AMERICAN CHAMBER MEXICO

ANNUAL REPORT 2018
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American Chamber of Commerce of Mexico
Leaders of the binational business community

AmCham’s DNA

1. Facilitate integration and trade between Mexico and the United States (US)
2. Build a better business environment
3. Contribute to consolidating a Mexico characterized by competitiveness and wellbeing through participation in public policies.

102 years of history

1917
American Chamber of Commerce of Mexico, is founded in Mexico City

1965
Guadalajara Chapter is founded

1973
Monterrey Chapter is founded

2018
1,450 companies shape the best binational business community
AmCham Companies
– Contributing to Mexico’s social and economic development

Mission
To promote sustainable trade and investment between Mexico and the United States, strengthen the rule of law and a better business environment.

Visión
To act and be recognized as a leader within the American business community in Mexico, positively influencing public policies and the binational business environment.

Valores
• Rule of Law
• Business Ethics
• Free Trade
• Social Responsibility

Disclaimer
* This annual report includes the Chamber’s most important activities during 2018.
* All the names and positions were current at the time of the reported activities between January and December 2018.

• 2.5 million direct formal jobs and more than 6 million indirect formal jobs

• 21% of national GDP

• 20% of private investment in México

Promotion
of the best corporate practices at an international level

Free Trade
Rule of Law
Security
Investment
Competitiveness
Formality
Innovation
Talent development
Diversity and Inclusion

Active participation of a united and better prepared business sector
Dear member,

The last two years, the eyes of the world have been focused on Mexico and the United States: new governments and political changes in both countries, the process of renegotiating NAFTA (now the USMCA), and social challenges have had a significant impact on the bilateral relationship.

This has made even more evident, the importance of AMERICAN CHAMBER/MEXICO as an agent of integration and constructive dialogue on both sides of the border.

As representatives of the binational business community in Mexico, we have focused on strengthening the relationship and cooperation with our main trading partner. Likewise, we participate in the construction of a better society by generating formal employment, developing talent, promoting innovation and sharing best practices of inclusion, social responsibility and business ethics.

Faced with a complex panorama, our membership has been firm in its commitment to Mexico and in continuing to collaborate to make a country of wellbeing and opportunities, as well as a secure and attractive investment destination.

Presiding AmCham has been an honor and a unique learning opportunity. Thank you all for joining me during this period, since the Chamber exists thanks to the participation and commitment of its members.

We are backed by 102 years of great success and satisfaction. I invite you to continue writing this story together.

Mónica Flores Barragán
President AmCham/Mexico
We are part of the solution for a Mexico in transition, through concrete proposals and best corporate practices

Since the beginning of the presidential campaign, we presented our Strategic Agenda 2018-2024, recognized as a reference point of the vision of the private sector within the framework of the National Development Plan. Through dialogue, we position the priorities of our members on the public agenda, relevant not only for business competitiveness, but also for the social and economic development of the country:

- Certainty to investment
- Impact of insecurity
- Healthcare system transformation
- Freight transportation competitiveness
- Tax incentives in Mexico in the face of reform in the United States
- Continuity and strengthening of the new Energy Model
- Implementation of the Internal Security Law, the National Cybersecurity Strategy and the National Anticorruption System
- Secondary regulation of Labor Reform

We offer platforms for the exchange of best practices between partners

- Talent development
- Diversity and inclusion
- Innovation strategies
- Social impact and sustainable development
- Supply chain optimization
- Compliance
- Digital transformation
We play an active role in the modernization process of the new trade agreement between Mexico, the United States and Canada (USMCA)

We were a proactive voice in the promotion of a trilateral agreement that (i) protects the flow of investment in the region; (ii) maintains the benefits of the original treaty by integrating new strategic sectors; and (iii) lays the groundwork for greater integration in the face of the needs of the modern global economy. To that end:

- We participated in all the relevant spaces for dialogue between negotiators and the private sector (Strategic Advisory Council for International Negotiations, Cuarto de Junto, Intelligence Room and Communication Room, among others).
- Dialogue with decision makers of both countries, opinion leaders, authorities and our counterparts at the U.S. Chamber of Commerce (USCC).
- We welcomed important visitors from Washington D.C., positioning ourselves as interlocutors of the binational business community, including members of the Ways and Means Committee.
- Through our participation in multilateral forums (Association of American Chambers of Commerce in Latin America and the Caribbean - AACCLA, U.S.-Mexico CEO Dialogue, the III Business Summit of the Americas in Lima, Peru, among others), we reiterated the benefits of free trade and the importance of modernizing the trilateral treaty for the sake of the economy of the three countries.
- We kept our members informed about the process and results through the North American Task Force, which today has been integrated into the Foreign Trade and Logistics Committee.

Amb. Carla Hills, main negotiator for the United States of the original NAFTA.
During the **101 General Assembly**, we had the opportunity to present our **2018 - 2024 Strategic Agenda** to the four Presidential candidates:

- **Andrés Manuel López Obrador**, “Juntos Haremos Historia” [“Together We Shall Make History”]
- **José Antonio Meade**, “Todos por México” [“All for Mexico”]
- **Margarita Zavala**, Independent candidate
- **Ricardo Anaya**, “Por México al Frente” [“For Mexico at the Forefront”]
SEPTEMBER
Claudia Sheinbaum, Mayor of Mexico City

OCTOBER
Jesús Seade Kuri, USMCA’s Chief Negotiator of the transition team
USMCA’s collaborative experience

NOVEMBER - DECEMBER
Political environment, government priorities and common agenda

FEBRUARY
José Antonio Meade candidate of the coalition “Todos por México” [“All for Mexico”]

MARCH
Francisco Abundis, Parametría
Associate Director
2018 Electoral Outlook

JANUARY
Alejandro Díaz de León,
Governor of Banco de México [Bank of Mexico]

‘Mexico must reiterate its definition as an open economy’

SEPTEMBER
Claudia Sheinbaum, Mayor of Mexico City
Governing project
APRIL

101° General Assembly

MAY

3a. OneAmCham Meeting 2018
Mexico City

During two days, 40 board directors at the national level met to exchange perspectives regarding work priorities of the Chamber.

Nacional Monte de Piedad and Google México welcomed us and served as meeting place

JUNE

Manuel Molano, Deputy General Manager of Instituto Mexicano para la Competitividad (IMCO) [Mexican Competitiveness Institute]

Mexico’s process of democratic opening during its more than 108 years of independent life

AUGUST

Guillermo García Alcocer, Chief Commissioner of the Energy Regulatory Commission (CRE by its Spanish acronym)

Transparency efforts of the energy sector

JULY

Kenneth Smith, Chief of Mexico’s Technical Negotiation for NAFTA

Progress of the negotiations
We promote dialogue with decision-makers and leaders of the private sector in the United States to promote greater cooperation and economic integration between both countries.

We promote dialogue with decision-makers and leaders of the private sector in the United States to promote greater cooperation and economic integration between both countries.
Through our participation in the **USCC** and **AACCLA**, we strengthen business opportunities in Mexico and the importance of USMCA ratification to shield the flow of investment in the region.

**Representatives of the** Ways and Means Committee of the House of Representatives, led by **Kevin Brady**, during the 7th NAFTA Negotiations Round.

**Amb. Roberta S. Jacobson**, United States Ambassador to Mexico, with whom we established close cooperation on behalf of Mexico’s development and North American competitiveness.

**Delegation of the** USCC, headed by **Myron Brilliant**, Executive VP and Director of International Affairs.

**Accompaniment to NAFTA’s negotiating team and meeting with Amb. Gerónimo Gutiérrez** in Washington.

**Meeting with John Creamer**, Charge d’Affaires Councilor of the United States Embassy in Monterrey.

**William H. Duncan**, United States Consul, at the New Year’s Eve dinner of the Monterrey Board.

**AACCLA: Mónica Flores**, AmCham’s President, is member of AACCLA’s Board of Directors and was panelist in the yearly meeting in Buenos Aires, Argentina.
Committed to education and talent development as basic elements of Mexican development, AmCham participates in:

SEP | “Alianza para la Promoción de STEM”, [“Alliance for STEM Promotion’], in conjunction with business organizations and civil society

DEC | “Jóvenes Construyendo el Futuro” [“Youth Building the Future’], Program of the Labor and Social Welfare Secretariat (STPS, by its Spanish acronym)

APR | III Business Summit of the Americas in Lima, Peru

MAY | “Future of the Americas - Building our next 100 years”, AmCham Argentina

JUN | Forbes Forum “Powerful women. What are the commitments to equality of the candidates for 2018-2024?”

SEP | Survey of Employment Outlook 4Q18, ManpowerGroup

OCT | 2018 Business Summit 2018 in Guadalajara

Mónica Flores
AmCham President

MAR | “Modelling the Future of Immigration”, Tecnológico de Monterrey, Santa Fe Campus

MAY | “2018 Perspectives of Top Management in Mexico” study, KPMG México

AGO | “More Livable Cities” Forum, Strategic Communications Cabinet

SEP | IMEF Forum “4th Industrial Revolution: Challenges and Perspectives”

DIC | “Latino Impact Summit”, Fundación PVBLIC at the United Nations, New York City

Ana López Mestre
Executive VP and General Director AmCham
27 Committees | 213 Sessions in 2018
Thanks to the work of our National Committee Network, at AmCham we are:

- A **Trusted Advisor** for our members in all industries.
- The **best platform** for exchanging information, best practices and business opportunities.
- A **First-class interlocutor** with decision-makers thanks to the communication bridges we have built.

Thanks to the coordinated efforts of our National Committee Network, and following up on the Chamber’s **2018-2024 Strategic Agenda:**

**FISCAL AFFAIRS** | We advise the Mexican government regarding the Tax Reform in the United States and promote tax streamlining while advising our members. In addition, every year we issue recommendations for Mexico’s Economic Package.

Fiscal Affairs Committee of Mexico City in a meeting with Deputy Patricia Terrazas, President of the Finance Committee of the Chamber of Deputies. In the picture, with the leaders of the Committee, Luis Gerardo del Valle (Jáuregui y Del Valle) and Patricia González (PwC México).

In Guadalajara, we offered advice on tax updates to comply with all the provisions of the authorities and to protect business competitiveness through the events “Analysis and implications of the 2018 US Tax Reform,” “Tax Course” and “Initiatives and outlook of 2019 tax reforms.”

**HEALTHCARE** | We promote a multifaceted agenda that favors quality healthcare for all Mexicans, strengthens transparency and emphasizes prevention as a key factor in the development of individuals.

The transversal nature of the Committee allows us to generate valuable proposals to position a health agenda with a comprehensive vision.


**Our Committees**

**CDMX**
- Diversity and Inclusion
- Economex
- Energy
- Financial Services
- Fiscal Affairs
- Foreign Trade and Logistics
- Healthcare
- Human Capital and Labor Affairs
- Information Technology
- Innovation
- Intellectual Property Rights
- Leaders of Government Affairs
- Legality and Rule of Law
- Security

**GUADALAJARA**
- Education
- Energy and Sustainability
- Entrepreneurship and Innovation
- Fiscal
- Healthcare
- Human Capital
- International Trade
- Legislation
- Security
- Tourism

**MONTERREY**
- Corporate Social Responsibility and Sustainability
- Human Resources
- International Trade and Logistics
- Legality and Rule of Law
HUMAN CAPITAL AND LABOR AFFAIRS | We share trends in human capital development, proposals and implications of the new Mexican labor model.

Following up on our alliance with Mercer, we presented the new “Survey of Salaries and Benefits,” with information on more positions throughout more companies and regions, representing an essential study for businesses concerned with talent retention.

During the IX Annual Human Resources Committee Forum “Strategy & Talent, The HR Role as a Driver of Company Transformation,” organized by the Human Resources Committee in Monterrey, attendees donated more than 290 new toys for children of families of women prisoners at the Topochico prison in Monterrey.


“Soft skills, such as empathy, emotional intelligence and learnability - that is, the ability to learn to learn - are the main characteristics we look for in talent today.”

Tomás Chamorro
Talent Scientist at ManpowerGroup

FOREIGN TRADE AND LOGISTICS | We promote better conditions for business, investment, commerce and the integration of production and supply chains. In particular, strong support to the USMCA negotiation process, bringing information to decision-makers and our membership.

“We are facing a new way of looking at international trade. The approval of the USMCA will offer greater certainty to trade and investment flows, and will favor the integration of value chains in North America, especially for SMEs.”

Francisco de Rosenzweig
President of the Foreign Trade and Logistics Committee, Mexico City

Francisco de Rosenzweig, President of the Committee (White & Case), with Juan Carlos Baker, Undersecretary of Foreign Trade of the Economy Secretariat; Bosco de la Vega, President of the Consejo Nacional Agropecuario [National Agricultural Council], and José Zozaya, President of Kansas City Southern México, at the Forum “T-MEC/USMCA What to expect from the new agreement?”
Committee leaders Carla García (ExxonMobil) and Benjamín Torres-Barrón (Baker Mckenzie), with Amb. Carlos Pascual (IHS Markit) and Ramón Escobar, Energy Attaché at the Embassy of the United States in Mexico.

“‘Putting America first’ means putting North America first.”

Stefan Selig
Former Undersecretary of Foreign Trade of the United States.

“The Swinging Pendulum of Mexican/American Relations” discussion between Stefan Selig and Antonio Garza, former United States Ambassador to Mexico and Counsel at White & Case.

INTELLECTUAL PROPERTY RIGHTS | We contribute to the protection of copyrights and the fight against piracy to promote adherence to the rule of law and innovation.

We are leaders in the training of Customs personnel; after 8 consecutive years, in 2018 we managed to cover every region and 80% of the country’s customs houses, with the participation of around 30 partner brands per training.

2018 trainings: Manzanillo, Guadalajara, Tijuana and Monterrey, in partnership with the Mexican Institute of Industrial Property (IMPI by its Spanish acronym), the Tax Administration Service (SAT by its Spanish acronym), the Federal General Trade Auditing Administration (AGACE by its Spanish acronym) and the Embassy of the United States in Mexico (Monterrey).

During the Third Destruction of Seized Merchandise, more than 4 million illicit products were destroyed. We also formalized our commitment with the signing of a collaboration agreement between SAT, IMPI and the private sector.

As a result of a research study involving an important group of experts in the field, we presented the “Strategic Agenda for Piracy Prevention,” which includes proposals and recommendations for the new federal government.

ENERGY | We promote an informed dialogue about the energy sector in Mexico and its impact on the economic development of the country. We analyze the growth potential of renewable energy in the country.

Through various meetings and workshops, our energy experts thoroughly analyzed Mexico’s energy potential (hydrocarbons, electricity and renewables), and its impact on the country’s integral development: value chains, employment generation, community development, among others.

Committee leaders Carla García (ExxonMobil) and Benjamin Torres-Barrón (Baker Mckenzie), with Amb. Carlos Pascual (IHS Markit) and Ramón Escobar, Energy Attaché at the Embassy of the United States in Mexico.
DIVERSITY AND INCLUSION | Implement inclusion and diversity strategies as a central element for business competitiveness. We are leaders in training female talent with high potential and integrating inclusive work environments.


At the third edition of the Executive Women Development Program (EWDP) was a success, thanks to the participation of 26 mentees and mentors, and the strategic leadership workshops: (i) Smart Networking; (ii) Inclusive leadership; (iii) Effective communication and conflict resolution; (iv) Personal image and professional presentation; (v) Macroeconomic analysis; and (vi) Work-life balance.

“Global Diversity Trends” with Christopher Rowland, Global Diversity Officer of ManpowerGroup.

INNOVATION AND SUSTAINABILITY | Present an agenda to promote an industrial policy based on innovation and sustainable development.

We continued holding “Innovation Cafes” to share best practices in innovation and technological development (R+D+I) in processes, products and organizations.
**LEGALITY AND RULE OF LAW** | We live a culture of adherence to legality, inside and beyond of our businesses. We advise our partners regarding compliance with all national and international regulatory frameworks. We promote institutional strengthening, transparency, the fight against corruption and legal certainty.

Our companies shared best practices in the (i) **Data Privacy** and (ii) **Compliance workshops**.

"Internal Security Law: Current implications for businesses" Forum, joint effort by the Security and Legality and Rule of Law committees, in Mexico City.

**GOVERNMENT AFFAIRS** | The open and constructive dialogue between our member companies and the most important political actors allows us to share proposals and join in the design and implementation of public policies related to business operations.

In the months leading up to the elections, we met with each candidate’s team to share **AmCham’s 2018-2024 Strategic Agenda** and understand the proposals of each group.

We spoke with **Lorenzo Córdova**, President Councilor of the National Electoral Institute (INE by its Spanish acronym).

"As a non-partisan organization, AmCham is a proactive interlocutor in the design of the best public policies, with the ability to engage in dialogue with all political actors and decision-makers in Mexico and the United States,"

**Israel Hernández**

National Director of External Relations and Committees.
SECURITY | Measure the impact of insecurity on economic activity, which is essential in order to propose timely actions that tackle this important challenge.

Our "Survey of Business Security in Mexico" has been, for the past eight years, benchmark on the outlook of foreign investment in Mexico regarding the cost of insecurity for business operations and its impact on the attraction of new investments. It includes a series of public policy recommendations.

“For the country to remain an attractive destination for global investments, security, adherence to the rule of law and legal certainty are essential conditions.”

Marcelo Hernández
President of the Security Committee, Mexico City.

In Guadalajara took place the “2018 Security Management” Forum, regarding bases and standards of private security.

FINANCIAL SERVICES | We promote financial inclusion in Mexico and binational cooperation as an engine of equity, formality and development.

For the second consecutive year, we organized the “Cybersecurity” Forum in Mexico City, led by the Financial Services, Information Technology and Security Committees, to learn about advances in the design of public strategies to prevent and combat cybercrime.

INFORMATION TECHNOLOGY | We foster digital transformation of SMEs, by sharing the best global practices of our members. We are an active participant in the national dialogue on digital strategy, cybersecurity and Industry 4.0.

At the “Internet of Things” Forum, representatives of companies that are leading the digital transformation shared with members their vision of the new business environment in light of the 4.0 Revolution.

We inaugurated AmCham’s series of webinars, broadcasting the online conversations: (i) “GDPR: How does it impact Latin American businesses?” and (ii) “Digital Transformation: Opportunities for SMEs”.

Marcelo Hernández, President of the Security Committee (AIG México); Maribel Cervantes, Security Secretary of the State of Mexico; Thomas Gillen, Vice President of the Committee (Walmart de México y Centroamérica); Ana López Mestre, Executive VP and General Director of AmCham; Francisco Rivas, CEO of the Observatorio Nacional Ciudadano (ONC) [Citizen National Observatory]; and Dagoberto Santiago, Senior Director of Corporate Security of PepsiCo, at the presentation of the “2018 Mexico’s Business Security Survey”.

Carlos Bueso, President of the Committee (Microsoft), with CEOs Craig Breese (Honeywell); Anasofia Sánchez (Waze) and Anuar Barake (Emerson Automation Solutions).
TOURISM | We established strategic alliances to promote the touristic sector.

After four years, “Jalisco Travel Fest” has become an iconic event in Jalisco, in which strategies for industry growth are exchanged with the participation of authorities and business leaders.

In the panel “Challenges and opportunities of the tourism industry in times of change”, Enrique Ramos, Secretary of Tourism of the State of Jalisco, Gustavo Staufert, Director of the Office of Visitors and Conventions and Juan Gabriel Tamez, President of Expo Guadalajara, moderated by Oscar García from IDMX.

ECONOMEX | We provide members with first-hand information about the country’s macroeconomic trends, international variables and economic scenarios that affect their business and investment strategies. Monthly meetings in Spanish and English.

2018:
13 sessions | 700 participants

Gerardo Esquivel, who was later appointed Deputy Governor of the Bank of Mexico (Banxico), shared with members their views on economic and monetary policy in Mexico.

We closed out the year by recognizing Jonathan Heath, who was named Deputy Governor of Banxico, while the economist Luis Foncerrada joined us as AmCham’s Chief Economist.
“At this time, it is essential to maintain unity, avoid positions that polarize society and remember that we work for the same goal: a democratic Mexico, with certainty for investment, security, transparency, equality and justice.”

Mónica Flores, AmCham’s President

15 Institutional Events during 2018

Assemblies

101st General Assembly in Mexico City

Mónica Flores was reelected as President of AmCham for the 2018-2019 period.

We were joined by the four candidates to the Presidency and Amb. Carla Hills, chief negotiator of the United States when the original NAFTA was signed.

Yiacatecutli Awards:

Each year, a member of each Chapter is awarded with this distinction that alludes to the Aztec god of commerce. In 2018

- Francisco de Rosenzweig, Leader of the Commerce, Energy, Project Financing and Infrastructure Practice at White & Case and former President of the Foreign Trade and Logistics Committee of Mexico City, for representing AmCham and bringing up-to-date information to the membership during the NAFTA’s modernization process.
- Andrés Ochoa-Bünsow, Senior Partner at Inversiones Capital and former President of the Monterrey Chapter, for his contributions as President of the International Trade and Logistics Committee.
- Adalberto Ortega Solís, CEO of Ortega Abogados y Consultores, founding member of the Guadalajara Chapter and Member of the Board of Directors since 1969.

53rd Annual Assembly in Guadalajara

We recognized the work of our 2018 Distinguished Members:

- Services Company: DAMSA
- Mexican Company: URREA Tecnología para vivir el agua
- International Company: FOXCONN PCE Paragon Solutions
- “Adolf Horn” Innovation Award: Hewlett Packard Enterprise
- Small sustainable company: Atmósfera Corporativo
- Medium-size sustainable company: Versátil Publicidad
- Large sustainable company: HP Inc.

45th Annual Assembly in Monterrey

We were joined by Gerónimo Gutiérrez, Mexican Ambassador to the United States; Jesús Seade, Chief Negotiator of the Transition Team for the USMCA; Luiz Ferezin, AmCham’s Board member; William H. Duncan, United States Consul General in Monterrey; and Roberto Russildi, Economy and Labor Secretary of Nuevo León.
Golf Tournaments

Our Golf Tournaments allow us to support social entrepreneurship initiatives.

As a result of our Mexico City Golf Tournament, we supported:

- **UNICEF.** Installation of five classrooms for 200 students in the State of Oaxaca, part of the “School in a box” project.
- **Mano a Mano A.C.** Construction of four houses in San Lucas Colucán, Izúcar de Matamoro Municipality, Puebla.

Funds raised during the 16th Adolf Horn Cup in Guadalajara were donated to Acortar Distancias, A.C. for the creation of a Social Innovation Center (CEDIS by its Spanish acronym), to reduce the digital gap between the people of the Miravalle neighborhood in Jalisco.

With the funds raised during the 19th Annual Golf Tournament, two high-impact education projects were supported:

- **CreeSer A.B.P.** Assistance to children with a family violence background.
- **Villas Asistenciales Santa María A.B.P.** Feeding and strengthening the psychological, physical and social development of 30 children.
Economic Forums

Spaces for dialogue and exchange of economic perspectives with top-level authorities and economists.

At our 2018 Economic Forum Economex “New Economic Policies” Graciela Márquez, Secretary of Economy, emphasized the working priorities of the Secretariat in the new administration: innovation, diversification and inclusion.


In Guadalajara, Mario Correa Martínez, Scotiabank Chief Economist, shared his “Economic and Political Perspectives.”

Entrepreneurs’ Summit

After 8 years, it has become one of the most important business events in Jalisco. This year, the theme of the summit was “Return of Investment”.

This year, we followed an “Eagle’s Peak” dynamic (pitch-type) to learn the business model from three companies (early stage, production stage and expansion stage) and provide them with feedback with the help of a panel of experts in various fields: public relations, advertising, intellectual property, communication, innovation and venture capital.

Day of Secretaries and Executive Assistants

Every year, at AmCham we recognize and appreciate the work of those who support us with a program that contributes to their personal and professional development.

In Mexico City, we listened to the psychotherapist Guitele Chernitzky, the actor Diego Soldano, and Gerardo Gaya, Founder of Iluminemos de Azul A.C., while in Guadalajara, we welcomed presenter Erika Guzmán.
Gala Dinner

Members and friends celebrated Thanksgiving at the Headquarters of **Nacional Monte de Piedad**.

**John Creamer**, Chargé d’Affaires of the **United States Embassy in Mexico**, delivered a message on the bilateral cooperation and how grateful we should be for the fruitful link between the binational private sector and the government for the benefit of both nations.

**Mónica Flores** spoke about the role of **AmCham members** as builders of wellbeing for Mexico. For his part, **Pedro Romero de Terreros**, Trustee of **Monte de Piedad**, related the evolution of this historical Mexican institution.
“We must work hand in hand towards the consolidation of a solid framework, with infrastructure, institutions and the rule of law, which is fundamental to continue fostering competitiveness in the export sector and projecting ourselves abroad as a world-class Mexico”.

Emilio Cadena
CEO of Prodensa
B2B Day
“Where Business Happens”
(9th - 11th Edition)
At these exchange spaces between companies in Monterrey, we connected sellers and buyers to consolidate business opportunities.
13 anchor companies had 189 meetings with 133 different companies.

Business After Hours
Opportunity to meet executives from other companies and sectors in a relaxed environment, after work, in Guadalajara and Monterrey.
5 events in 2018: (i) “A Grand Night”; (ii) “Summer cocktail and Sendoff of Linda Caruso, United States Commercial Consul in Guadalajara”; (iii) “Culinary experience H36”; (iv) “HR Capital”; and (v) “Puzzle night”

Chamber Days
Business conferences, in Monterrey, thanks to the sponsorship of our member companies.

“Dividends Payment 2018, main aspects” with Eutimio Medellín, Tax Planning Advisor of Stratega Consultores

“Mexico 2018 presidential election: turning point” con Javier Tello

“Volatility continues; What to expect as 2018 draws to a close?” with Gabriela Siller, Director of Economic and Financial Analysis of Grupo Financiero BASE

“Agile companies. A tool for confronting uncertainty” with Andreina Siller, CEO of Practum Management Group

“Systemic Acceleration: 5 triggers to grow your business while protecting profitability” with Mauricio Candiani, business development specialist

Year-end cocktails

2nd Economex Cocktail
Economic Perspectives and Wine Tasting

2nd Year-End Cocktail of the National Committee Network
We celebrated one more year of strengthening the binational business community. We were joined by Sílvia Mónica Pérez, Winemaker.

AmCham/Monterrey Year-End Cocktail
Membership Benefits

We invite you to get to know and take advantage of the exclusive services we have designed to give value to your business.

Services

* Services rendered in 2018

**United States Visa Advice**

* 2,588 requests answered

* Personalized advice on the process and document review for obtaining/renewing the United States Visa

**Global Entry Program in Mexico**

* 1,037 appointments

* Appointments for obtaining/renewal, in our offices, of preferential access to the United States. Applicable to partners, spouses, children and parents.

**Trade & Investment Center**

* 553 trade advisory sessions

* Personal advice to open or expand business activities; client and supplier development; market information and investment guides; market research.

**Talent Search**

* 1,864 job openings published

In partnership with Bumeran

* Access to our Job Bank to find the ideal candidate for your company.

**More positions, companies and industries**

**Survey of Salaries and Benefits**

In partnership with Mercer

* Unique product in the market, aimed at retaining talent in companies. Provides access to information on benefits, practices and compensation trends nationwide.

AmCham Communications

**Member directory**

* Contact and businesses network with updated information of member companies and their executives

**Daily press briefing**

* Most important business, economy and bilateral relationship news

**Monthly newsletter**

* Newsletter on the Chamber’s activities.

**Events Calendar of Partners and Allies**

* We support the communication of events, workshops and/or seminars of our members

**Member to Member**

* Promotions and exclusive discounts from members, for members

* Exclusive for Economex members

**Economy in Brief**

* Quarterly analysis of Mexico’s macroeconomic outlook

**Economex Indicators**

* Monthly analysis of the main macroeconomic indicators and projections for the Mexican and American economies

More information: amchammx@amcham.org.mx
Social Responsibility

$1,487,536 MXN in donations to support high-impact social entrepreneurship initiatives in 2018

- Certified as a “Family-Responsible Company” by the Labor and Social Welfare Secretariat (STPS).
- We have a “Code of Business Ethics” endorsed by our member companies, employees and suppliers as part of our commitment to a culture of legality in the country.
- We hold events centered on social responsibility: our Golf Tournaments in Mexico City, Guadalajara y Monterrey as well as the Human Resources Committee’s Annual Forum in Monterrey.

Volunteer Activities

We built a house in the State of Mexico

Thanks to the work of staff volunteers and a donation, AmCham built the home of the Villa Linares family in Tianguistenco, State of Mexico.

Social entrepreneurship week – For the second consecutive year.

2. Casa Hogar Casa de las Mercedes I.A.P.. Newborns and girls from 1-19 years old.
3. Por un Hogar - Restauración, Salud y Prosperidad A.C.. Children in emergency rooms of the oncology and pediatrics units at the Siglo XXI Hospital were given medals donated by Ana Jiménez, staffer of the Monterrey Chapter.

For their part, the Guadalajara and Monterrey staff teams carried out volunteer work at nursing homes: Casa de descanso del anciano, in Poncitlán, Jalisco and María Esperanza Nuestra, in Monterrey. In Guadalajara, a donation of 220 dignity kits was made.

Collaboration with Universities

- Community service and professional internships with foreign students
- Corporate Lectures Agreement with Universidad Anáhuac Campus Norte
- Collaboration agreement with UDLAP Jenkins Graduate School and UDEM in Monterrey
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<td><strong>GUADALAJARA</strong></td>
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<tr>
<td>Human Capital</td>
<td>Ricardo Barbosa</td>
<td>President, Barbosa &amp; Huerga Abogados</td>
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<tr>
<td>International Trade</td>
<td>Brenda Gutiérrez</td>
<td>Vice President, Director, Axka RH</td>
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<tr>
<td>Education</td>
<td>Carlos Brockmann</td>
<td>President, President, Becas Magdalena O. Vda. de Brockmann, A.C.</td>
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<tr>
<td>Claudia García</td>
<td></td>
<td>Vice President, Assistant, Becas Magdalena O. Vda. de Brockmann, A.C.</td>
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<tr>
<td>Energy and Sustainability</td>
<td>Alejandro Solís</td>
<td>President, ENERI</td>
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<tr>
<td>Entrepreneurship and Innovation</td>
<td>Hiram Ibarra Rios</td>
<td>President, General Manager Latin – America, Austar</td>
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<tr>
<td>Juan Herrera</td>
<td></td>
<td>Vice President, Senior Commercial Specialist, U.S. Commercial Service</td>
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<tr>
<td>Tax</td>
<td>Andrea Vanesa Barrera</td>
<td>President, Tax Partner, KPMG en México</td>
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<tr>
<td>Legislation</td>
<td>Jorge Fernando Ruiz</td>
<td>President, Partner, Möller y Ruiz</td>
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<td><strong>MONTERREY</strong></td>
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<tr>
<td>International Trade and Logistics</td>
<td>Andrés Ochoa - Bünsow</td>
<td>President, Senior Partner, Inversiones Capital</td>
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<tr>
<td>Human Resources</td>
<td>Francisco Gámez</td>
<td>President, Commercial Partner Director, Elizondo Cantú</td>
</tr>
<tr>
<td>Legality and Rule of Law</td>
<td>Rodrigo Montemayor</td>
<td>President, Partner, Baker McKenzie</td>
</tr>
</tbody>
</table>

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Brenda Gutiérrez  
Vice President, Director, Axka RH

**International Trade**

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President, National Partner, Baker McKenzie

**Education**

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President, President, Becas Magdalena O. Vda. de Brockmann, A.C.

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Vice President, Assistant, Becas Magdalena O. Vda. de Brockmann, A.C.

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President, Director, ENERI

**Entrepreneurship and Innovation**

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President, General Manager Latin – America, Austar

**Juan Herrera**

Vice President, Senior Commercial Specialist, U.S. Commercial Service

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President, Commercial Partner Director, Elizondo Cantú

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  - National Director of Finance and Administration
- **Federico Saborio**
  - National Director of Business Development

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Ivonne Íñiguez</td>
<td>Marketing and Membership Services Sr. Manager</td>
</tr>
<tr>
<td>Alma Soots</td>
<td>Membership Services Sr. Manager</td>
</tr>
<tr>
<td>Claudia González</td>
<td>Human Resources Manager</td>
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<tr>
<td>Alejandra Quezada</td>
<td>Institutional Communications Manager</td>
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<tr>
<td>Alberto Arredondo</td>
<td>Administration Manager</td>
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<tr>
<td>Andrea Hernández</td>
<td>Ma. Carmen Herrera</td>
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<td>Ma. Carmen Herrera</td>
<td>Samantha Hinjosa</td>
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<tr>
<td>Jennifer Medina</td>
<td>Key Accounts Managers</td>
</tr>
<tr>
<td>Alexa Calderón</td>
<td>Jaqueline Cossio</td>
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<td>Jaqueline Cossio</td>
<td>Bruno Geniz</td>
</tr>
<tr>
<td>Adriana Ramírez</td>
<td>Technical Secretaries, Committee Network</td>
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</tbody>
</table>

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  - General Director
- **Héctor Manuel García**
  - Administration Manager

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Andrea Castañeda</td>
<td>Communication and Events Manager</td>
</tr>
<tr>
<td>Gabriela Bricio</td>
<td>Business Development Manager</td>
</tr>
<tr>
<td>Verónica Barajas</td>
<td>Membership Services Manager</td>
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- **Lupina de Ezkauriatza**
  - General Director
- **David Ibarra**
  - Administration Manager

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<tbody>
<tr>
<td>Adriana Zertuche</td>
<td>Communication and Public Relations Manager</td>
</tr>
<tr>
<td>Susana Garza</td>
<td>Business Development Manager</td>
</tr>
<tr>
<td>Blanca Estela Mier</td>
<td>Membership Services Manager</td>
</tr>
<tr>
<td>José Luis Burns</td>
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We thank the companies that with their sponsorship contributed to the realization of our activities during 2018.
