



# InPulse

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## Mexico 2025: economic key insights and investment opportunities.

*2025 begins with a mixed economic outlook for Mexico. While projected economic growth remains at 1.3% according to the IMF, strategic sectors such as nearshoring, foreign direct investment (FDI) and international trade continue to generate opportunities. However, factors such as new U.S. tariffs, fiscal policy developments and structural reforms may impact investment decisions.*

*For foreign companies operating in Mexico or looking to expand in the country, it is essential to understand these changes and prepare to capitalize on emerging opportunities.*

### **I. Nearshoring: Mexico, a strategic destination for industrial relocation.**

Mexico continues to establish itself as a key nearshoring hub, benefiting from the relocation process of foreign companies seeking to establish operations closer to the U.S. According to a KPMG study, 6 out of 10 companies in Mexico plan to increase their investment by 2025, driven by this phenomenon.

#### **Key factors driving nearshoring in Mexico:**

- Strategic geographic location and lower manufacturing costs than in the US.
- Access to trade agreements (T-MEC, Pacific Alliance and EU-Mexico FTA).
- Increased demand for local suppliers, which benefits both large companies and SMEs.

#### **Challenges to consider:**

- Limited energy infrastructure in some key industrial zones.
- Lack of specialized workforce in advanced manufacturing and technology.
- Potential instability in trade relations with the U.S. due to Trump's protectionist policy.



## **II. Tax reform and “Plan Mexico”: incentives for investors.**

“Plan Mexico”, implemented by the government in January 2025, seeks to attract investments through fiscal incentives of up to 30 billion pesos. This program represents an opportunity for companies seeking to establish or expand their operations in Mexico.

### **Main benefits of “Plan Mexico”:**

- Immediate deduction of investments in fixed assets, which reduces the initial tax burden for companies.
- Additional incentives for innovation and training, with tax deductions of 25% on these items.
- Preferential tax conditions for companies with annual revenues of less than 100 million pesos.

## **III. Trade relations with the U.S.: impact on companies.**

Donald Trump's administration has announced a series of protectionist measures that include selective tariffs on products manufactured in Mexico, especially in sectors such as automotive, technology and manufacturing. While some tariffs have been temporarily paused, the risk of further impositions remains latent, creating uncertainty for companies exporting to the US.

### **How does this impact companies in Mexico?**

- Companies with production in Mexico for the U.S. could face additional costs if the tariff policy is reactivated.
- European exporters with a presence in Mexico should evaluate strategies to diversify into markets in Europe and Asia to reduce their dependence on the U.S. market.
- Supply chain adjustments: some companies have begun to modify their logistics and suppliers to avoid possible cost increases resulting from unstable trade policies.



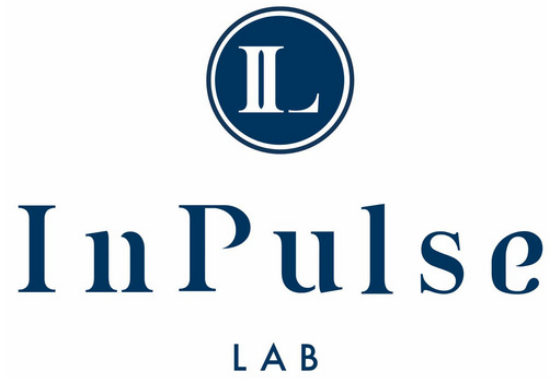
#### **IIV. “Forum des Amériques 2025”: a key event to understand the opportunities in Mexico.**

The “Forum des Amériques 2025” will be an essential meeting point for entrepreneurs, investors and international trade experts. This event will bring together industry leaders to discuss the economic challenges and opportunities in Mexico and Latin America.

##### **Why attend?**

- Expert analysis on foreign investment, trade and nearshoring.
- Networking opportunities with European and Latin American companies.
- Space to explore new business strategies in Mexico.

*For more information about the [Forum des Amériques 2025](#) or how to optimize your investment in Mexico, do not hesitate to contact us.*



## Team

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