

Outside the Maquiladora Model

Innovative solutions for renewable energy technology in
Mexico

Mexico City

November 4th-10th, 2018



We will take you through:

- The 22nd Annual Mexican Energy Conference
- Visits with Mexican companies to talk about local innovation and market trends
- Discussions with governmental officials and public sector representatives about priorities in the Mexican Climate Change Mid-Century Strategy
- Training on Mexican business culture

This journey is fully funded. You only have to cover costs for your flights to and from Mexico as well as visa fees.

Are you a European SME in the solar and wind industry looking to understand new supplier or customer relationships in Mexico? Join our culture journey where we meet with local companies and government officials as well as guide you through the 22nd Annual Mexican Energy Conference. We help you to present yourself in a Mexican context.

Want to participate or get more information about this culture journey?

Find the application form here:
<https://cubein.eu/content/culture-journey-application-form>

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Learn about doing business in the Mexican market

Learn about innovations on the Mexican market

Training

Use our expertise to receive tangible advice applicable to the solar industry and Mexico.

Trust building

Understand how to build business relationships in Mexico with practical do's and don'ts on social etiquette and expectations.

Innovating through the value chain

How to localise your products but also learn how to feed those ideas into product development for Europe.

Market Insights

We provide you with knowledge on the Solar sector from our local experts.

Negotiating

Get a better deal from suppliers and partners by understanding how social cues reveals a negotiating position.

Protect your intellectual property

Understand how you can share information without jeopardising your valuable property.

Group support

Share your encounters in Mexico with other European participants.

Better products

Take better advantage of the knowledge in your value chain and with your partners.

New networks

Build valuable networks in Europe and Mexico as a part of the programme.