The Mission

Global Affairs Canada (GAC) is pleased to invite Canadian exporters to participate in the annual Information and Communications Technology (ICT) Mission to Mexico to take place October 23 - 27, 2017.

The Mission involves a 3 to 5 day matchmaking agenda in Mexico City, Guadalajara and/or Monterrey, according to Canadian clients’ business priorities. This Mission will appeal to Canadian ICT companies interested in starting or expanding business activities in Mexico, and will be of interest to firms working in various sub-sectors, including vertical software, telecommunications, digital media, IT security and mobile technologies, among others. The core of the mission will be a customized matchmaking program. Additionally, in order to maximize business opportunities for Canadian companies, GAC will organize a briefing session on the Mexican ICT market and how to do business in Mexico.

The due date to register for the mission is August 28, 2017.

Note: Available spots are limited and preference will be accorded to early applicants and new entrants to the market. Earlier applicants will also benefit from earlier interactions being made by GAC with potential Mexican customers, partners and distributors.

The Market

The ICT sector in Mexico is worth $46.6 billion and 42% corresponds to telecommunications services. The IT sector alone is worth close to $27 billion.

ICT business turnover is expected to grow 3.3% in 2017, of which the ICT services sector is currently growing twice as fast as IT alone, mainly as a result of increasing demand for public cloud-based services, tailored-made software development, ICT managed services, and integration of solutions.

ICT cloud-based services reached $109 million in business turnover during 1Q 2017, of which SaaS accounts for 61% of such services, followed by IaaS with 31%, and PaaS with 8%.

ICT and cloud-based service providers account for most of the growth in Mexico’s ICT market, followed by manufacturers, general service providers, and business channels.

Mexico’s ICT wholesale sector grew 6.9% during the first quarter, mainly driven by the equipment category, which holds the largest market share of this sector.
The Telecommunications Industry

Mexico’s telecom market accounts for 42% of the country’s ICT market and is worth around $20 billion. Telecom operators have seen significant growth in three segments of the market this year, mainly Over-the-top (OTT) telecom services (41%), equipment (9%), and data services (4.6%).

The telecom market is dominated by America Movil (which includes Telcel, Telmex, and Clarovideo), mainly in the voice, and equipment segment, followed by Grupo Televisa, AT&T, and Telefonica. However, America Movil experienced a 2.2% contraction in business overall during 1Q 2017, compared to growth in its other three major competitors.

PRELIMINARY PROGRAM

October 23 – Mexico City

7:30-9:00  Mexico City briefing session:
- Presentations: ICT market & Doing Business in Mexico
- Guidelines for the Matchmaking Process

All day  Matchmaking Meetings  On-site Meetings

October 24 – Mexico City

All day  Matchmaking Meetings

19.00  Networking Event with Canadian Chamber of Commerce

All day  Matchmaking Meetings  On-site Meetings

October 25 – Mexico City

All day  Matchmaking Meetings  On-site Meetings

October 26-27 – Extended Agenda in Guadalajara and/or Monterrey

7:30-9:00  Guadalajara/Monterrey Welcome & Guidelines

All day  Matchmaking Meetings  On-site Meetings

COSTS:

Registration fee: CAD $ 200.

Airfare to Mexico: Mission participants are responsible for their own travel costs. Air Canada and Aeromexico fly directly from Canada to Mexico. Connecting through the US is also an option. For participants in Guadalajara and/or Monterrey, mission organizers will provide in-country flight information in advance.

Ground Transportation: Mission participants are responsible for transportation to and from tailored matchmaking meetings and the Networking Event.

Accommodation: Mission participants are responsible for their own hotel/meal charges. Mission organizers will provide suggested hotel information in advance.

For further information and/or to register, please contact:
- mexico.commerce@international.gc.ca / Tel. (52 55) 5724-7900