

Press Release
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PROMÉXICO SURPASSES ITS GOALS TO ATTRACT INVESTMENT AND PROMOTE EXPORTS IN 2011

- In terms of foreign direct investment, it attracted 13.52 billion dollars, a 27% increase compared to 2010.
- Exports, meanwhile, reached 6.88 billion dollars, representing a 24% increase over the previous year.

ProMéxico achieved the goals it set at the beginning of 2011 to generate economic development and create jobs by attracting productive investment, promoting national exports and strengthening the internationalization process of Mexican companies.

In terms of attracting foreign direct investment (FDI), 104 multiannual projects were settled for a total of 13.52 billion dollars, 27% more than in 2010.

Furthermore, last year ProMéxico supported the export of products and services from companies established in Mexico for an estimated 6.88 billion dollars, representing a 24% increase compared to 2010.

During a press conference, Carlos Guzmán Bofill, CEO of ProMéxico, explained that FDI attracted by the institution will reach productive sectors of the economy such as automotive and auto parts, energy, tourism, logistics and infrastructure, mining, chemical, electric-electronics, aerospace, services, biotechnology, oil and petrochemical.

These multiannual investment projects are estimated to create approximately 52,109 jobs in Mexico.

Guzmán Bofill also explained that the largest investments in the deals agreed and signed in 2011 come from the United States, Japan, Spain, South Korea, Canada, Germany, Portugal, Taiwan, France, Chile, China and Colombia, among other countries.

The FDI will reach various Mexican states, such as Baja California, Guanajuato, Sonora, Zacatecas, Tamaulipas, Nuevo León, Mexico City, Quintana Roo, Colima, Estado de México, Jalisco, Hidalgo, Coahuila, Veracruz, Puebla, San Luis Potosí, Chihuahua and Aguascalientes, among others.

Mr. Guzmán reported that in terms of exports in 2011 ProMéxico supported companies that achieved sales abroad for an estimated 6.88 billion dollars.

The most dynamic sectors were food, beverages and tobacco; electric products; steel, textiles and clothing; auto parts, agriculture, construction materials; plastic products; manufacturing of other non-metallic mineral products; chemicals and metalworking.

Mexican goods were sold mainly in the American, Colombian, Japanese, Brazilian, Guatemalan, Canadian, Russian, Venezuelan, Spanish, Dutch and German markets, among others.

Products and services exported were mainly from the states of Nuevo León, Mexico City, Coahuila, Estado de México, Sinaloa, Chihuahua, Veracruz, Querétaro, Guanajuato, Sonora and Jalisco.

ProMéxico granted support and services to more than four thousand companies in 2011, 43% of which are small and medium businesses. Of all the companies that ProMéxico dealt with, two thousand 205 received support and services, while one thousand 666 received international business training.

Mr. Guzmán also revealed ProMéxico's goals for 2012. In terms of attracting FDI, the institution will work to confirm 110 projects, which combined will account for 14 billion dollars.

In terms of exports, the plans for 2012 are to promote Mexican products and services for a total value of seven billion dollars.

This year, ProMéxico will coordinate a Mexican pavilion in 41 international trade shows and events, such as Intersolar (Germany, renewable energies), Farnborough (United Kingdom, aerospace) and AAPEX (US, automotive), among others.

In addition, Mexico is scheduled to participate in international events of the utmost economic importance for the country, which are an opportunity to position Mexico abroad. Some of these events are: 1) World Economic Forum in Davos, Switzerland; 2) World Economic Forum Latin America (WEF LA) in Puerto Vallarta, Jalisco; and 3) the G20 summit that Mexico will be presiding over and hosting; simultaneously, the B-20 summit, a meeting of a group of high-level entrepreneurs, will take place in Los Cabos, Baja California Sur.

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