

Mexico market entry, done right.

CrossWave takes international companies from a first feasibility question to a running operation in Mexico. Strategy, regulation and the relationships that make both work.

1 Assess

Market sizing and demand analysis
Competitor and pricing landscape
Route to market design
Risk assessment and a straight recommendation

2 Establish

Regulatory roadmap for your sector
SAT, COFEPRIS, IMPI and IMMEX
Compliance review of the operation
Coordination with vetted local counsel on entity setup

3 Grow

Partner and distributor introductions
Negotiation support with cultural fluency
Key account development
Expansion into additional regions

SECTORS	Manufacturing and assembly, technology and software, automotive and aerospace, consumer goods and retail, professional services.
REGIONS	Mexico City, Monterrey, Guadalajara, the border region and major industrial parks.

Led by Mar Perez, Chief Executive Officer

More than two decades guiding companies from North America, Europe and Asia into the Mexican market. You work directly with Mar and her network, not a rotating team of analysts.