

Interpreneur 2024 results: Mexico



What were the primary motivators for your business expanding internationally? (Select up to three)

Market growth opportunities:

Accessing new customer segments

Access to digital technologies and innovation

Diversification: Reducing dependence on any single market

Competitive advantage: Gaining a foothold in new markets before rivals

Resourcing: Manufacturing, supply chain or other resourcing opportunities

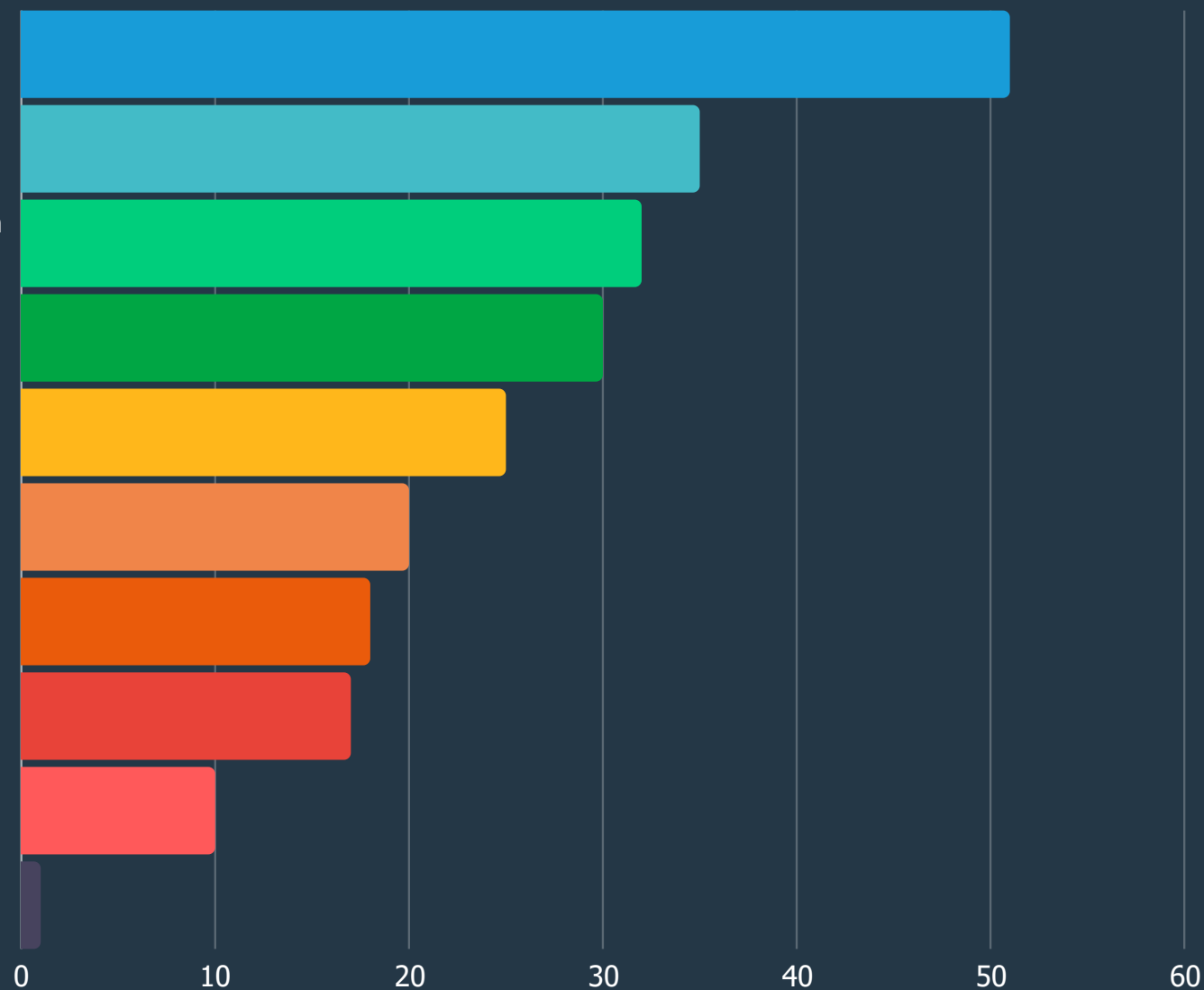
Cost optimisation: Leveraging lower production/resource costs

Talent acquisition: Recruiting skilled employees from a broader pool

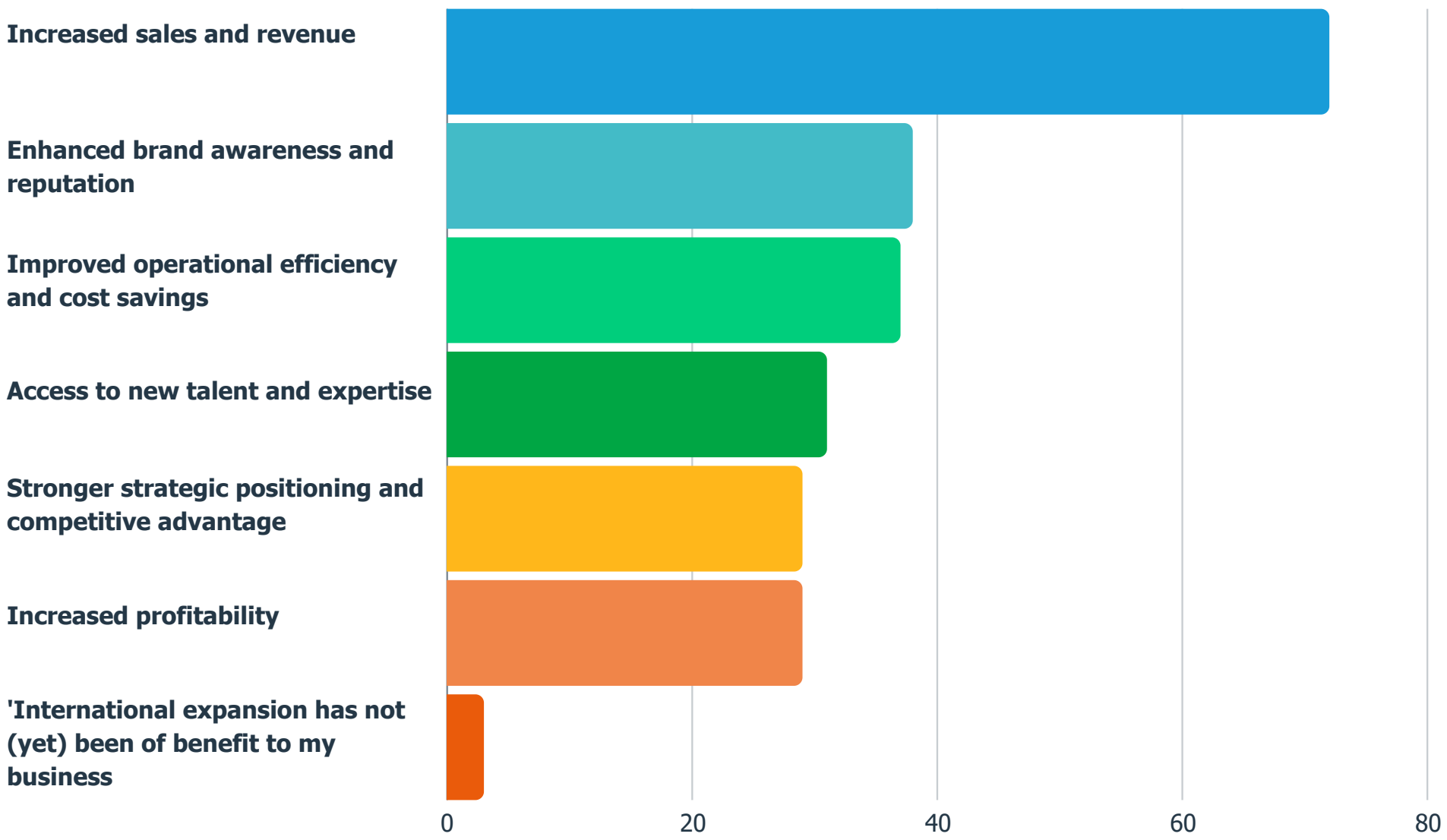
Existing personal network abroad

Government incentives in host country (including regulatory framework and tax incentives)

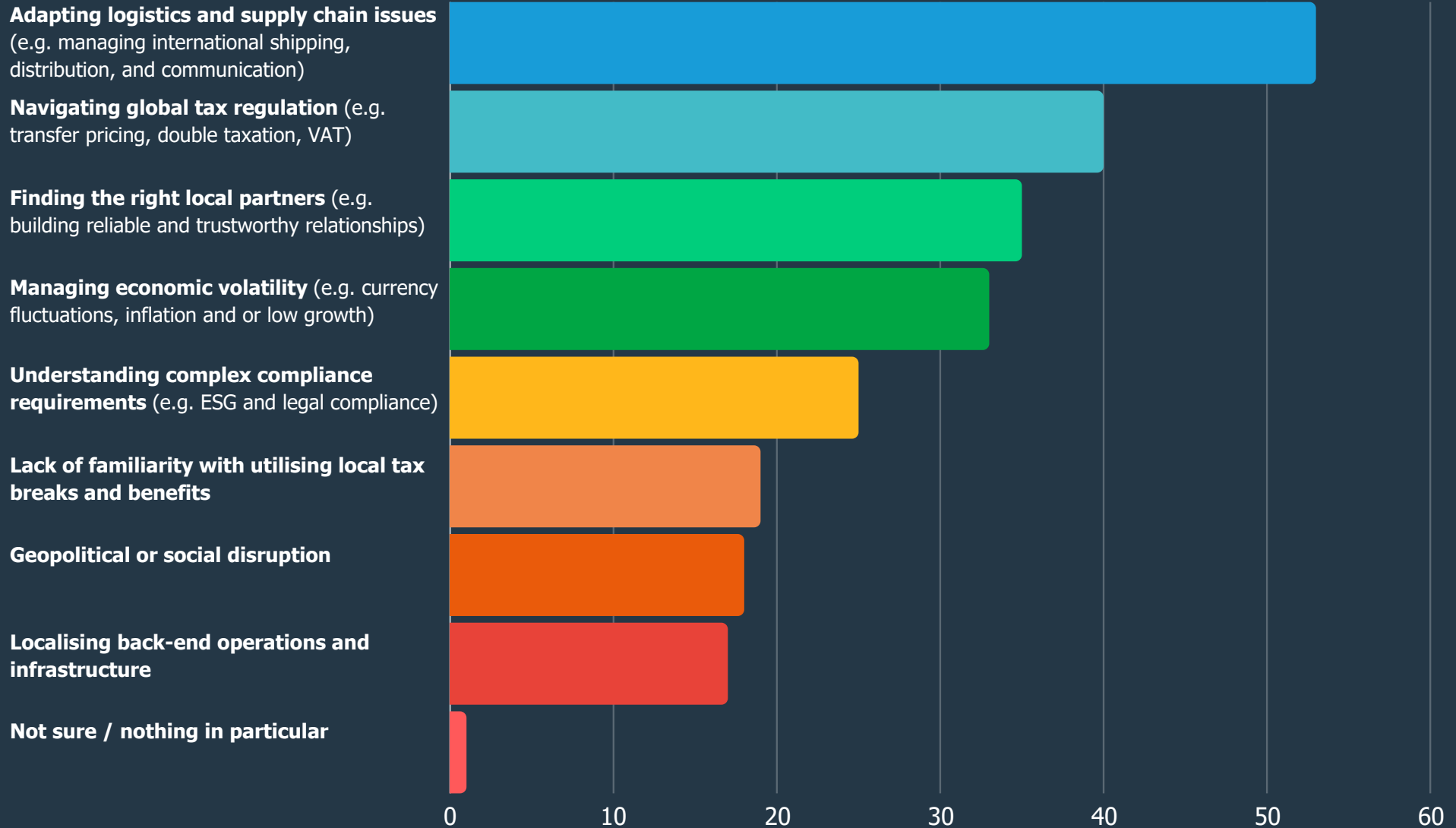
Not sure



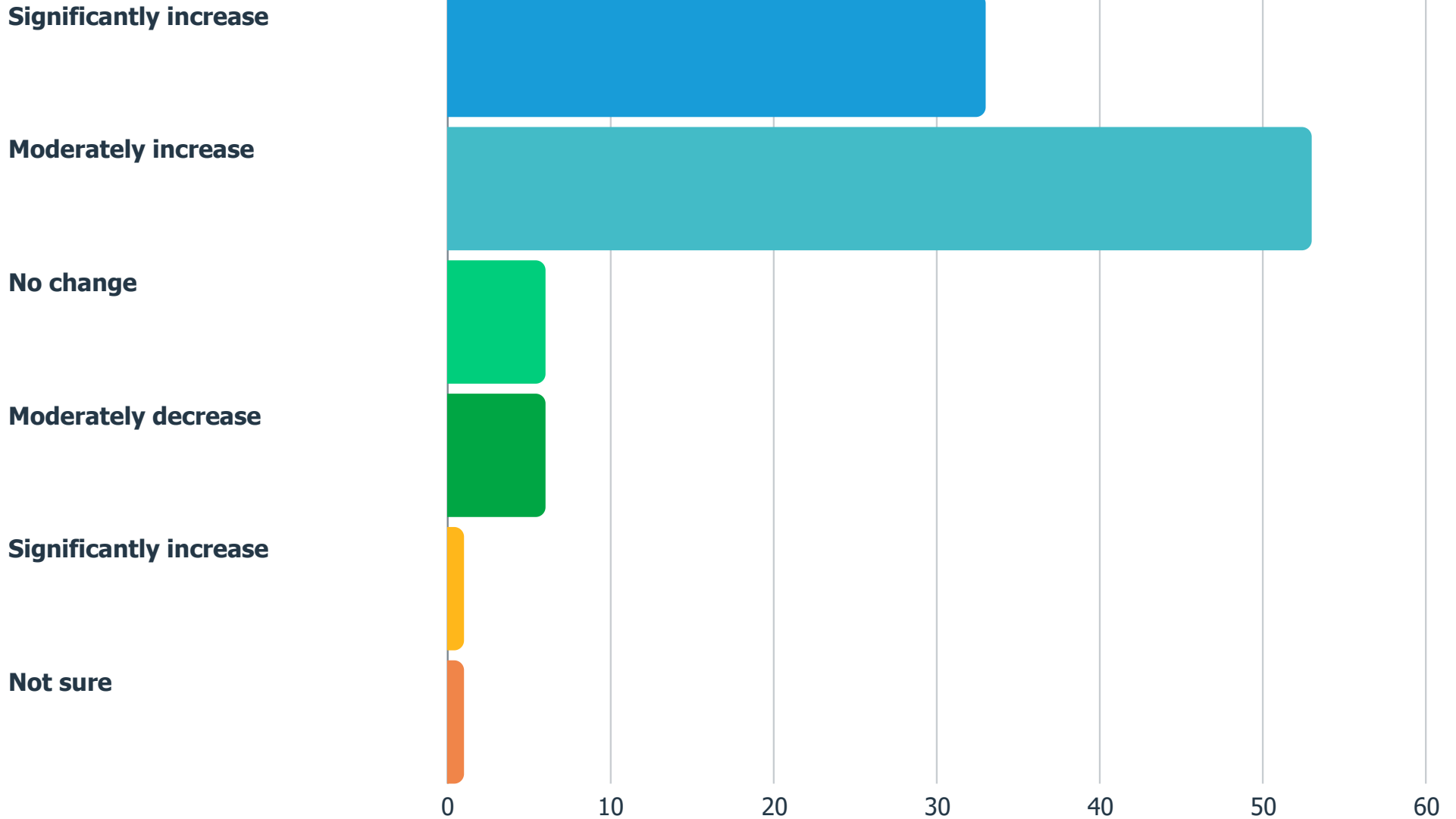
How has international expansion most benefitted your business? (Select up to three)



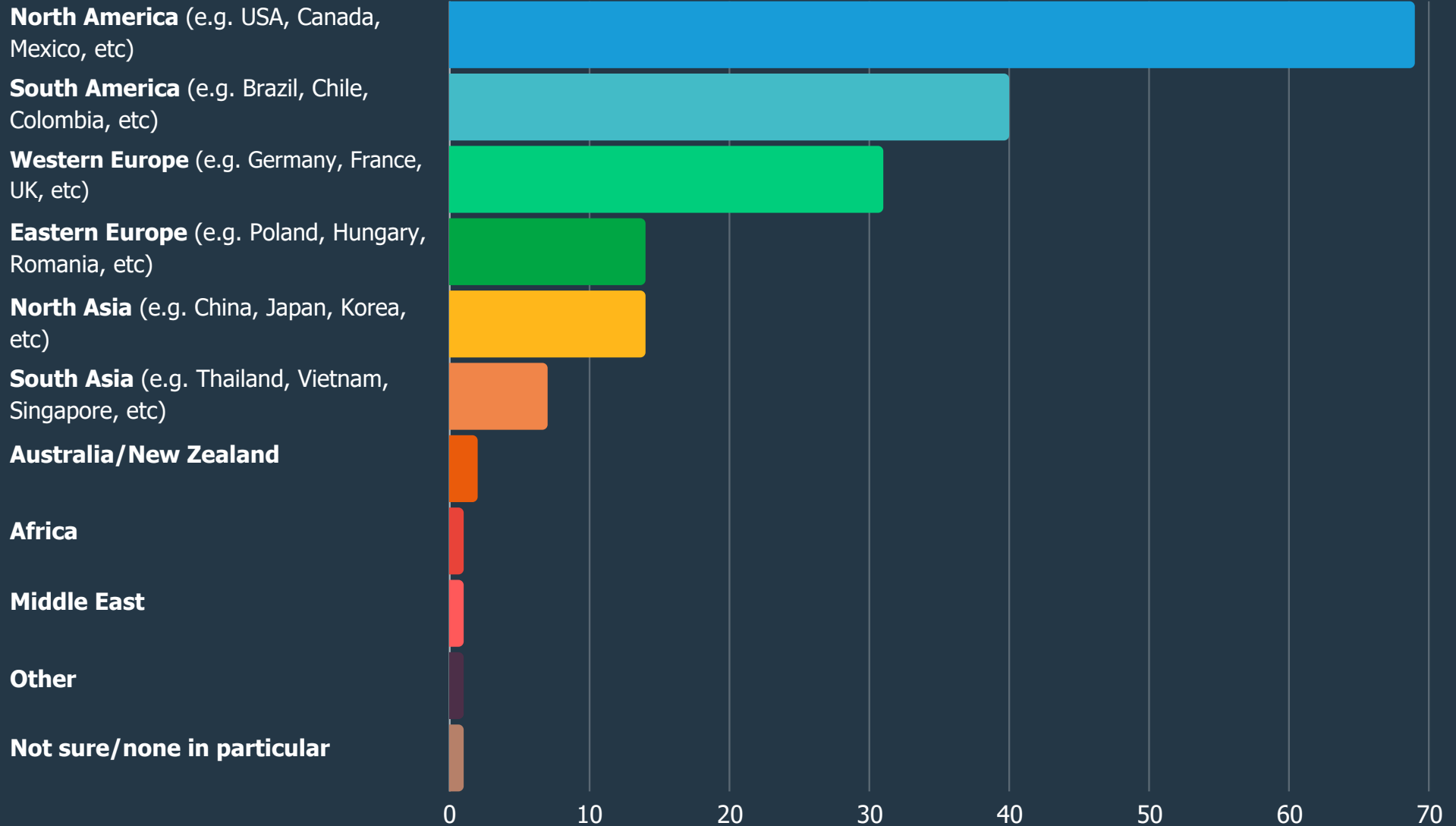
What were the biggest challenges you faced during your international expansion process? (Select up to three)



Do you expect there will be an increase or decrease in businesses expanding overseas in the next 12 months compared to the year prior?



Which, if any, of the following regions or countries would you/your business considering expanding to? (Select all that apply)



Which, if any, of the following would make a country most attractive for international expansion? (Select up to 5)

Favorable trade agreements (e.g. free trade zones, diplomatic partnerships, or preferential tariff treatment)

Favorable tax policies

Tech infrastructure and digitalisation

Government support (e.g. grants, incubators, and mentorship programs)

Alignment with long-term growth strategy (e.g. regional investment into specific industries)

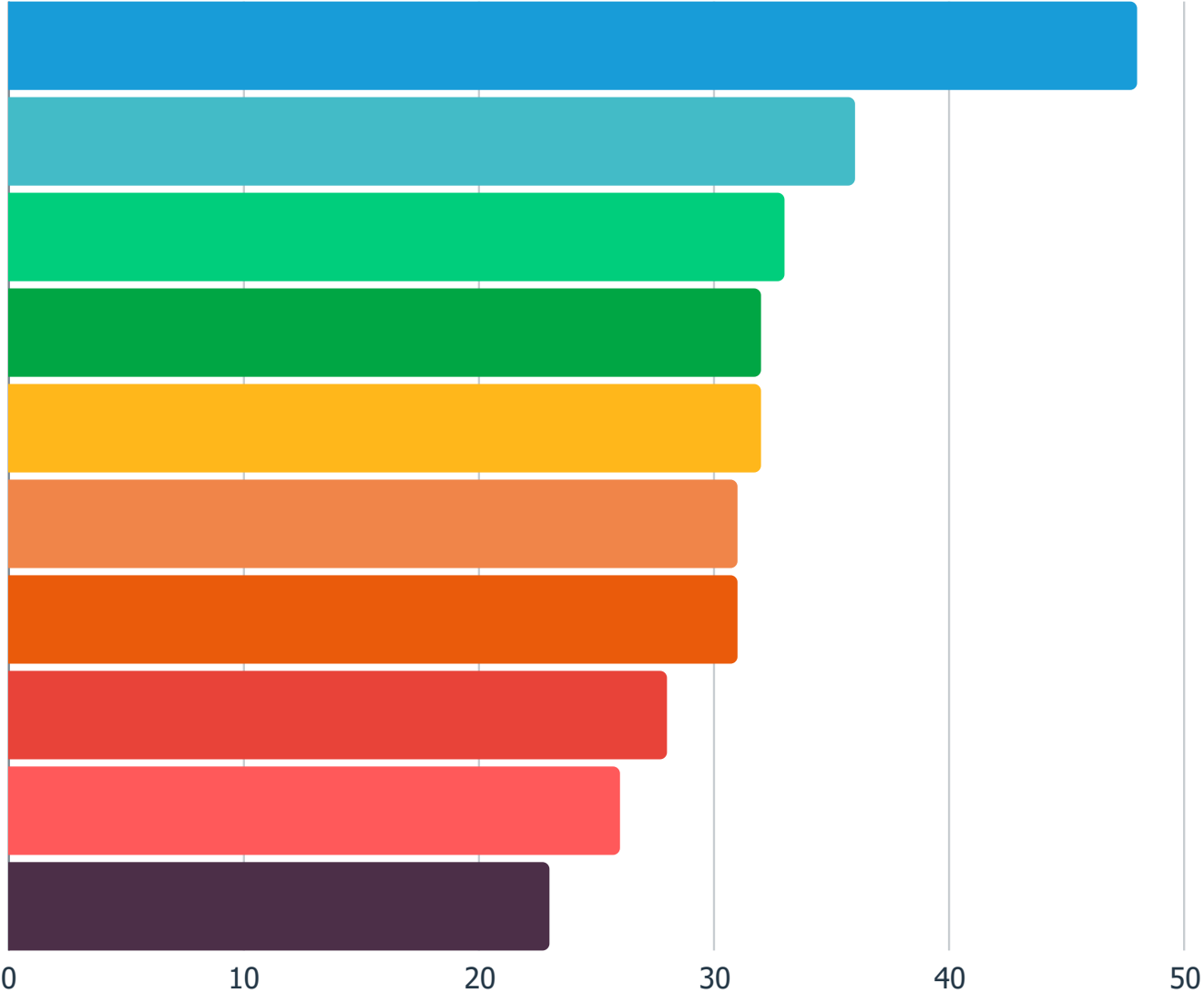
Future economic growth prospects

Cultural and language similarity to existing operations

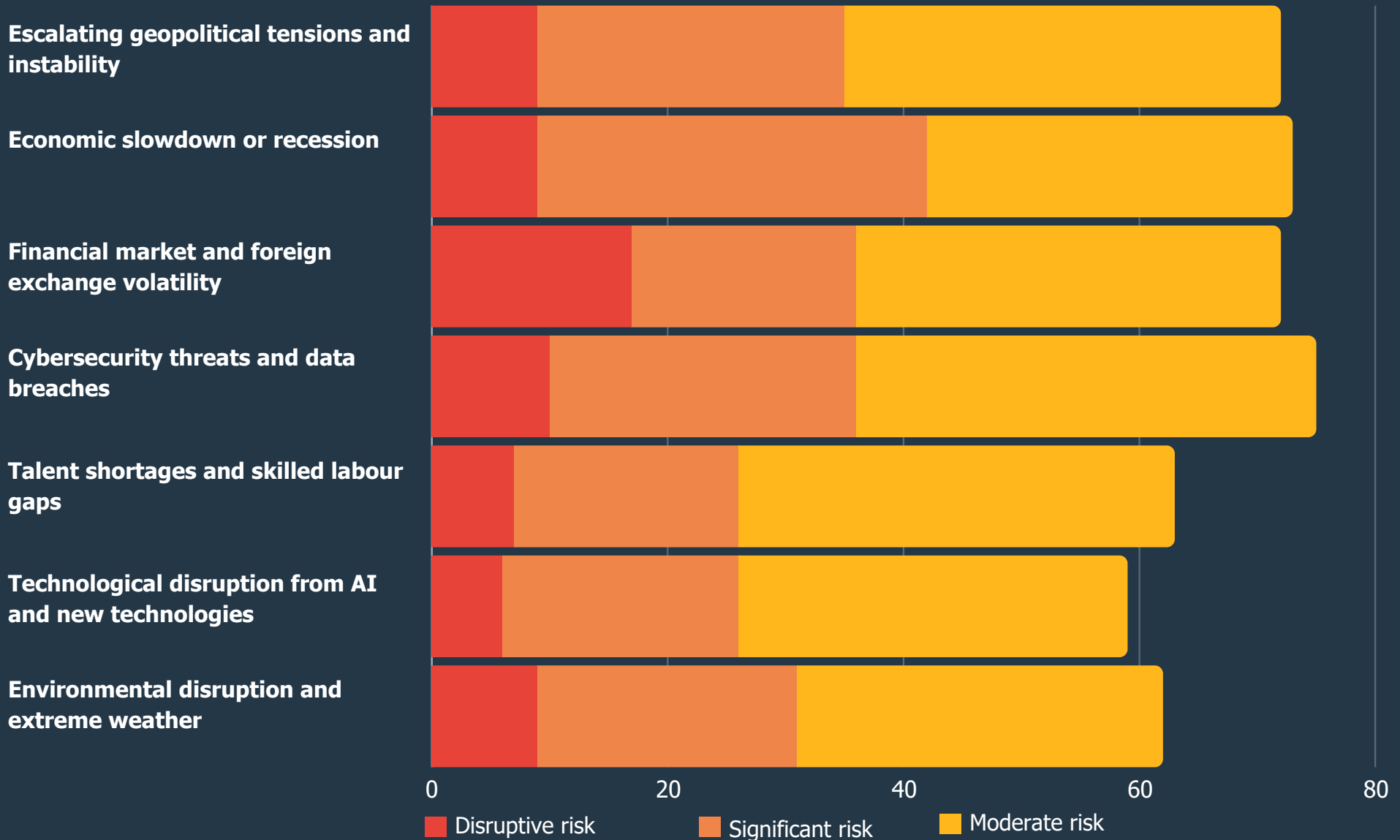
Transparent regulatory environment

Skills and talent (e.g. availability of local talent and openness to skilled talent immigration)

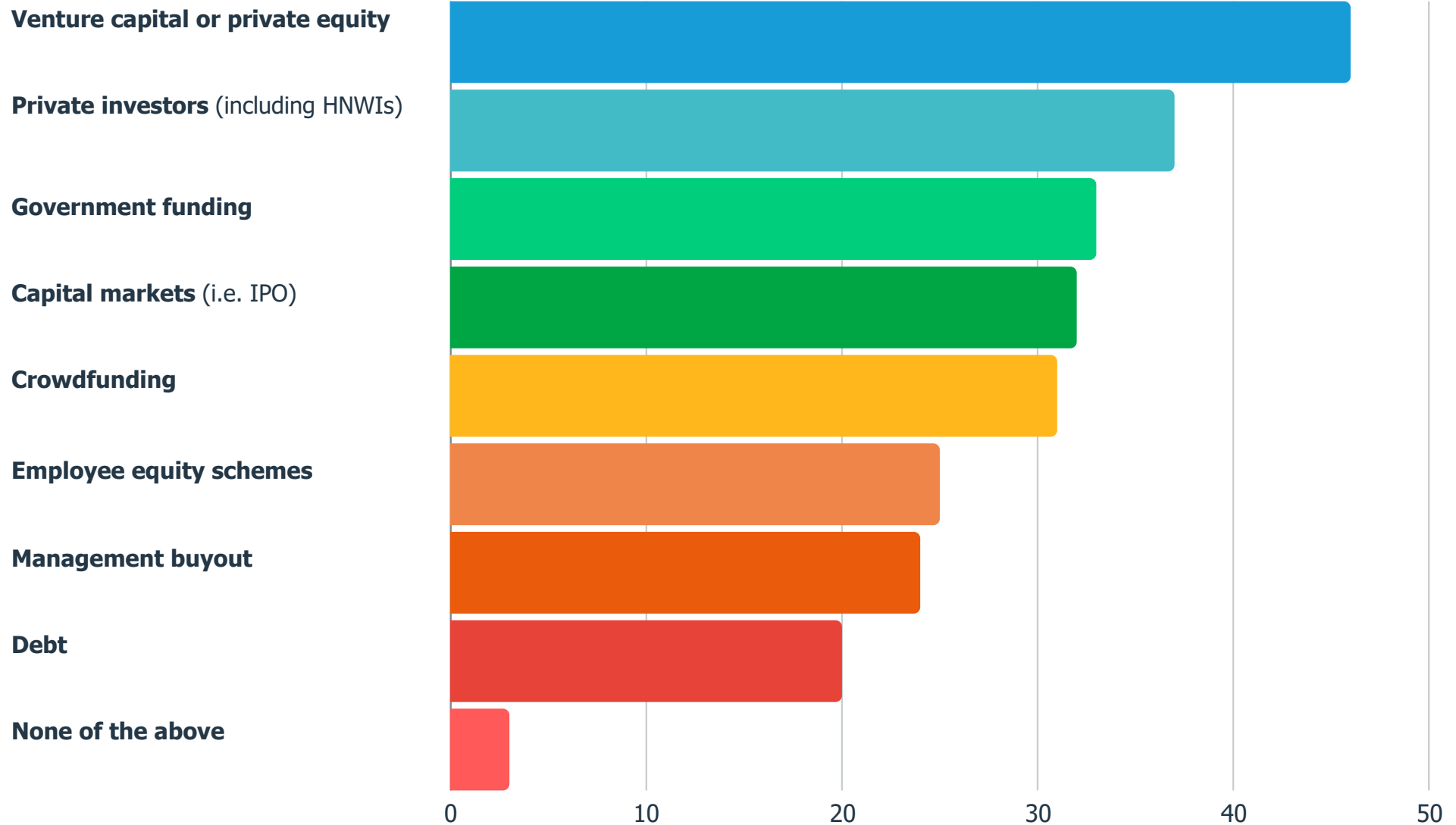
Geographic proximity to existing operations



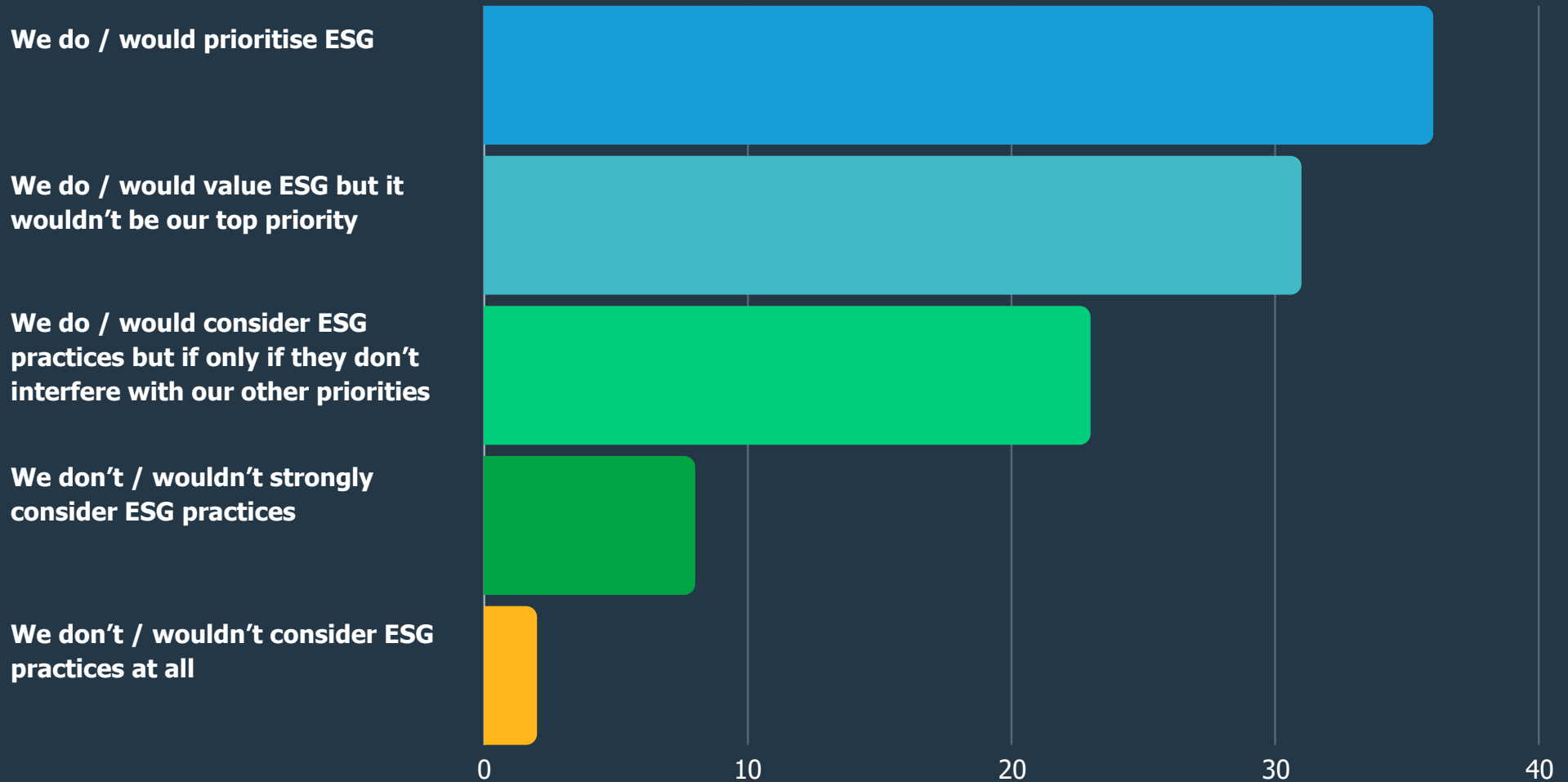
How much of a risk do the following pose to your business's international expansion or planned international expansion?



Which, if any, of the following types of growth capital is your business most likely to consider, or have used, to grow your business internationally? (Select all that apply)



When evaluating potential new markets for expansion, to what extent do/would you consider the environmental, social, and governance (ESG) practices of the country or region?

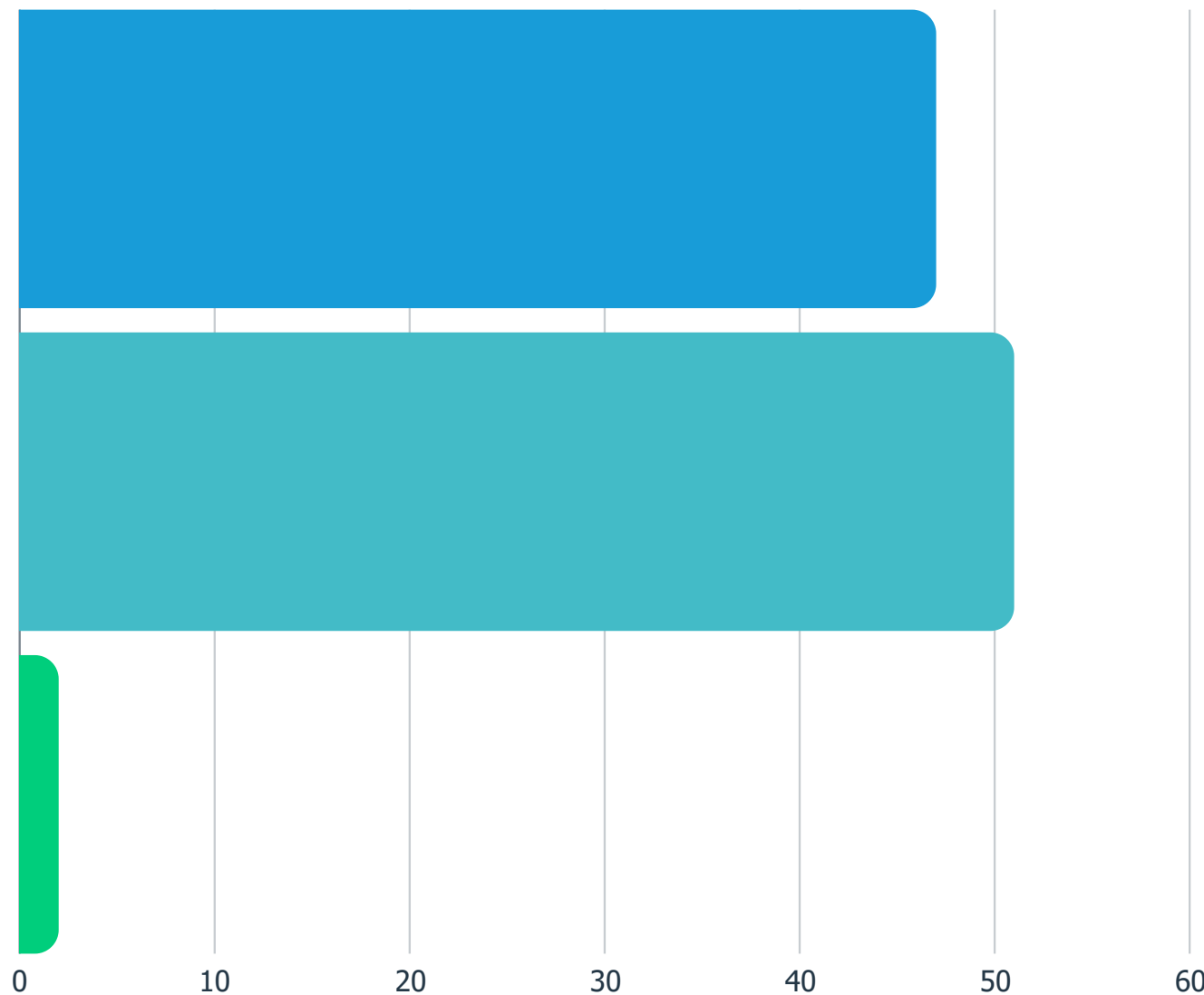


How confident are you in your understanding of the global international tax rules (for example transfer pricing, VAT) that govern multinational businesses?

Extremely confident: I have a deep understanding of global tax rules and their implications for multinational businesses

Confident: I have a good grasp of key principles and can navigate common scenarios, but may seek external guidance for complex situations

Not very confident: My understanding of global tax rules is limited, and I rely heavily on external advisors for guidance and analysis



To what extent do you agree or disagree with the following statement: **‘I feel prepared to harness the benefits of AI in global business operations within the next two years?’**

