



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 10 study abroad programs to Mexico in programs such as education, language and nursing. As of Fall 2018, 1,396 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 2018, more than 54,800 Mexican tourists traveled to Georgia spending \$34.5 million. The Mexican tourism board VisitMexico has an office at the Consulate General of Mexico.

International Trade

The North American Free Trade Agreement (NAFTA) between the U.S., Canada and Mexico entered into force on January 1, 1994. NAFTA created the world's largest free trade area linking 444.1 million people with a combined output of \$17.0 trillion worth of goods and services. The United States-Mexico-Canada Agreement (USMCA), the successor to NAFTA, was signed on November 30, 2018 and is currently pending ratification.

EXPORTS: In 2019, Georgia exports to Mexico totaled **\$3.5 billion**. Mexico is the **2nd** largest export market for Georgia.

Top exports from Georgia to Mexico include motor vehicles, television receivers, parts of gas turbines, aluminum plates and paper and paperboard.

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

IMPORTS: In 2019, Georgia imports from Mexico totaled **\$7.7 billion**. Mexico ranks **3rd** among Georgia's importer nations.

Top imports to Georgia from Mexico include motor vehicles, television receivers, lamps and lighting, insulated wire and motor vehicle parts and accessories.

Capital Investment

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

- Bridgestone Golf
- Cajun Operating Company
- Genuine Parts 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.

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 regular shipping services to Altamira and Veracruz. GPA's Brunswick Port also offers shipping services to Veracruz and Lazaro Cardenas.

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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