

**SPECIAL  
FEATURE**  
Industrial Parks  
in Mexico as Links  
for Competitiveness

**The Lifestyle  
Feature**  
The Butterfly Effect  
of Mexican Fashion

**Negocios  
para  
exportadores**

# Negocios

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The government of Mexico has set out to transform our country based on five major national goals: to have a peaceful, inclusive, well-educated, prosperous and globally-responsible Mexico.

In order to build the prosperous Mexico we long for, we must generate sustained high economic growth that results in more and better jobs that will improve the quality of life of our population.

Mexico has a solid foundation on which to attain these goals: healthy public finances; a manageable debt level; a budget with no fiscal deficit; a responsible and autonomous monetary policy, as well as adequate international reserves.

Our macroeconomic stability and institutional strength are enriched by a wide sociopolitical consensus that favors important transformations required to boost the development of our country. Through the Pact for Mexico, two constitutional reforms have been approved: one in education that will enhance the quality of teaching, and another in telecommunications, radio broadcasting and economic

competition that will open up the sector and ensure competition throughout our economy. Furthermore, the Congress is analyzing a financial overhaul to increase the level of credit and make it more affordable.

Mexico offers certainty and confidence to investments, a business climate favoring productivity and competitiveness, and an ambitious plan to further develop infrastructure. Moreover, the country's strategic geographic location and optimal legal framework for international trade, through a network of trade agreements with 45 countries, give us access to a potential market of over one billion people.

Mexico's exceptional economic and geographic conditions, as well as the talent and quality of its human capital, make it the ideal destination for new productive capital to flourish.

This is the time to invest in Mexico. Investors will find the government of Mexico and ProMéxico to be allies committed to the success of projects that create quality jobs and prosperity for the country.

Enrique Peña Nieto  
President of Mexico

# Table of Contents March – April 2014

26

**Guest Opinion**  
*Important Aspects  
of Industrial Parks in Mexico*

30

**Business Tips**  
*German Know-How Accumulates  
as Auto Investment Flourishes  
Mexico's Automotive Industry*

52

**Figures**



28

COVER FEATURE  
*Automotive Industry*  
**MEXICO, SPEEDING  
IN THE FAST LANE**

PHOTO ARCHIVE



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22

**Special Feature**  
*Industrial Parks in Mexico  
as Links for Competitiveness*

**From ProMéxico** 9

10 BRIEFS

**Mexico's Partner**

- |    |                             |    |                           |
|----|-----------------------------|----|---------------------------|
| 34 | <i>Exa Industrial</i>       | 44 | <i>Industrias Tamer</i>   |
| 36 | <i>Grupo Huante</i>         | 46 | <i>Mofles Miller</i>      |
| 38 | <i>Air Design</i>           | 48 | <i>Vazlo</i>              |
| 40 | <i>Arbomex</i>              | 50 | <i>Servicios Vistamex</i> |
| 42 | <i>Composites Materials</i> |    |                           |



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Innovation.

## A HEAVYWEIGHT CALLED EXA INDUSTRIAL

Every year, this manufacturer of bodies and trailers for heavy vehicles exports as much as 60% of its output all over the world, from the US to Nigeria.

BY ANTONIO VÁZQUEZ

Six out of every ten products Exa Industrial produces end up in other countries. The US, Central America and Nigeria are just some of the markets this Mexican manufacturer of bodies and trailers for heavy vehicles has tapped into.

Founded in 1975 in the city of Torreón, Coahuila, Exa Industrial—a company with more than 35 years' experience in the automotive sector—started out in the metal-mechanic industry. From the outset, its focus has been on heavy vehicles and today it is a leader in its home market and internationally.

“Demand prompted the company to explore other industrial branches, aside from bodies and trailers—a market

in which we hold a 30% share in Mexico,” says Exa Industrial CEO Enrique Martínez Soltero.

Dump trailers, pneumatic tanks, oil tanks, vaccum tanks, belly dumps, lowboys, cargo vans and flatbeds are just some of the products Exa Industrial manufactures. More recently, the company has ventured into the service sector, offering its customers maintenance, paintwork, welding, electrical and pneumatic systems checks.

According to Martínez Soltero, 60% of Exa Industrial's annual output is earmarked for export to countries like Canada, US, Dominican Republic, Bahamas, Guatemala, El Salvador, Nicaragua and Nigeria.



“We are working with ProMéxico with a view to exporting to Africa. It's a project in the pipeline but we're already exporting to that continent, specifically to Nigeria, where we sell products for the mining and oil industries,” says Martínez Soltero.

Exa Industrial employs some 370 people but its future is in the hands of just six highly trained, exceptionally talented industrial designers and engineers with experience in the market. Key to innovation and development, this select team is responsible for coming up with new products for the mining, industrial, construction and food sectors, among others.

Over the last four years, this ISO 9001:2008-certified company has invested some 10 million USD in the acquisition of new technologies to create more complete products that meet its customers' needs.

“We've introduced innovative new materials into the manufacture of our products

*Dump trailers, pneumatic tanks, oil tanks, vaccum tanks, belly dumps, lowboys, cargo vans and flatbeds are just some of the products Exa Industrial manufactures. The company has ventured into the service sector, offering its customers maintenance, paintwork, welding, electrical and pneumatic systems checks.*

and that has given us a competitive edge, especially in the US, where other companies only work with aluminum. We, however, have developed new designs using new materials that have been tested and come with a guarantee,” says Martínez Soltero.

It's no coincidence, then, that the state owned oil company Petróleos Mexicanos (Pemex) and the mining giant Industrias Peñoles have added Exa Industrial to its list of suppliers.

In the short term, the company plans to expand its facilities and, in the medium term, Enrique Martínez Soltero is

optimistic, predicting Exa Industrial will post annual growth of as much as 25% over the next five years. To reach that goal, efforts to boost export figures will be stepped up.

“We plan to consolidate the company's presence on continents like Africa and Asia over the next five years. We know Asia isn't an easy market but when we refer to that continent, we're not just talking about making an incursion into China. Our plan targets other countries like Iran, which has a strong oil industry,” concludes Martínez Soltero. **N**

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