agreement in force with the European Union, as well as certifications and permits applicable to the merchandise. Labeling standards and regulations applicable to the target market. Based on the characteristics of the market, it may be necessary for the product or service to require adaptation to facilitate its entry into the target market.



**Legal advice:** Procedures for the incorporation of companies and their maintenance, as well as reports on taxation, accounting and labor area. In addition to financial entities that support exporters.

**Mentoring with industry experts:** Advice from entrepreneurs who have successfully carried out an internationalization process.

# Second step: Advice for country validation

Prior to an internationalization process, it is necessary for the client to know the potential clients, suppliers or partners that will allow to obtain the first commercial impressions to validate the market before investing economic and time resources.

**Commercialization routes:** Approach to the main distribution channels based on the profile of the merchandise. CCIM offers representation services to introduce counterparts.

**Business partners, customers and suppliers:** Search and organization of databases with relevant players according to the client's characteristics. This database will be able to assist the client in its entry into the target market.

**Agenda of face-to-face or virtual meetings::** Development of B2B meetings with local companies to initiate the commercialization of products or the search for alliances. This may include the accompaniment of a local consultant at the destination to facilitate communication and reduce culture shock. This section allows you to get in touch with potential counterparts. Click here and register to learn more about your company and what you are looking for.

**Commercial mission:** Execution of sectoral missions, specialized showrooms and multi-company agendas to bring together different companies in the same sector.

**Participation in trade fairs:** We advise the company to be present at the main trade fairs of its sector.



# Third step:

## Representation, country access and promotion

Once the company has decided to access the market of reference, through any of the existing alternatives, a phase of strategic planning and training of the personnel involved in the operation is initiated to guarantee the achievement of objectives and the monitoring of the process.

Often, however, depending on the function of the internationalization model selected, the company will require a permanent commercial and operational presence in the country or the configuration of an export team to search for and manage opportunities virtually.

The Italian Chamber of Commerce in Mexico offers the following services in-house or through specialized partners to meet this need:

**Export office:** Those companies whose business type does not require a local presence for the commercialization of their products will have the support of foreign trade consultants for the execution of commercial tasks: from the investigation of access channels and clients to the taking of requirements and management of orders and the logistic chain.

**Import formalities:** Analysis of regulations, registration of products with official bodies, preparation of technical documentation through experts in the field.

**Commercial representation:** Conducting face-to-face or virtual meetings, participating in trade fairs and events, managing the client portfolio.

**Promotion through CCIM channels:** By being part of the CCIM network, you will be able to use our communication and information channels such as personalized mailings, newsletters, networking events, brand presentation seminars, industry webinars, etc.





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