



GEORGIA - MEXICO COUNTRY CONNECTION

Government and Commerce

The Consulate General of Mexico, located in Atlanta, has jurisdiction over Georgia, Alabama and Tennessee. The Consulate was established in 1951 as an Honorary Consulate and became a Consulate General in 1992. Javier Díaz de León has served as Consul General since June 2016.

The state of Georgia has had continuous representation in Mexico since 1993, primarily focusing on export promotion. Walter Alejandro Heredia Davila leads the state's trade efforts in Mexico.

The Georgia Hispanic Chamber of Commerce promotes domestic and international economic development of Hispanic businesses and serves as a link to businesses in Latin America.

The Latin American Chamber of Commerce of the Southeast serves to foster success through economic development initiatives and encourages relationships between Hispanic and non-Hispanic businesses, associations, individuals and governments to create new business opportunities.

Academics

The University System of Georgia (USG) offers 16 study abroad programs to Mexico in programs such as education, language and nursing. As of Fall 2020, 1,179 Mexican students were enrolled in USG schools.

Arts, Culture and Tourism

Former Georgian and R.E.M. guitarist, Peter Buck, founded the annual Todos Santos Music Festival in Mexico.

In 2019, more than 55,000 Mexican tourists traveled to Georgia spending \$27.4 million. The Mexican tourism board VisitMexico has an office at the Consulate General of Mexico.

International Trade

The United States-Mexico-Canada Agreement (USMCA), was signed in 2018 as a successor to NAFTA and took effect in 2020. The USMCA maintains NAFTA's tariff-free market access for goods traded between Canada, the U.S. and Mexico. Main changes are contained in new chapters of the agreement, including: good regulatory practices, digital trade, labor and environment (designed to address global environmental challenges). Other notable changes include modifications to the Certificate of Origin and the implementation of higher de minimis thresholds.

EXPORTS: In 2020, Georgia exports to Mexico totaled **\$3.09 billion**. Mexico is the 4th largest export market for Georgia.

Top exports from Georgia to Mexico include aircraft, television receivers, paper, kraft paper, and gas turbines.

Georgia leads the nation in the export of the following goods to Mexico: peanuts, paper and paperboard.

IMPORTS: In 2020, Georgia imports from Mexico totaled **\$9.14 billion**. Mexico ranks 2nd among Georgia's importer nations.

Top imports from Mexico to Georgia include television receivers, motor vehicles, wires and cables, lamps and lighting, and tractor parts.

Capital Investment

There are at least **50** Georgia companies with operations in Mexico, including but not limited to:

- Bridgestone Golf
- Cajun Operating Company
- Great American Cookies
- Interra International
- Southwire Company
- Veritiv Corporation

There are approximately **27 Mexican facilities operating in Georgia**. These Mexican-affiliated companies employ more than 1,100 Georgians.

Leading Mexican companies in the state include Bimbo Bakeries USA (Grupo Bimbo), Mission (GRUMA) and Ready Mix USA (CEMEX).

Transportation

Hartsfield-Jackson Atlanta International Airport offers daily direct flights to Cancún, Guadalajara, Mexico City and Monterrey. Additional direct flights service the cities of Puerto Vallarta and San Jose del Cabo. 2020 international connectivity was limited by the COVID-19 pandemic. As restrictions ease, the airport expects a return to pre-COVID connections.

Beginning in 2017, Atlanta-based Delta Air Lines has a joint cooperation agreement with Aeroméxico to operate transborder flights between the U.S. and Mexico.

The Georgia Ports Authority (GPA) has an established relationship with Mexico. The Port of Savannah offers direct weekly container ship service to the ports of Vera Cruz, Altamira and Progreso. The Port of Brunswick offers direct service for Roll-on/Roll-off cargo to Mexico, calling the ports of Tampico and Veracruz.

About GDEcD

The Georgia Department of Economic Development (GDEcD) plans, manages and mobilizes state resources to attract new business investment to Georgia, drive the expansion of existing industry and small business, locate new markets for Georgia products, inspire tourists to visit Georgia and promote the state as a top destination for arts events and film, music and digital entertainment projects. For more information, visit www.georgia.org.

GDEcD's International Representatives in Mexico

Walter Alejandro Heredia Davila

Trade Representative

State of Georgia – Mexico

Av Paseo de la Reforma 284, Col Juarez

Delegación Cuauhtémoc, Ciudad de México, 06600
MEXICO

wheredia@georgia.org

T: +52 (55) 7597.6371

Jasmín Torres Tarquino

Trade Representative

State of Georgia –Mexico & Colombia

jtorres@georgia.org

T: (+52) 1.55.59.51.2412

*Information valid as of March 2021