



## EDITORIAL

### LET'S DARE A NEW APPROACH!

*They say "nobody changes overnight ", but they are wrong. One can get up one day and say "no more!"*

*Poet Man*

Numbers speak for themselves: more than 80% of Mexican exports and 50% of imports are in the hands of our powerful neighbor.

It is time for the Mexican decision-makers to tackle the reality: Mexico, eleventh world economic power, has been kept for too long hostage to the US.

If responsible entrepreneurs are aware of the importance to diversify both their supplies and export markets, why shouldn't a country as Mexico do likewise?

Since trade agreements have already been signed with three Continents, our country is currently positioned as a gateway to a potential market of over one billion consumers and 60% of world's GDP. Mexico has a network of 10 FTAs (Free Trade Agreements) with 45 countries, 32 Reciprocal Investment Promotion and Protection Agreements (RIPPAs) with 33 countries, 9 trade agreements (Economic Complementation and Partial Scope Agreements) within the framework of the Latin American Integration Association (ALADI) and is a member of the Trans-Pacific Partnership Agreement (TPP)<sup>1</sup>.

In addition, Mexico is an active member in multilateral and regional organisms and forums such as the World Trade Organization (WTO), the Asia-Pacific Economic Cooperation (APEC), the Organization for Economic Cooperation and Development (OECD) and the ALADI.

Why have Mexican entrepreneurs been unable, as yet, to take advantage of such a unique opportunity?

The answer is obvious insofar as we have for too long been indulging in our comfort zone.



For a long time, we have been preaching a different approach in resisting the “fatal attraction” of the USA whilst trying to convince the Mexican decision makers to open to non-traditional and culturally close markets.

Our main challenge is about changing mentalities. It will not be easy but nevertheless a change is inevitable and urgent.

The only way out is, when one will be fully aware of our immense capabilities and expertise, to open a constructive and uninhibited dialogue with the world...including, but not only, the USA.

MIWL's Founding Members