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日本・メキシコの企業家、 ビジネス機会を促進

本年 2 月 21 日に第 29 回日本メキシコ経済協議会がメキシコシティにて開催され、日本とメキシコから 250 人を超える事業家が出席しました。会合に出席したメキシコのフェリペ・カルデロン・イノホサ大統領は、自動車、エネルギー、電子、運輸インフラ分野において日本からの投資が増加している点について強調しました。また、ビデオメッセージで参加した日本の菅直人首相は、世界各国の温室効果ガス削減の取り組みの中でも、グリーンファンドの創設を含むメキシコの貢献に言及し、昨年 12 月メキシコのカンクンで同国が主催した国連気候変動枠組み条約国会議（COP16）で果たした重要な役割を評価しました。



COMCE- Nippon Keidanren Business Meeting in Mexico City, February 21, 2011

メキシコ国際企業連盟（COMCE）と日本経済団体連合会の各リーダーは、墨日経済連携協定（EPA）の重要性、そして本協定により 2010 年には両国間の貿易が 185 億ドルの拡大を果たした点を強調しました。EPA が果たした大きな成果の一つは、日本からのメキシコ投資が増加し、2006 年以降の累積投資額が 39 億ドルに達したことです。

現在メキシコに進出している日系企業数は、自動車から食品加工、インフラ関連のエネルギー部門まで含めて 430 社を超えています。日系自動車メーカーはメキシコ製の乗用車を 70 ヶ国以上に輸出しています。クリーンエネルギーに携わる企業は風力、太陽光発電、熱電気などの新たなプロジェクトにビジネス機会を見出しています。

本協議会にビジネスリーダーが集結した時期は、国際協力銀行による財務保証と融資支援を通じて、日本の企業がより活発に海外のインフラ入札プロジェクトに参加するよう、日本政府による推進の取り組みが行われている時期でもありました。それと関連して、メキシコは国家インフラ開発計画を導入してから 4 年が経過し、運輸、エネルギー、電気通信、環境関連プロジェクト等を通して同国のインフラの能力を向上させつつあります。

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Japanese and Mexican entrepreneurs boost business opportunities

More than 250 businesspeople from Japan and Mexico gathered in Mexico City for the 29th Mexico-Japan Business Committee meeting held on February 21. In attendance, the President of Mexico, Felipe Calderon Hinojosa highlighted growing Japanese investments in Mexico in automotive, energy, electronics, and transport infrastructure sectors. Likewise, in a recorded video message, the Prime Minister of Japan, Naoto Kan referred to Mexico's contribution to global efforts in reducing greenhouse gases, including the launch of the Green Fund initiative, and recognized the country's leading role at the COP 16, United Nations Climate Change Conference hosted by Mexico last December in Cancun.

Leaders from both Mexican and Japanese business organizations, COMCE and the Nippon Keidanren, stressed the significance of the Mexico-Japan EPA in facilitating bilateral trade which expanded to US\$ 18.5 billion in 2010. One of the most relevant achievements of the EPA is that it has fostered Japanese investments in Mexico over US\$ 3.9 billion of since 2006.

Currently, there are over 430 Japanese firms operating in Mexico in sectors ranging from automotive to food processing to energy related infrastructure. Japanese car companies export Mexican-made vehicles to more than 70 countries, and firms in sectors such as clean energy are eyeing opportunities in new projects, including wind energy, photovoltaic, and thermal electricity generation.

The gathering of business leaders coincided with the Japanese Government's promotion of the participation of Japanese firms in overseas infrastructure tender projects through Japan Bank for International Cooperation's (JBIC) financial guarantees and loan assistance. Correspondingly, Mexico is in the fourth year of the implementation of its National Infrastructure Program, whose projects are expanding the country's infrastructure capacity in transportation, energy, telecommunications, and environmentally related projects.

In the aerospace industry, Mexico is already an important manufacturer of aircraft parts, systems and airplane fuselages. More than 220 foreign aerospace firms have set up manufacturing plants in Mexico. Last year, those firms exported

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航空宇宙分野では、メキシコはすでに航空機部品、システムや機体を製造する重要な生産国になっています。現在 220 社以上の航空宇宙企業が同国に製造拠点を構えています。昨年、これらの企業は欧米の顧客向けに 35 億ドル相当の部品や製品を輸出しました。両国間における観光産業の高まりもテーマに挙げられました。昨年は 2009 年より 25% 多い、6 万 6 千人の日本人観光客がメキシコを訪れました。

前川製作所、 メキシコの省エネ市場で成功

エネルギー消費の節約と、温室効果ガス排出の削減を目指すメキシコの政策により、顧客の省エネ効率を高める支援を行う高い技術力を持った企業に対してビジネス機会が生み出されています。

前川製作所は産業用冷凍圧縮機の製造において世界一流メーカーの一つです。この会社は、食品加工工程で使用される高速マルチシリンダーのレシプロ圧縮機をメキシコで製造しています。また、メキシコの顧客に合わせたビジネスソリューションの一環として、ロボット設備や収穫用の自動対応機械設備の開発も行っています。前川製作所の顧客の一つであるペプシコ社は、先ごろ、ボトル詰め工場に同社のハイブリッド吸着冷凍機 3 台を導入しました。



Mayekawa's plant in Morelos, Mexico

1964 年、前川製作所は初の海外拠点をメキシコに設立し、その当時から醸造所や乳製品、食品加工業を含む数多くの産業に向けて冷凍機や圧縮機を提供してきました。同社にとってメキシコにおける成長市場として石油化学工業があります。国営の石油公社 PEMEX や電力公社 CFE を含むこの産業セクターでは、各社は旧式の設備をエネルギー効率のよい設備に置き換え、エネルギー消費の政策に従いエネルギー資源の利用を最大限に生かすようにしています。

2010 年日本 APEC、中小企業の 役割に重点をおいた課題に焦点

昨年 11 月に日本が議長国となって行われた 2010 年アジア太平洋経済協力 (APEC) 首脳会議の中で、参加国及び地域は、経済成長と雇用創出の基盤となる中小企業の役割の重要性を強調しました。

中小企業の将来はクリーンエネルギー、航空宇宙、バイオテクノロジー、情報技術などの技術革新の分野への参加が鍵になると指摘しています。さらには、中小企業の発展に向けての重要な課題として、世界のサプライチェーンシステムへの統合、金融債権や経営援助を受けるための権利の取得があげられています。

APEC はメキシコの中小企業にとって参考ガイドとなり、また特に APEC 構造改革新戦略は、ベストプラクティスの指標、職業訓練の支援、また事業の運営を簡素化するのに適切な法的枠組みを導入する際に利用されています。メキシコや日本



Mexico's President Felipe Calderon Hinojosa meets with Itaru Koeda, Keidanren's Board Member and Chairman of the Japan-Mexico Business Committee in Mexico City

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US\$ 3.5 billion worth of parts and products to clients in the United States and Europe. Enhancing tourism exchanges were also highlighted by the fact that 66,000 Japanese visitors traveled to Mexico last year, a 25 percent increase from 2009.

Mayekawa MFG success in Mexico's Energy Efficiency Market

Mexico's policies to rationalize energy consumption and to reduce emissions of greenhouse gases are creating business opportunities for firms with technological capabilities dedicated to helping customers achieve greater energy savings.

Mayekawa is one of the leading manufacturers of industrial refrigeration compressors worldwide. The Japanese company is manufacturing in Mexico its high-speed multi-cylinder reciprocating compressor used in food processing. Mayekawa is also developing robotic equipment and intelligent mechanized equipment for food harvesting, as part of its business solutions to serve Mexican clients. PepsiCo is among Mayekawa's clients, and it recently installed three sets of hybrid-type adsorption chillers in the firm's bottling facilities.

In 1964, Mayekawa established its first overseas subsidiary in Mexico, and since then it has provided refrigeration and compression equipment to a number of industries, including breweries, dairy producers and the food processing industry. The petrochemical industry is also a growing market for Mayekawa in the country. In this industry sector, which includes state-run oil company PEMEX and public electric utility CFE, firms are substituting outdated equipment with energy efficiency systems and adopting energy consumption practices to maximize energy resources usage.

Mayekawa at a Glance

- Operates in 33 countries with over 3,000 employees.
- Mayekawa employs more than 300 workers in Mexico and produces 95% of its reciprocating compressors and oil pumps which are exported to overseas markets.
- Main manufacturing facilities are located in Cuernavaca, State of Morelos.

における登録企業の98%は中小企業であり、これらはメキシコではGDPの35%、日本では57%を占めています。そのため、国家及び準国家レベルで効果的な政策や基金の考案や導入に取り組むことが、企業の強化と長期に渡る繁栄には重要となります。以下は中小企業の発展のためメキシコで導入された施策の一部です。

- 包括的、かつ画一的な関税の撤廃計画の実施。それにより2013年までに輸入工業製品に対し平均関税を4.3%下げます。
- 『メキシコ エンプレnde』（中小企業起業支援）基金プログラムは2007年より160億ドル以上の貸付を行いました。
- 科学技術新法。優先的に企業間の知識と技術革新を奨励し、代わりに企業は民営、公営セクターより研究や開発費に対する支援を受けます。
- 会社を新規に設立・登記するためのポータルサイト（www.tuempresa.gob.mx）の設立。

APEC Programs implemented in Mexico	
Program	Description
ABTC business travel card	Special travel card for doing business in APEC economies, providing preferential access to properly accredited entrepreneurs and officials in airports, among other benefits. http://autorizacionelectronica.inami.gob.mx/default.aspx
IBIZ consultant project	Provides training to consultants to enhance the competitiveness and capabilities of SMEs. Recipients get training through a certification program supported by member economies. http://www.apec-ibiz.org/
Trustmark program	Promotes e-trade, security and privacy on internet transactions following APEC's use of information principles. Over 300 websites have acquired the <i>trustmark</i> accreditation.
ADOC program	Digital centers established with the purpose of reducing the technological gap among firms in emerging economies. Centers are supported by the Taiwanese economy and provide a unique experience for new computer users. Mexico has four ADOC centers.

Sources: APEC, Mexico's Secretary of Economy and COMPITE

メキシコの中小企業、競争力向上を目指す

最近ではメキシコ-日本経済連携協定の促進により、より多くの日本企業がメキシコ市場に存在するビジネス機会を認識するようになりました。さらに日本企業にとって、メキシコの中小企業には技術的なツールやB to Bソリューション、コンサルティングサービスを提供出来る潜在的な市場があると言えます。メキシコの中小企業は、起業家としての能力を高め、主に運営、流通経路、管理と革新の4つの分野において支援を受けることに強い関心を持っており、それは該当分野に経験のある日本のコンサルティング企業にとって参入の機会となります。

SME empowerment in Mexico

The Japan International Cooperation Agency (JICA) has supported Mexico's technical projects in sectors such as the development of suppliers for supporting industries (automotive and electronics), fisheries, forestry technological transfer and handicrafts. Recently, JICA completed a comprehensive guide plan to strengthen capacity training and certification of consultants to assist Mexican SMEs.

Source: Japan International Cooperation Agency (JICA)

APEC JAPAN 2010 addresses challenges emphasizing the role of SMEs

During the 2010 Asia Pacific Economic Cooperation (APEC) Summit of Leaders hosted by Japan last November, members' economies highlighted the role that small and medium sized firms (SMEs) play as the base for economic growth and employment generation.

APEC's member economies pointed out that the future for SMEs is tied to their participation in sectors of innovation such as clean energy, aerospace, biotechnology, and information technologies. Furthermore, concluded that critical aspects in the development of SMEs are their inclusion into global supply chain systems and to get access to financial credit and managerial assistance.

APEC has become a guiding reference for Mexican SMEs, particularly the New Strategy on Structural Reform initiative, which serves as a benchmark for best practices, capacity training assistance, and for the implementation of a proper regulatory framework to facilitate the operation of firms. SMEs represent about 98% of the registered enterprises in both countries, Mexico and Japan, and contribute, with 35% and 57% to their GDP, respectively. For this reason, the role played by governments, both at the national and sub-national levels, in the design and implementation of efficient policies and funding mechanisms is crucial to contribute to the firms' strength and long-term survival. Some measures implemented in Mexico to support SME development are:

- A comprehensive and uniformed tariff elimination plan that will bring the average tariff on imported industrial goods down to 4.3 percent by 2013
- *The Mexico Emprende* funding program, which has granted credits for up to US\$ 16 billion since 2007.
- A new Science and Technology Law that promotes innovation as a priority among firms, which are in turn supported in their research and development expenditures by the private and public sectors.
- The creation of the electronic platform for starting new enterprises (www.tuempresa.gob.mx)

Mexican SMEs seek to increase their competitiveness

Recently, more Japanese companies have become aware of the opportunities in the Mexican market thanks to the promotion of the Mexico-Japan EPA. SMEs in Mexico represent a potential market for Japanese companies that provide technological tools, business-to-business (B2B) solutions and consulting services. Furthermore, Mexican SMEs are particularly interested in developing their entrepreneurial abilities and receiving assistance mainly in four areas: operations, distribution channels, management and innovation; this represents a window of opportunity for Japanese consulting companies with expertise in these fields.

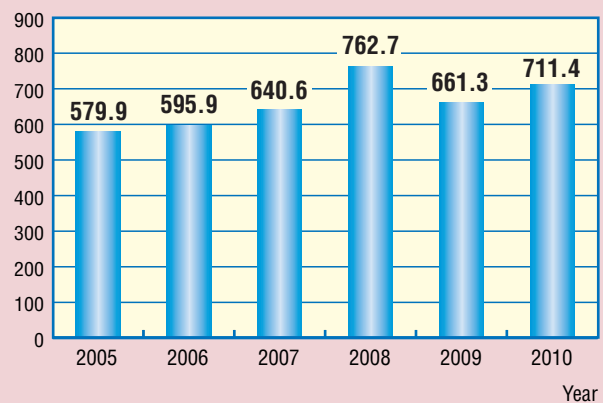
日本のメキシコ食品への需要が高まる

2005年のメキシコ日本EPA導入以降、日本市場がメキシコ農産品を輸入する割合が堅調な伸びを見せています。メキシコから日本へは主に豚肉、牛肉、マグロ、アボガド、レモン、メロン、オレンジジュース、コーヒー、テキーラそしてビールが輸出されています。2010年には、日本市場はアメリカの次に重要なメキシコ農産品輸出市場となりました。

Japan buys more Mexican food products

Since the implementation of the EPA in 2005, there has been a steady rise in Mexican imports of agro food products to the Japanese market. Among Mexico's food products exported to Japan are pork, beef, tuna, avocado, lemon, melon, orange juice, coffee, tequila, and beer. In 2010, Japan was the second most important market for Mexico's exports of agro foods products after the United States.

Mexican agro food exports to Japan
Unit: US\$ million



Source: Representative Office Mexico's Ministry of Agriculture in Japan (SAGARPA), with data from Japan's Ministry of Finance.

Japanese firms in the auto parts sector continue to accelerate their investments in Mexico as OEM's expand production capacity there and announce new projects for automobile assembly.

Investment announcements by Japanese companies in Mexico From September 2010 to February 2011

Company	Description	Location	Investment amount (US\$)
Alpha Corp.	Manufacturing of automobile ignition key sets.	Queretaro	3 million
Yazaki/Arnecom	Capacity expansion of production lines for automobile harnesses	Chiapas	6.9 million
Jatco Ltd.	Overhauling of production lines for the manufacturing of automatic transmissions	Aguascalientes	200 million
Midori Anzen Corp.	Expansion of its production lines to assemble steering wheels and gear levers	San Luis Potosi	10 million
Kiri Corp.	Expansion of its production capacity by installing a second casting line for cylinder blocks.	State of Mexico	37.5 million
Nihon Plast	Manufacturing of airbags which are currently produced in the United States.	Queretaro	8 million
Nippon Sheet Glass	Expansion of the production capacity in the fabrication of windshields.	Baja California	15 million
Yamashita Rubber	New manufacturing plant for suspension parts and plastics products.	Zacatecas	20.6 million
Alpine	Production of car audio and car navigation systems.	Tamaulipas	6 million
Nippon Steel	Joint venture to produce high quality galvanized steel	Nuevo Leon	350 million
Fujikura Ltd.	Manufacturing of wire harnesses for automobiles.	Coahuila	10 million
Kinugawa Rubber Industrial Co.	Establishment of a new manufacturing plant to produce a wide range of auto parts.	Guanajuato	2.3 million
Total FDI amount US\$ 669.3 million			

Elaborated by: Representative Office of Mexico's Ministry of Economy in Japan with data from ProMexico

メキシコ日本経済連携協定オフィスとは

2005年にメキシコ日本経済連携協定(EPA)が締結されたことを機に、在日メキシコ大使館内にメキシコ経済省の駐日代表部が設置されました。日本におけるEPAの浸透を図り、日墨間の通商と投資の拡大を促進する役割を担っています。

Office of Mexico-Japan Economic Partnership Agreement

The enactment in 2005 of the Mexico-Japan Economic Partnership Agreement (EPA) prompted the establishment of the office of Mexico's Secretary of Economy in Japan as part of the Embassy of Mexico in Tokyo. The office oversees the implementation of the EPA and promotes expansion of business and investments between Mexico and Japan.

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