





## MEXICO'S BACKGROUND

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## POLITICAL 2018

Federal (president, chamber of deputies, senate), and local elections in 94% of the country

Nothing is yet decided

Political parties: high levels of repudiation

## MEDIA

Pillar of a new relationship between the private sphere, society, and the government

## MEXICO'S BACKGROUND

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## ECONOMIC

Nafta's renegotiation

Sustained growth

Solid domestic finances

## PUBLIC – SOCIAL MATTERS

Nafta's renegotiation

Sustained growth

Solid domestic finances

## LINKING FRANCE + MEXICO

### LINKING HEALTH + TECHNOLOGY IN MEXICO

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#### HEALTH INDUSTRY

The Health industry in Mexico is one of the country's main sources of employment and income.

It is strengthening the trade relationship with other countries – a platform for latin america.

#### INFORMATION TECHNOLOGY

The information technology industry in Mexico maintains a constant growth accompanied by the local government's efforts to attract investments strong strategy to boost connectivity across the country, promoting the use of ICT in government and adopting IP.

A more intense use of ICT in diverse sectors is still pending

Regional clusters in Jalisco, Nuevo Leon and Baja California



**3.6%** of GDP is spent on health

**86.6%** of Mexicans under a social care scheme.

**7%** GROWTH in the ICT sector

**2018**

**FEDERAL GOVERNMENT'S BUDGET**

**HEALTH BUDGET**

FOR 2018 represents

**12.2%** of TOTAL budget

**HEALTH EXPENDITURES WILL BE INCREASED BY:**

The increase in life expectancy.

Chronic degenerative diseases.

The growth rates in medical costs





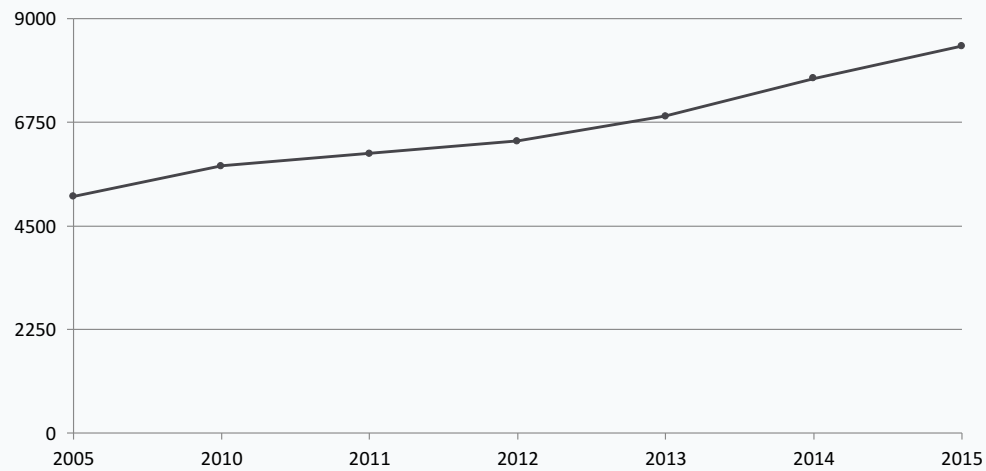
## 2018 FEDERAL GOVERNMENT'S BUDGET

Technological R&D in health, as well as  
the contribution to the technological and  
scientific infrastructure: 718.5 million  
pesos

## THE OPPORTUNITY

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THERE IS A GOVERNMENT TREND TO REDUCE COSTS AND TO IMPLEMENT LOW-COST THERAPEUTIC ALTERNATIVES.



### Mexican imports for medical appliances 2009 - 2015

PREPARED BY ProMéxico ON THE BASIS OF DATA  
SUPPLIED BY Global Trade Atlas, 2016.

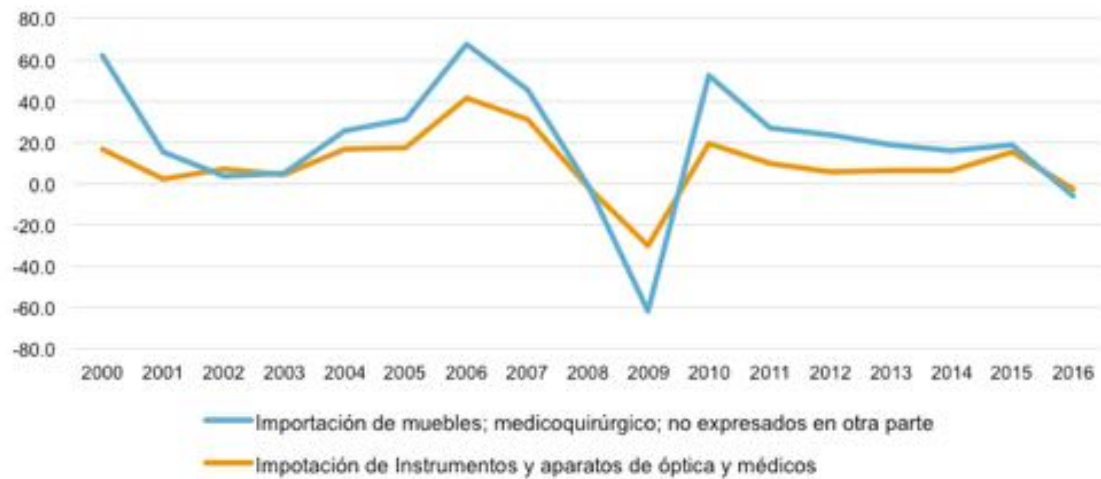




## THE OPPORTUNITY

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THERE IS A GOVERNMENT TREND TO REDUCE COSTS AND TO IMPLEMENT LOW-COST THERAPEUTIC ALTERNATIVES.



### IMPORT GROWTH RATE IN MEXICO. INSTRUMENTS MEDICAL APPLIANCES & FURNITURE

PREPARED BY THE AUTHORS ON THE BASIS OF  
DATA SUPPLIED by Bank of Mexico (Banxico).



## HEALTH AS AN ECONOMIC DRIVER

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THE PHARMACEUTICAL INDUSTRY REPRESENTS

**5.4%** of the GDP

Health's technological industry is appealing to entities, who are promoting medical clusters.

Medical tourism.

## HEALTH, THE ONCOMING REVOLUTION



TECHNOLOGY AS THE REVOLUTION'S DRIVING FORCE

## HEALTH AS A SOCIAL CONCERN

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Health services require a reform, which has been delayed.

Health centers are overstretched out-of-pocket spending is high

New flexible models to reach the public, like home visits.

Mexico is undergoing an epidemiologic transition. There are new sectors with growing ailments and demanding attention

## HEALTH AS AN ECONOMIC DRIVER

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**The prescense of the  
health care sector's  
economic players  
becomes an added value:**

New companies in health care sector, like soure of investment and regional development.

**27** **Opportunity** to improve operation, results and profitability, with quality jobs and added value for the country.



**How to  
obtain that  
added**

**value?**

**BUILDING NETWORKS:**

**IDENTIFYING THE CORRECT PLAYERS, STORIES,  
AND MOMENTS.**

**BUILDING THE STORIES:**

**linking the companies' stories with the correct moment and  
message.**

GOVERNMENT,  
INDUSTRY  
ASSOCIATIONS.

WHO ARE  
THE KEY  
PLAYERS TO  
BUILD  
NETWORKS?

HEALTH AS AN ECONOMIC DRIVER-EXAMPLE

WHICH ARE THE  
STORIES THAT HELP US  
PAVE THE WAY?

RELATED TO  
INVESTMENT,  
INNOVATION,  
TECHNOLOGY  
TRANSFER.



27 pivot Leissis

CLÚSTER DE TURISMO MÉDICO

### Tijuana, próxima capital de los servicios médicos

Empresarios y los gobiernos municipal y estatal proyectan a Tijuana como la capital de los servicios médicos a nivel mundial, con una derrama anual que alcanza 800 millones de dólares y que para este año esperan que pueda superar esa cifra.



### Proyectan clúster del sector industrial médico en Puebla

Verónica De La Cruz | Lunes 14 de agosto de 2017 | en SAM | 10



Compartir y comentar | 2017 8 seguidores

El sector industrial médico, que genera mil 335 fuentes de trabajo en Puebla, proyecta un clúster en la entidad para producir aparatos ortopédicos, prótesis, camillas y otros insumos.

Carlos González, presidente del sector médico de la Cámara Nacional de la Industria de la Transformación (Canacintra), dijo que todavía no hay fecha para establecer el clúster, aunque es un hecho que hay un crecimiento anual del 4.9 por ciento en el rubro, lo que da más posibilidades de extenderse.

## HEALTH AS A SOCIAL CONCERN

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### HEALTH INDUSTRY

The healthcare service reform is still pending. The actual administration gave priority to the financial solution of institutions.

Some progresses are: online procedures, location of electronic units and files.

There are new and more flexible models, like in-home doctor (“doctor en casa”) in Mexico City.

Epidemiologic transition.

Increase in the demand of care for senior adults and emerging diseases.

Growing concern for chronic degenerative diseases.



How to  
obtain that

added

Building networks:

Identifying the players and groups.

**value?**

Building the stories:

**NEW WAYS FOR PATIENT CARE, WIDER coverage,  
AND BETTER USE OF RESOURCES.**

Innovation to face the challenge

**80%** of the healthcare market  
is in the public organisms

GOVERNMENTS  
AND PUBLIC  
INSTITUTIONS,  
INDUSTRY  
ASSOCIATIONS  
GROUPS OF  
PROFESSIONALS

WHO ARE  
THE KEY  
PLAYERS TO  
BUILD  
NETWORKS?

WHICH ARE THE  
STORIES TO BUILD?

RELATED TO  
INNOVATION,  
CARE FOR  
NEW DISEASES

HEALTH AS A SOCIAL CONCERN – EXAMPLE.



EXPANSIÓN

# WE WORK BY LINKING YOUR EFFORTS WITH KEY AUDIENCES.

WE ARE A PREMIER CONSULTING FIRM, PASSIONATE  
ABOUT THE COMMUNICATION PROCESS, ISSUE  
PLACEMENT ITS USE AS A TOOL TO FIND KEY  
STRATEGIC SOLUTIONS FOR THE PUBLIC AFFAIRS  
CHALLENGES OUR CLIENTS FACE.



**27 pivot. Communication engineering with clients in the following industries:**



**AIRLIFT**



**HOUSING**



**HEALTH**



**GOVERNMENT AND CONGRESS**




**ENERGY**



**CONSUMPTION**



A photograph of two men in business suits. The man on the left is reading a newspaper with the word 'BUSINESS' on the masthead. The man on the right is looking at a smartphone. The image has a dark, semi-transparent overlay with text.

**In the hands and in plain  
Sight of decision-makers**

**The industries, topics, and clients with whom we participate  
with strategy + media and public affairs execution have a  
positive presence in the media, practically every day.**

**THE WE**

**WE GENERATE STORIES THAT**

**CONVEY SUCCESS**

**WE CREATE PRECISE**

**POSITIONING.**