

**TEN**

**REASONS  
to invest in  
MEXICO**

**ONE**

Mexico is a democracy, a country capable of carrying out peaceful and smooth government transitions; a democracy that transcends beyond electoral decisions, with solid institutions, and the political maturity to make transforming agreements.

**TWO**

Our country is the second economy in Latin America, the fourth in the continent, and the fourteenth globally.

**THREE**

We have had macro-economic stability for more than 15 years, resulting from an autonomous monetary policy, a flexible exchange rate, healthy public finances, and a robust financial system.

**FOUR**

We are an open economy that competes globally, committed to free trade, the mobility of capitals, and integration in production.

Because we have signed 10 FTAs, Mexican products have preferential access to a market of more than 1.2 billion consumers, in 45 countries.

**FIVE**

**SIX**

With the U.S. alone, our total trade comes to approximately 500 billion dollars annually. Mexico exports more than 280 billion dollars to the U.S., 2.6 times more than the combined exports of Brazil, Russia, India and South Africa.

We have invaluable human capital and an ideal geographic location to promote economic growth. The average age of our population is 27 years old; in contrast with 37.4 for the U.S. or 45 years in Japan.

**SEVEN**

**EIGHT**

The Mexican people are increasingly better educated, and highly specialized. Each year in Mexico, 110,000 engineers and technicians graduate from our universities, more than Germany or Brazil.

Mexico has an outstanding record in the manufacturing and high tech industries, from automobile to aerospace. We have consolidated our position as the eighth largest producer and fourth exporter of cars globally.

**NINE**

**TEN**

During 2013 we promoted an important agenda of structural reforms that strengthen and complement each other. Through these, the government has a new legal framework on which to accelerate our transformation and move Mexico forward.

**TEN**