

Mexico at the Crossroads: Production for the US or for the Whole World?

Date: Tuesday, April 24, 2018, 2:15 p.m – 3:45 p.m.

Location: Hall 27, Global Business & Markets, Business Forum 2

The launch of the NAFTA agreement almost 25 years ago very definitely established Mexico as an industrial economy. US companies have relocated complete production segments to its lower-cost neighbor in order to supply the domestic market from Mexico. Today, Mexico earns four of every five exports pesos from business with the US – which is why the country faces a severe dose of the flu should US President Trump terminate the agreement. German manufacturers have also long since discovered Mexico. Here they produce face cream, metal tubing and drives for infusion pumps – and 150 thousand new BMWs each year from 2019 onward. Representatives of BMW and a supplier, along with other experts, will discuss whether it is possible to supply not just the USA, but the whole world from Mexico.

Agenda

2.15 p.m. Registration

2.30 p.m. Welcome

Dr. Jürgen Friedrich

Chairman/CEO, Germany Trade & Invest (GTAI)

Dr. Volker Treier

Deputy CEO, Association of German Chambers of Industry and Commerce (DIHK), DIHK-International, Network of German Chambers of Commerce Abroad

2.45 p.m. Panel discussion

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Moderation:

Johannes Hauser, CEO, German-Mexican Chamber of Industry and Commerce

Podium guests:

Andreas Klugescheid

Head of Steering Government and External Affairs, Sustainability Communications, BMW Group

Detlev G. Moritz

CEO, GEMO G. Moritz GmbH & Co KG

Dr. Reinhold Festge

Former President, VDMA, Executive Partner Haver & Boecker OHG

Florian Steinmeyer

Director Mexico Office, Germany Trade & Invest (GTAI)

3.45p m. End of panel discussion

In cooperation with Association of German Chambers of Industry and Commerce (DIHK)

Event language is German.

Participation is free in combination with a Hannover Messe admission ticket.