

Press Release

March, 2018

NUEVO LEÓN AT HANNOVER MESSE 2018 (April 23-27):

The leading industrial and 4.0 State in Mexico

Nuevo León presents itself as the leading industrial and 4.0 State of Mexico at the Hannover Messe 2018. The Mexican State in the Northwest of Mexico is growing continuously and already contributes over 8% of GDP (equivalent to 10% of industrial GDP). Nuevo León is showcasing at Hannover Messe its unique ecosystem of multinational companies, clusters, government agencies, industrial parks and R&D centers.

Monterrey, Nuevo León. Mexico's economy has solid growth and has moved into an open and diverse economy over the past ten years. The stable economic growth indicates that the Mexican economy still has a high potential and will continue to grow dynamically in the future. Especially the State of Nuevo León, with more than 5 million inhabitants, stands out as a national FDI, infrastructure and education champion. Leading companies are therefore already headquartered in Nuevo León, for instance SIEMENS, DAIMLER, LIEBHERR, GENERAL ELECTRIC, KIA, ACCENTURE, CARRIER and LEGO have been researching and producing here for years. The State of Nuevo León, and its capital city, Monterrey, are located at the Northeastern region of México. Monterrey is considered the most important financial and industrial center, as well as the must port of entry for the commercial exchange between the Northeastern Region of Mexico and the United States.

"Nuevo León has achieved to transform a traditional industrial region into a booming and modern economic region. Its unique ecosystem will play a vital role in the future competition in the Americas," says Fernando Turner Davila, Minister of Economy Affairs of the State of Nuevo León. "Hannover is the pacesetter for Industry 4.0 and we have to be there because Nuevo León was the first State to launch a holistic 4.0 initiative integrating government, leading companies, SMEs, academic institutions and innovation centers."

12 reasons for doing business in Nuevo León

- 1. The key investment destination in Mexico.** - For the past 20 years, Nuevo León has been the leading attractor of Foreign Direct Investment in Mexico, hosting more than 3,500 foreign-capitalized companies.
- 2. Leading the way in Industry 4.0** - Nuevo León is taking a leadership role in Latin America by transforming conventional manufacturing into the smart factories of the future. The Nuevo León 4.0 initiative was introduced with the objective to modernize the production systems with a new business and manufacture model with advanced technology aligning efforts from private initiative, academy and Government towards a world-class digital platform. Thereby, Nuevo León 4.0 promotes industrial development, employment and labor skills of high added value, to potentiate future industrial sectors and develop an ecosystem to reposition the State as a national and international referent in economy and Industry 4.0. Through Nuevo León 4.0 the State of Nuevo León enables the development of technological skills, such as the cloud, robotics, simulations, additive manufacturing, Internet of things, big data, advanced materials, augmented and virtual reality, artificial intelligence and informatics security.

3. **Productive, young, talented, and skilled workforce.** - With 4% of the country's population, Nuevo León contributes 8% to Mexico's GDP.
4. **Diverse pool of suppliers.** - Nuevo León has a business ecosystem of more than 151,000 potential suppliers and partners. Crucial to mention is the cost advantage that provides the capital Monterrey on a global comparison. In the latest Competitive Alternatives study of KPMG Monterrey ranks 1st among 133 global cities business locations costs, focusing on the following sectors: Digital Services, R&D, Services, Corporate Services and Manufacturing.
5. **Location, location, location** - Nuevo León has a direct border with the United States of America, providing companies direct access to the world's most important consumer market. The Corporation for the Development of the Border Zone of Nuevo León (Corporación para el Desarrollo de la Zona Fronteriza de Nuevo León, CODEFRONT), a decentralized State entity in charge of managing a number of border assets, including the Puente Colombia bridge infrastructure which connects Nuevo León to Texas.
6. **Nuevo León invests in tech and science.** - The Research and Technology Innovation Park (PIIT) located in Apodaca, is one-of-a-kind in Latin America and Mexico's only member of the Association of Universities Research Parks and the International Association of Science Parks. In Nuevo León there are more than 80 R&D centers that drives innovation to the next level.
7. **Educational Hub.** - Nuevo León is home to Mexico's best-ranked private university (ITESM) and one of the largest engineering school (UANL) in the region. It is important to recognize the efforts that its universities, especially the four most important universities of the State, Universidad Autónoma de Nuevo León (UANL), ITESM, Universidad de Monterrey (UEM) and Universidad Regiomontana (U-RRE) have made in order to contribute the regional development. Besides the natural incorporation of new industry 4.0 and information systems programs as part its teaching-learning process, most of the universities have also incorporated social and community programs; technical and practical internship with business and industry into the student's curricula activities, in order to respond to the business and industrial sector's needs.
8. **Top Industrial Infrastructure.** - With more than 150 industrial parks in the country Nuevo León is the leading destination for infrastructure and logistics. Nuevo León is considered as the industrial capital of Mexico due to 4,226 km. of Highways, 1,091 km. of Railroads, 2 International Airports, and a stable infrastructure in communications, transportation, energy, gas and coal deposits, and sufficient power generation plants.
9. **Strong local companies.** - Several of the most important Mexican companies are headquartered in Nuevo León. These companies like CEMEX, ARCA, FEMSA, ALFA, FRISA, QUIMMCO, METALSA and KATCON have become strong global players.
10. **Building globally leading products.** - From laundry machines, to cars and aerospace components, products made in Nuevo León are exported to the entire world. Manufacturing is Nuevo León's top productive sector, it accounts approx. 25% of the State's GDP. Yet, chief subsectors of manufacturing in Nuevo León are computing, electronic and transport equipment, the food industry, basic metallic industries, and oil derivatives and coal.

- 11. Unique cluster ecosystem.** - Nuevo León has 12 Clusters representing its strategic sectors, including Automotive, Home Appliances, Software, and Aerospace. This existence of mature clusters is another appealing feature of the State's economy, which have a number of aims, including formulating strategic sector strategies rooted in coordination between academic institutions, the private sector and the government; establishing a common private sector front to align actions; developing a long-term sector strategy; and matching government projects with the real needs of industry and academia.
- 12. A place to live, work, and play** - In Nuevo León we value honesty and hard-work; and as a State we focus on public safety and security. Therefore, "Monterrey is the city with the highest quality of life in Mexico." – Mercer

Make yourself a picture of the unique conditions for investors and companies. You will find us in Hall 27, Stand Number F18.

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Mystery Preview: 800sqm Nuevo León Pavillion at the Hanover Fair 2018 - Hall 27 (F18)



<http://www.hannovermesse.de/aussteller/government-of-the-state-of-nuevo-leon/W320794>

Night View: View of the mega-metropolis and capital of Monterrey



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About Nuevo León: Nuevo León is a state in northern Mexico, directly adjacent to the United States market. Nuevo León has over 150 industrial parks, more than 80 research and development centers and 12 clusters, among others, in the automotive, aerospace, software, construction and household appliance industries. It borders the states of Tamaulipas in the east, Zacatecas and San Luis Potosi in the south and Coahuila in the west and shares 15 km border with the State of Texas. It has 5 million inhabitants on an area of 64,924 km². The capital and most important conurbation is Monterrey.

More information about Nuevo León can be found at:

<http://www.businessnuevoleon.com/>

<http://www.nl.gob.mx/>

<http://nuevoleon40.com/>

<https://oxfordbusinessgroup.com/interview/fernando-turner-d%C3%A1vila-secretary-economy-and-labour-state-of-nuevo-le%C3%B3n/mexico-2017>

Upon publication of the press release we will be very pleased to receive a copy.

Relevant interlocutors:

“Misión Comercial Hannover Abril 2018” – The delegation

The official delegation of the State of Nuevo León to the Hanover Fair 2018 includes the Minister of Economic Affairs Fernando Turner, Secretary of State Samuel Peña, 4.0 Director Abraham Tijerina, FDI Director Hector Tijerina and the CEOs of the leading companies of the state Nuevo León. In addition, the presidents and directors of the most important clusters (including automobile, aviation and software clusters) will be present in Hannover.

Interlocutor for an appointment at the booth:

- Fernando Turner, Minister/Secretary of Economy/Labour
- Samuel Peña, Undersecretary of Economy
- Americo Garcia, Undersecretary of Economy
- Hector Tijerina, Director of FDI
- Thomas Michael Hogg, Head of Nuevo Leon Pavilion – HM 2018
Nuevo Leon Expert, Managing Director TMH Consulting (www.tmh.com.mx)

Important events:

Official press conference on the launch of the Nuevo León Pavilion at the Hannover Messe 2018

Monday, April 23, 2018, from 3-4pm
Location: Hall 27, Booth F18

Opening press conference of the State of Nuevo León for the accredited journalists of the daily and business press, the specialized press and bloggers. We expect invited guests from politics, business and science.

Organizer: Business Nuevo León
Language: English (Interview possibilities in German and English)

Official opening of the Nuevo León Pavilion (with ministerial participation)

Monday, April 23, 2018, from 4-6pm
Location: Hall 27, Booth F18

4 pm: Opening address by the Minister of Economy, Fernando Turner
4:15 pm: Official ceremony with the opportunity for photo shooting
4:30 pm: Pavillon tour with interview opportunities

Organizer: Business Nuevo León
Language: English (Interview possibilities in German and English)

Seminare:

Business transactions and market exploration seminar “Doing Business in Nuevo León”

Tuesday, April 24, 2018, from 4 - 5:30pm
Thursday, April 26, 2018, from 4:30 - 6 pm
Location: Hall 27, Booth F18 - Nuevo León Pavillon
Organizer: Business Nuevo León
Partner: Prodensa, Robertson, Sanchez Devany
Language: English

In addition, many other interesting seminars and workshops on business development, Research & Technology and clusters, higher education and training will take place during the exhibition on the Nuevo León Pavillon. Request an actual seminar plan: thomas.hogg@tmh.com.mx

Number of characters (incl. spaces): 11.607