



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. 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 2022, 1,101 Mexican students will be enrolled in USG schools.

The COVID-19 pandemic affected study abroad programs around the world, but these programs are expected to return to former participation levels soon. In previous years, the University System of Georgia (USG) offered 16 study abroad programs to Mexico in programs such as education, language, and nursing.

Arts, Culture and Tourism

COVID-19 severely impacted the tourism industry in Georgia, but international visitation is expected to reach past numbers soon. In 2021, 30,746 Mexican visitors spent over \$12.5 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.

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 2021, Georgia exports to Mexico totaled **\$3.7 billion**. Mexico is the **3rd** largest export market for Georgia.

Top exports from Georgia to Mexico include television receivers, kraft paper, paper and paperboard, civilian aircraft, and aluminum plates.

Georgia leads the nation in the export of the following goods to Mexico: peanuts.

IMPORTS: In 2021, Georgia imports from Mexico totaled **\$11.8 billion**. Mexico ranks **2nd** among Georgia's importer nations.

Top imports from Mexico to Georgia include television receivers, motor vehicles, insulated wires and cables, telephone transmission devices, and chandeliers.

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. In 2022, over 5,400 flights are estimated to travel between Mexico and Georgia carrying 937,115 passengers.

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.

International connectivity has been limited by the COVID-19 pandemic. As restrictions ease, the Hartsfield-Jackson Atlanta International Airport expects a return to pre-COVID connections.

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

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