

Issue 1
Winter 2010
Editor: Vince Lencioni General
Manager
Contributors: Claire Carranza,
Alejandro Vega

MEXICO WATER REPORT



Quarterly Mexico Water Report: What it is and why you should read it?

For many years Mexico's water sector has had great potential, but much of that potential was not easy to gauge, understand, or access. LGA Consulting wants to make it easier for foreign companies to learn about projects, submit successful bids, and make money in this growth area. The Quarterly Mexico Water Report was created to disseminate this kind of information. Each issue will contain the following four sections:

1. Theme of the Quarter - In this issue a review of the Mexican government's water-related budget for 2010;
2. Water in the News - Secondary source information on the Mexican water sector;
3. Goals and Methodology - Description of the goals and methodology of the federal, state, and local government water official outreach efforts;
4. Current Awards and Bids - A link to information on Mexican government requests for bids on water-related projects. Information through January 2010 is currently available and will be supplemented monthly.

Mexican President Felipe Calderon made water a top priority in 2007 with the introduction of his National Infrastructure Plan (NIP). While some issues were downgraded to secondary priorities when the international economic crisis hit in 2008, water projects have remained a national priority. At a time when Mexican industrial, commercial, and consumer sales are flat or declining, sales to the government remain vibrant.

In light of these dynamics and the strong water focus in Wisconsin, LGA Consulting has built its sector contacts and knowledge and refined its services to introduce more foreign firms to Mexico's water sector opportunities. LGA Consulting has worked on a number of large and small private and public sector projects for Wisconsin and foreign companies since starting operations in 1994. The focus on the water sector was dramatically increased in 2009, and in 2010 the LGA Consulting is institutionalizing this focus in several important ways.

LGA Consulting is actively seeking information on water-related government bids and awards in Mexico, translating and reformatting the information to be more user-friendly, and sending this information to interested Wisconsin companies.

LGA Consulting Staff is regularly interacting with water sector experts, Mexican intermediaries (distributors, agents, integrators, EPCs), and a variety of Mexican federal, state and municipal water officials. The Quarterly Mexico Water Report will inform readers on the results of these efforts. This

first edition of the newsletter will explain the goals and methodologies behind the Mexican federal, state, and municipal water official outreach efforts. The next edition will describe outreach efforts to Mexican private sector intermediaries.

LGA Consulting has an ever-growing list of nearly 300 Mexican water sector intermediaries, over 300 government water sector bid winners, and 1,750 bid participants from 550 government water projects in the second half of 2009. With this qualified, intermediary company information, and its 15 years of experience in Mexico channel market strategies, the Mexico Office will be even better prepared and able to help foreign companies find viable and interested intermediaries to sell their products.

We hope you will find the Quarterly Mexico Water Report both interesting and relevant to your Mexico business needs. Please share your honest comments about this material and how it could be improved or expanded to better meet your needs.