



United States Mexico Market Exchange

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Connect Mexico - Trade Platform Project

- ➔ **USMCOC & ProMexico Sign Connect Mexico Agreement**
- ➔ **USMCOC, USMCEF, Umexx, & Softtek (MOU Agr Jul 2015)**
- ➔ **Boost SME's Revenue & International Commerce**
- ➔ **Platform for Businesses (B2B) & Consumers (B2C)**



PROMÉXICO



Press release
Mexico City, November 19th, 2013

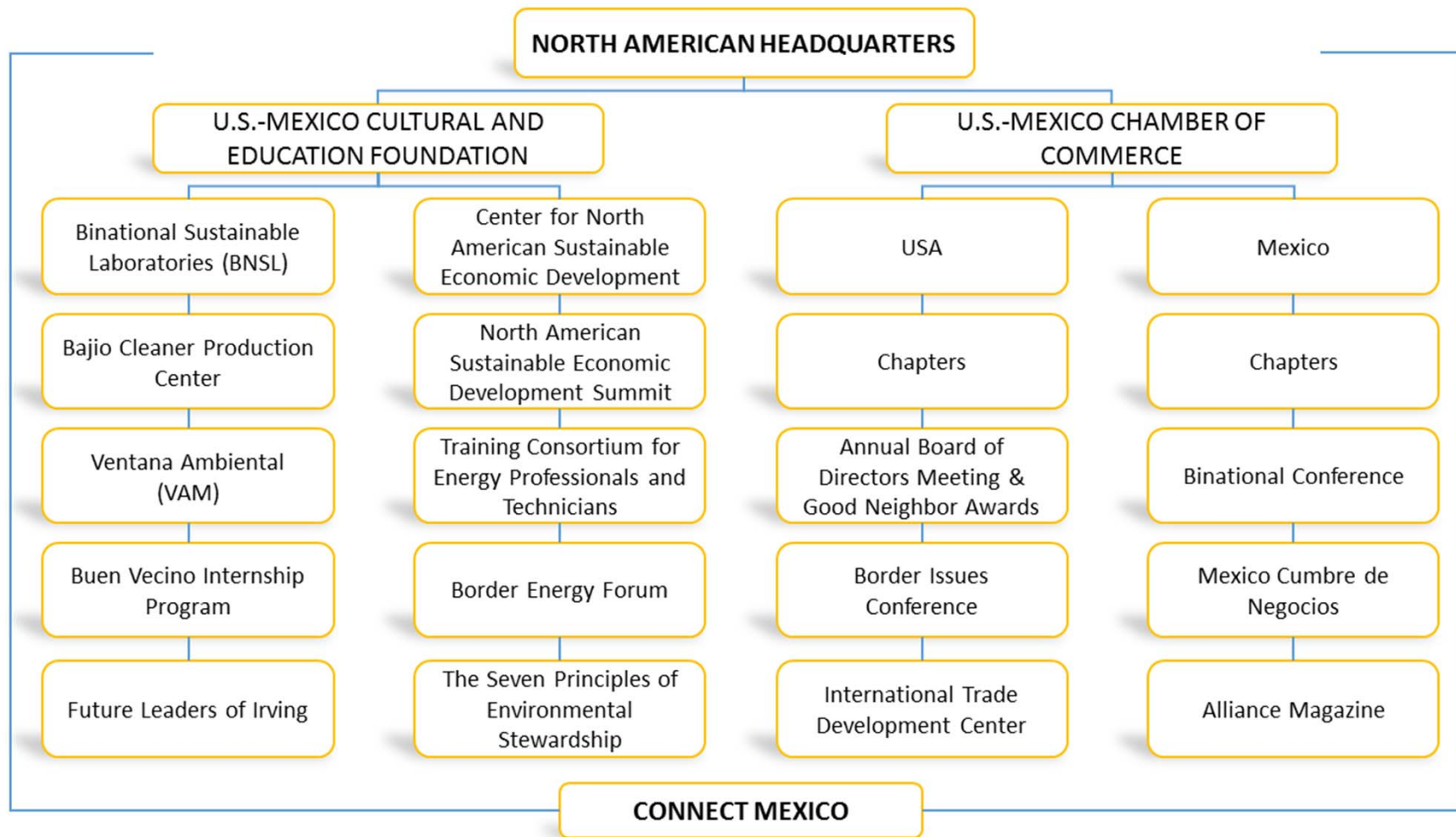
PROMEXICO AND US-MEXICO CHAMBER OF COMMERCE BOOST ELECTRONIC COMMERCE PLATFORM CALLED *CONNECT MEXICO*

-Connect Mexico seeks to broaden the potential revenues of small and medium-sized companies in Mexico.

ProMexico and the United States-Mexico Chamber of Commerce (USMCOC) established a collaboration agreement in order to promote investment, trade, economic development and closer bilateral relations, through the *Connect Mexico* Project.

Connect Mexico is an initiative of the USMCOC to establish an electronic trading platform (E-Commerce) to significantly increase the revenue potential of small and medium-sized Mexican companies. For this purpose a public-private partnership was established, called the *United States-Mexico Market Exchange* (UMEXX), which seeks the implementation project under a services agreement with the USMCOC.

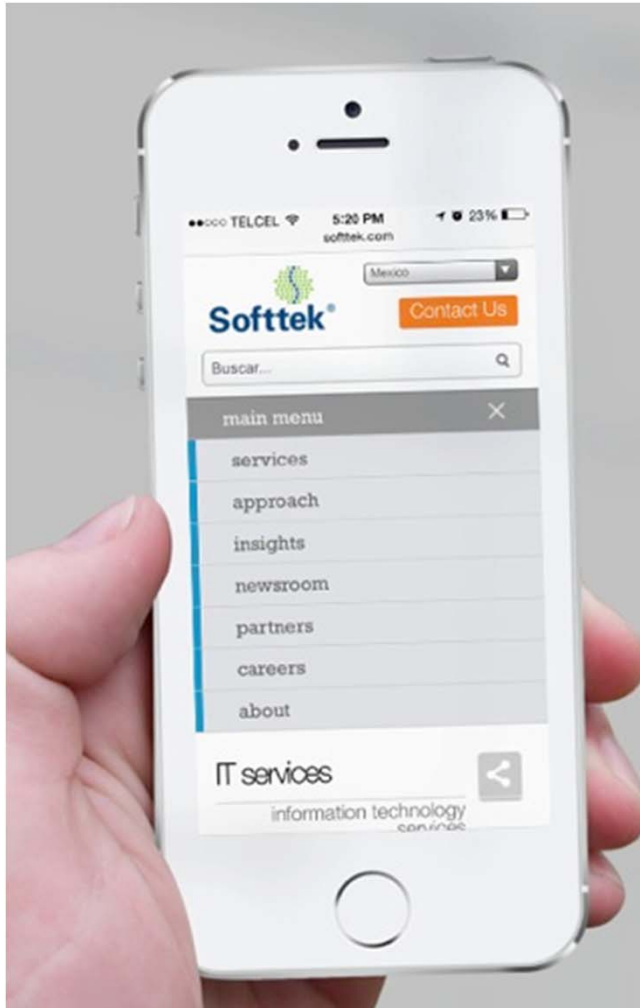
USMCOC – USMCEF Connect Mexico






Softtek

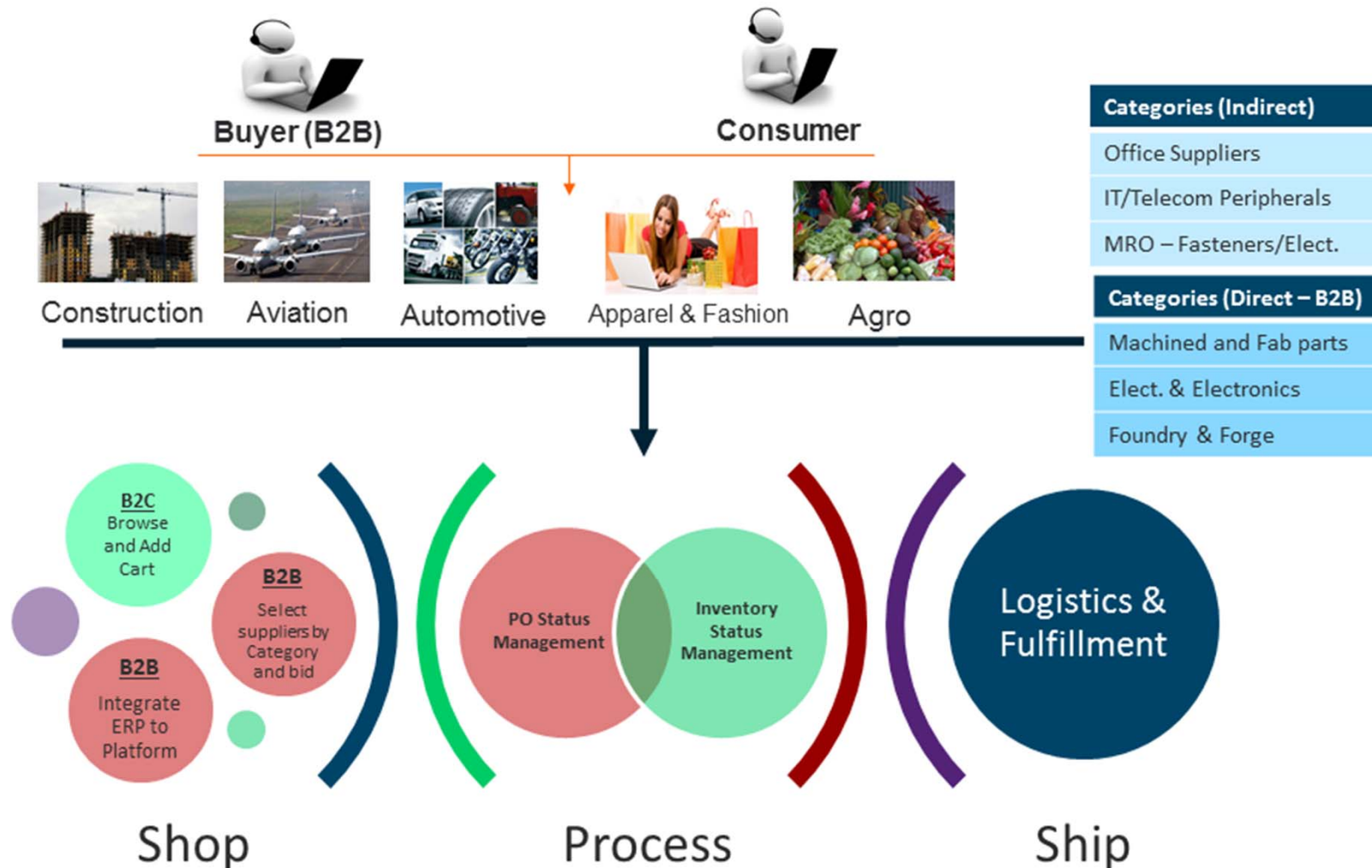


Softtek



-  Improve IT efficacy through processes, global delivery and cloud-based technology
-  Improve business efficiency with process and industry-specific solutions
-  Enable organizations to implement transformational initiatives through technology solutions, process outsourcing and global delivery

UMEXX - Softtek



Market Conditions for Platform

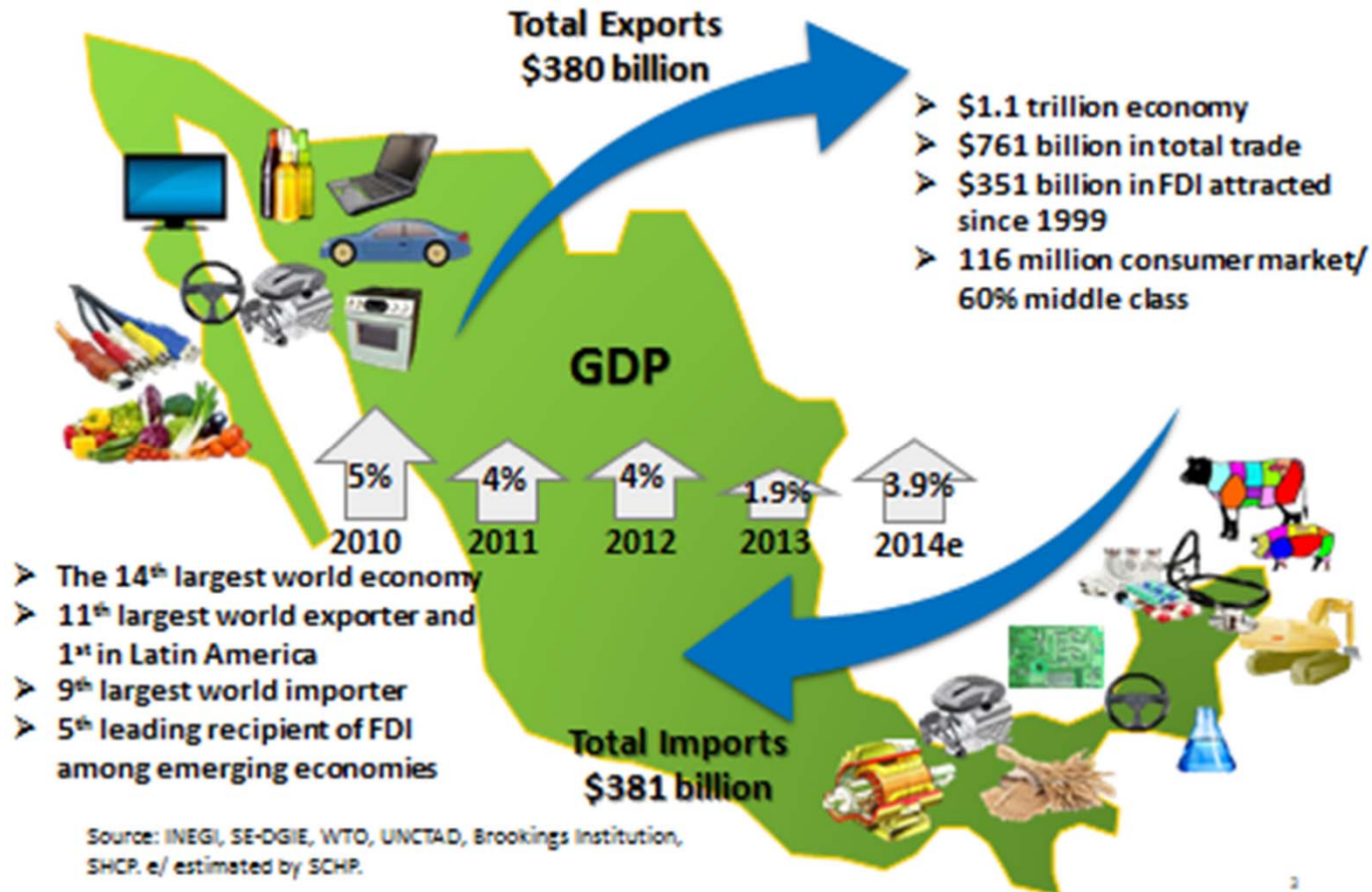
➔ Demand for Ecommerce

- 16% avg/year (Oil & Gas & Pharmaceuticals, 7% and 4%)
- Business to Consumer (\$2 Trillion Globally by 2016)
- Business to Business (\$560 Billion U.S. – Twice the Size of B2C)

➔ Mexico is Committed to Open Markets

- \$1 Trillion Record for NAFTA
- Six Million Jobs in U.S. Depend on Trade with Mexico
- Government's Spotlight on Opportunities for 4 Million SME's
- Free Trade Agreements with 45 Countries
- Elimination of over 16,000 Admin Regulations and 2,800 Procedures

Mexico's Trade – Platform Target



Presented by Mr. Kenneth Smith Ramos, Secretaria de Economia Office, May 2014

Platforms Dramatic Trade Impact

- ➔ **6% of Mexican Companies Export**
- ➔ **1% of U.S. Companies Export**
- ➔ **Offline Companies Reach 1 to 2 Countries**

**Ecommerce Companies Reach an
Average of 19 International Markets**

B2B Profile - Alibaba

- ➔ **Launched in 1999 by Jack Ma and 18 Colleagues**
- ➔ **Develop Export Market for China SME's**
- ➔ **Goldman Sacks Invests \$5 Million in August 1999**
- ➔ **2014 Sales - \$240 Billion (> Amazon and eBay)**
- ➔ **2014 IPO, \$25B Raise at \$230B, 2015 - \$170B**

B2C Profile - Amazon

- ➔ **Launched in 1994 by Jeff Bezos**
- ➔ **Started by Selling Books Online**
- ➔ **Raised \$1M in 1995 (22 People for 20% at \$5M Valuation)**
- ➔ **1997 IPO, \$54M Raise at \$438M Valuation**
- ➔ **2014: Sales \$75B, Market Cap \$157B, 2015 - \$231B**

Connect Mexico – Platforms Compared

➔ **Alibaba**

- China Culture – Proven Trade Success for China’s SMEs
- Still Struggles with Balancing the Interest of Buyers and Sellers

➔ **Amazon**

- Set the Example for Ecommerce Consumerism
- SME’s in Price War with Amazon’s Costs and Single Channel Domination

Connect Mexico and UMeXX Culture

More Wealth for SMEs. Public-Private Partnership. Outsource Aggressively. Multi-Channel Connect Once – Connect Everywhere.

Platform Production Plan

➔ **2016 (USMCOC, USMCEF, Umexx, Softtek)**

- Mobilized B2B, B2C, and Fulfillment Technology
- Fulfillment Logistics Access of 60M Square Feet at Over 175 Locations

➔ **Vertical Markets**

- Pre-Production in California and Monterrey Mexico
- Register up to 50,000 SME's and Complete Next Investment Round
- Verticals for Automotive, Health, Construction and Home Improvement, and Aerospace

➔ **Connect Mexico Platform (General B2B and B2C)**

- Raise Significant Investment
- 600,000 Mexican SMEs

Summary

- ➔ **Connect Mexico (USCMOC-USMCEF) & ProMexico have Leverage to Mobilize SMEs**
- ➔ **Public-Private Partnership is Necessary Culture to Share More Wealth with SMEs**
- ➔ **Connect Once – Connect Everywhere Assures Multiple Trade Outlets for SMEs**
- ➔ **Connect Mexico will be the Platform for New Wealth & Trade**