



MEXICO

SOCIETY

OFFICIAL LANGUAGE:	SPANISH
RELIGION:	CATHOLIC
AVERAGE AGE:	26.7
CAPITAL CITY:	MEXICO CITY
POPULATION:	119,713,203
GOVERNMENT:	FEDERAL REPUBLIC
INTERNET USERS:	44,173,551

ECONOMIC DATA

GDP:	1,18 TN
PERCAP GDP (\$):	11,423
INFLATION RATE (%):	4,90%
YEAR GROWTH RATE (%):	3,90%

FRANCHISING DATA

FRANCHISORS:	1,500
FRANCHISEES:	78,000
LOCAL FRANCHISORS (%):	80%
FOREIGN FRANCHISORS (%):	20%
ESTABLISHMENTS:	70,000
1° INDUSTRY:	FOOD & BEVERAGE
2° INDUSTRY:	RETAIL
TURNOVER (\$):	1000 MILLIONS
% PIL:	6%
GROWTH RATE (%):	10%

TRADING DATA

N. OF REQUIRED DOCUMENTS:	5
EXPORT TIME (DAYS):	12
EXPORT COST (\$):	1,450

LEGISLATION

FRANCHISE SPECIFIC LEGISLATION:	ACCORDING TO THE ARTICLE 142 OF THE NEW INDUSTRIAL PROPERTY LAW,
OTHER RELATED LAWS:	SUCH CONTRACTS MUST BE REGISTERED WITH THE MEXICAN INSTITUTE OF INDUSTRIAL PROPERTY (IMPI) AND TO MAINTAIN THE SECRECY OF THE GENERAL AGREEMENT TERMS, ENTERED ONLY IN THE LICENSE TO USE OF BRAND, WHICH CAN BE PRESENT IN THE SAME CONTRACT, OR REPORTED AS AN ANNEX TO THE SAME.