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**Master
Thesis Topic**

Why and How the Italian Companies should increase their investment in Mexico

**Project
Work**

Name of the Company, Position, city, country

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Abstract:

Why and how the Italian companies should increase their investment in Mexico

The thesis is based on the hypothesis that companies placed in a country with an economic crisis like the European ones should invest in the emerging markets. In the specific, it is going to be analyzed the situation of the Italian enterprises and the reasons why for these companies the best country where to invest is Mexico.

According to its strategic position, its growing economy, the incentives and the low labor costs, Mexico is the best country where to start a business now. Especially for companies like the Italian ones since the long and profitable relationship that exist between the two countries; the results showed by the Italian enterprises that already operate in the country and the great interest showed by the Mexican customers for the Made in Italy.

In the introduction, there will be an analysis of the Italian Market situation to show how the crisis has crippled the Italian companies and that the upturn seems to be far away. Additionally, there will be a study of the Mexican market to show the incredible results achieved by this country during the last years.

In the first chapter will be showed the economic relationship between the two countries to show how profitable have been the commercial contacts between them during the last years.

Additionally, it will be analyzed the results achieved by the Italian companies already present in Mexico and the main opportunities the market is offering. The study is mainly necessary to demonstrate that so far, the majority of the Italian companies that have started to do business in Mexico, have been successful and that this market in the future is going to increase the number of the opportunities.

In the second Chapter there will be an analysis of the procedures the Italian enterprises should go through to do business in Mexico; which are the differences among the different Mexican states, in order to identify in which state it can be easier to start a business and at last will be shown the main risks to take into consideration to start a business in this country.

Finally, in the third chapter will be described the main organizations and programs that can facilitate the entrance in the Mexican Market.



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