



GEORGIA - MEXICO COUNTRY CONNECTION

Government and Commerce

The Consulate General of Mexico was established in 1951 as an Honorary Consulate and became a Consulate General in 1992. Ambassador 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

In the Fall semester of 2024, 942 Mexican students were enrolled in USG schools.

The University System of Georgia (USG) offers 10 study abroad programs to Mexico in programs such as education, language, and nursing.

Arts, Culture and Tourism

In 2023, 41,800 Mexican visitors spent \$14.5 million in the state of Georgia.

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

The Mexican tourism board VisitMexico has an office at the Consulate General of Mexico.

Mexico native Juan R. Ramírez Hernández plays first violin with the Atlanta Symphony Orchestra, and is a celebrated composer and Founder and Artistic Director of the Atlanta Virtuosi Foundation, Inc.

In August 2022, the Museum of Arts and Sciences hosted an international full dome film festival featuring multimedia artwork and artistic experiences from 14 countries, including Mexico.

The Atlanta Symphony Orchestra's "Day of the Dead" musical program will celebrate the music and culture of Mexico and broader Latin America.

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 2023, Georgia exports to Mexico totaled \$4.88 billion. Mexico is the 2nd largest export market for Georgia.

Top exports from Georgia to Mexico include civilian aircraft, electrical apparatus for switching circuits, television receivers, parts for tractors, and electronic circuits.

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

IMPORTS: In 2023, Georgia imports from Mexico totaled \$13.7 billion. Mexico ranks 3rd among Georgia's importer nations.

Top imports from Mexico to Georgia include television receivers, motor cars, insulate wire, electrical apparatus for line telephony, and parts for tractors.

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 **55 Mexican facilities operating in Georgia**. These Mexican-affiliated companies employ more than 3,100 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 direct flights to twelve destinations across Mexico; Leon, Cancun, Cozumel, Guadalajara, Mexico City, Merida, Monterrey, Puerto Vallarta, Queretaro, San Jose del Cabo, Tulum, and Manzanillo. In 2024, the airport expects 7,473 flights carrying 1,026,000 passengers between Georgia and Mexico. January 2024 marked the return of Aeromexico to ATL.

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 Brunswick offers direct service for Roll-on/Roll-off cargo.

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

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Trade

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