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When you think of Mexico, it comes to mind beaches, sun, tequila and sombreros, perhaps even violence and drug trafficking. All this, however, is now changing. There is a new Mexico, which summarized in the words of President Barack Obama during his last visit in 2013, in which it stated that: "we need to see the new Mexico that is developing, the Aztec Tiger." A term that was coined to refer to Mexico's growing economy and influence in the world. Referenced by The Wall Street Journal, touching topics such as how the rate of undocumented emigration to the US is nearing zero; that the economy expected to grow by 7% in the near future. The way foreign investors pumped 57 billion USD to stocks and bonds in 2012 (5 times more than what they invested in Brazil) and how Mexico has lower wages and transportation costs to the US compared to China. All this is due not only by the economic prospects but also by the confidence in the Government.

Now Mexico is much more than that. Mexico as a desert and all the negative stereotypes are fading away and now appears as what it is, a truly international country and Italy does not stay out of this internationalization; according to Alberico Peyron, president of the Italian Chamber of Commerce in Mexico there are more than 900 Italian companies in Mexico. This reminds me of the following anecdote told by Oscar Camacho, the Commercial Counselor in Italy of ProMéxico, the representative business office of Mexico under the Ministry of the economy of Mexico, before beginning his speeches in front of investors at the Chamber of Commerce of Milan:

"This morning at seven, a Mexican got up and turned off the alarm of his Panerai watch, designed in Italy. Then, he turned on the television to hear the news tuning on the Italian channel RAI International, to know what was happening in the world. He dressed with a shirt of Italian fabric, produced in the city of Guanajuato, and, before leaving, he drank an Illy coffee in his kitchen where he installed an Elica extractor hood. He left the house and turned on the engine of his FIAT 500, manufactured at the plant of Toluca, and soon arrived at his destination: the Italian Chamber of Commerce in Mexico, present since 1948. Finally, at lunchtime, he ate a taco with a tortilla made with pasta Mexican company Gruma, which has a plant in Venice and finally a delicious chocolate Ferrero. "

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A short time ago, there was a phrase in the journal *Il Mondo* that drew attention it stated that; “Mexico is in the ' elite of the next eleven”. This is not the only news release on this topic; it is in fact one of the dozens of positive notes published lately that enhances the value of the Mexican economic model. The same author of that memorandum outlines how analysts worldwide prospect a future as an emerging economy for Mexico. For the near future, Goldman Sachs, Nomura, as well as Accenture confirmed that Mexico will be a leading country and this is one of the reasons why government agencies are focusing their efforts in order to encourage foreign direct investment in that country. This story shows the closeness that today the two countries and the success that many companies have achieved by leveraging the large complementarity of bilateral relations.

The aim of this work is to show in two general chapters of the benefits that Mexico offers for Italian companies. In the second part of the work we explore the services offered by the sales office in Mexico, ProMéxico with particular reference to the automotive sector, the most developed and also the one with the largest number of Italian companies.