



# World Eye Reports Mexico

This report was produced by WORLD EYE REPORTS.  
If you would like further information on any of the  
companies and organizations featured here, please email  
us at [info@world eyereports.com](mailto:info@world eyereports.com).

Celebrating

130 years

60 years

working together

Logistics Solutions Integrator

SEGROVE

[www.world eyereports.com](http://www.world eyereports.com)

## Japanese investment in Mexico continues to rise, as both countries celebrate 130 years of relations

Next year marks the 130th anniversary of bilateral relations between Japan and Mexico. There is much economic progress to celebrate.

The proof is in the numbers — the presence of Japanese companies in Mexico has more than tripled since 2009, with over 1,000 operating in the country today.

“Japanese investment in Mexico continues to increase at a rapid rate,” said the former Japanese Ambassador to Mexico, Akira Yamada.

Japanese automobile and auto parts manufacturing plants, including heavyweights Nissan and Toyota, are spread across the Bajío region in Mexico’s interior, while companies in the sales, marketing and services industries are typically based in the vibrant capital, Mexico City.

The Japanese Chamber of Commerce and Industry of Mexico, which counts more than 470 corporate members and is headed by Chairman Takashi Morimoto, helps promote this investment.



Akira Yamada, Former Ambassador of Japan to Mexico

“Our goal is to help provide a better business environment for Japanese companies doing business here,” said Morimoto. “We host monthly meetings, annual events and seminars for members, aiming to create a sense of community.”

With access to both the Atlantic and Pacific oceans, as well as North and South America, Mexico is ideally located for investment. “Japanese companies choose to establish regional offices in Mexico not only because of its proximity to the U.S., but also for the many advantages Mexico offers, including low-cost, but skilled, labor, a stable government and an extremely open economy,” he commented. “For example, Mexico has free trade agreements with 46 countries.”

And in addition to bringing financial investment and business expertise to Mexico, Japanese companies are now also sharing intrinsic Japanese ideals and values that can benefit Mexican society.

Alejandro Kasuga, director general of Yakult de Puebla and Organizacion Impulsora de Valores, promotes the Japanese philosophy of “order and cleanliness” to address social problems in Mexico. With the goal of improving the lives of the Mexican population, Kasuga hopes to achieve this not only through business, but also through values training. ♦

## From Yakult Puebla — OIV’s family values course aims to spread Japanese-style order and cleanliness throughout Mexico

As you walk through the halls of Yakult de Puebla, winner of the Mexican and Ibero-American Quality Awards, you will immediately notice the exceptional cleanliness and organization of the 35-year-old company.

While this in itself is typical of Japanese companies, Alejandro Kasuga, director general of Yakult de Puebla, saw the need to apply these values to the rest of Mexico to promote basic tools to teach family values to employees and their families.

“The methodology we initially applied here at Yakult Puebla is a synergy between the Japanese habit of *ki o tsukau* (being considerate) and elements of the Japanese 5S organizational method of order and cleanliness,” explained Kasuga.

The result of this mesh of



Alejandro Kasuga, Director General of Yakult de Puebla and President of Organizacion Impulsora de Valores

principles was the establishment of Organizacion Impulsora de Valores (OIV) or Orga-

nization Impelling Values, the entity co-founded by Kasuga and tasked with carrying out an order and cleanliness program aimed at addressing social problems in Mexico.

“Our principle belief is that if you teach both order and cleanliness, two very visual and tangible values, then the formation of other values such as responsibility, discipline, punctuality and others begin to take shape,” he said.

OIV’s promotion of family values in organizations through periodic free courses (every six months) to employees and their families targets organizations of all sizes, as well as schools.

“Our program is supported by Mexico’s Ministry of Education,” Kasuga commented. “Within a year, we’ve already worked with numerous schools and government offices, as

well as Mexican, multinational and Japanese companies. Our goal is to work with 22 organizations by the end of this year, impacting more than 2,000 families.”

Through getting employees and their families to promote values and good habits, Kasuga believes this can lead to a cultural change in Mexico.

“I would encourage Japanese companies here in Mexico to sign up to our instructor’s course so their employees and families can apply order and cleanliness within their homes, and thus build the strong foundational values needed to help Mexico prosper further. It is imperative that organizational leaders help restore the torn social fabric, thread by thread, family by family.” ♦

[www.oivconsulting.com.mx](http://www.oivconsulting.com.mx)  
[www.yakultpuebla.com.mx](http://www.yakultpuebla.com.mx)

## Growing business in Mexico calls for a base in the country

Since 2009, the number of Japanese companies in Mexico has multiplied from 400 to over 1,000. The majority of these are members of the automotive sector value chain — from auto and auto parts manufacturers to ancillary sectors that support these companies.

Established in Aguascalientes — the epicenter of Mexico’s auto industry — in August 2016, Komatsu Industries Mexico (KIMX) specializes in the technical support, distribution and sales of highly technical and complex stamping machinery and machine tools used in manufacturing industries.

This affiliated company of the globally recognized Komatsu Construction Machinery group saw the importance of getting closer to customers at the critical



Takeshi Omura, President and Managing Director, Komatsu Industries Mexico, S.A. de C.V.

time when business is growing and manufacturing requirements are expanding.

“Since our machines are heavily used by our customers, it was integral for us to be present here to serve them faster and more efficiently,” said Takeshi Omura,

president and managing director of KIMX. “The philosophy we impart is that assembly lines do not stop, nor do our machines. We are here to ensure that the machines we sell and maintain run smoothly.”

Growth in sales was another driving force for establishing a presence in Mexico. Since the 1980s, Komatsu Industries has delivered more than 520 machines to Mexico, while Komatsu NTC, a machine tool company belonging to the same industrial sector business division, has delivered more than 1,340 machines.

“We’ve installed over 200 machines for Nissan here in Mexico and we expect to reach the mark of 2,000 total machines installed by next year,” said Omura.

Beginning in October, KIMX

will also serve General Motors and Chrysler in Mexico, expanding its business to non-Japanese customers.

“We anticipate average growth of 20 percent from now until 2019,” he added. “This year, we expect sales to reach \$5.5 million, and by 2019 we aim to reach \$8.1 million.”

At the moment, hiring and training personnel are priorities for Omura. “We saw strong sales here in Mexico when business was still handled from the U.S. and Japan,” Omura concluded. “Now that we are here, we need to ensure we grow our team effectively so we are able to provide our customers with the best in service and support.” ♦

<http://ntc.komatsu/en/>  
<http://sanki.komatsu/profile/index.html>

## Deloitte Mexico maintains strong commitment to serving Japanese investment in Mexico

The bedrock of every corporation — whether local or foreign — is the professional services it requires to run fiscally efficient.

Since 1906, Deloitte Mexico has been offering its services to all types of companies. Today, it is the biggest accounting and consulting services firm in Mexico, with over 5,500 employees and 367 partners.

The firm has enlisted about 75 percent of major domestic companies and represents 40 percent of Japanese companies in the country. In particular, its exposure to Japanese companies investing in



Naoya Hoshi, Senior Manager and Expat from Deloitte Japan and Jorge Mesta Espinosa, Lead Partner for Asian Markets, Japanese Service Group, Deloitte Mexico

Mexico is especially strong.

In fact, Deloitte Mexico is the oldest Japanese services practice in Mexico. Its fiscal name: Galaz, Yamazaki, Ruiz Urquiza reflects that heritage, with

Naoya Hoshi, Expat from Deloitte Japan of JSG Deloitte Mexico, and the only Japanese CPA with experience in auditing practices in Mexico.

The influx of Japanese investment — specifically from the automotive sector — has more than doubled since 2011. Equipped with four trilingual and two bilingual Japanese professionals, the firm has facilitated this expansion by offering a full range of professional services catered to Japanese.

“We fulfill a lot of requirements from our Japanese clients, and we have been able to assist them with their investment and

## Pioneer in Japan-Mexico logistics services looks to next century

Led by the automotive sector, opportunities for Japanese investment into Mexico today are limitless, compared to just over 60 years ago when Japan mostly bought Mexican cotton for use in its emerging textile industry.

“We began providing our logistics services to Japanese trading companies in the 1950s and ’60s, and then worked closely with all of the largest Japanese shipping lines,” said Hector Perez, vice president of Grupo Segrove, now one of Mexico’s leading total solutions logistics companies.

Hector’s father, Daniel Perez Segrove, founded the company in 1950. Its roots in logistics can also be traced to two other forebears: his great grandfather, Daniel L. Segrove, who arrived from the U.S. to participate in railroad construction in Mexico at the turn of the 20th century and his grandfather Higinio Perez Ochoa, a customs broker and pioneering union steward at the Port of Manzanillo during the Mexican Revolution almost 100 years ago.



Hector Perez, Vice President of Grupo Segrove (center), pictured with part of the Monterrey team

“We’ve had an interesting history in logistics, but our business took off in the 1950s as we grew our client base, and then in the 1970s as our customers expanded and required our services around the country,” explained Perez.

Today, with 12 offices across Mexico

and a presence in the U.S., Grupo Segrove is a truly integrated logistics firm that offers the entire range of international and domestic logistics services — from consultancy, customs handling and brokerage to transportation, warehousing, forwarding and distribution.

At the forefront of Segrove’s clientele base, Japanese clients still account for over 35 percent of its entire business. Its business has evolved today to providing complex solutions for Japanese companies engaged in the automotive sector — an industry expected to grow by 20 percent in 2017.

“We are market leaders with a long history of working with Japan and we are proud to have grown with them here in Mexico,” said Perez. “We’ve facilitated trade between Mexico and Japan for over 60 years, and we aim to maintain this key connection.” ♦

[www.segrove.com](http://www.segrove.com)



Grupo Segrove’s Monterrey office dedicated to the Japanese business community in Mexico

## Sony leads the field in Mexico’s electronics sector

Among the hundreds of Japanese companies that have made their way to Mexico in the last five decades, Sony remains a leader in brand strength and Japanese innovation character.

“We’ve been active in the Mexican market for almost 30 years, and have been very strong here,” said Takeshi Uekawa, president of Sony Mexico. “Our brand image has regularly been in the top three of consumer reports, and last year we rose to the top of the rankings for companies in the electronics and technology category.”

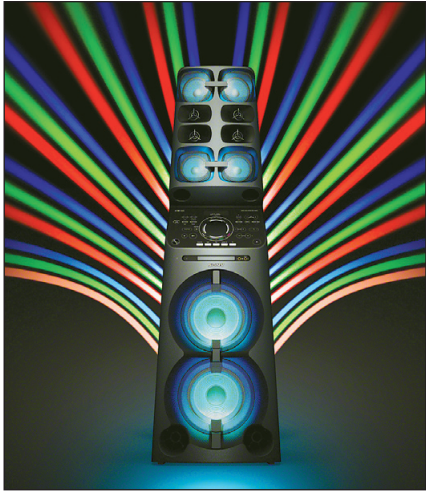
The Mexican subsidiary — the largest in Latin America for the Japanese consumer electronics giant — grew by nearly 30 percent in the consumer audio and video market last year and is anticipating yet another year of double-digit growth for 2017.

“Here in Mexico, we ensure the basic principles of sales and marketing are implemented,” explained Uekawa. “Since we have a lot of products across different categories, it’s critical to launch the right products at the right place — and with the right price — so that they are accepted by our customers.”

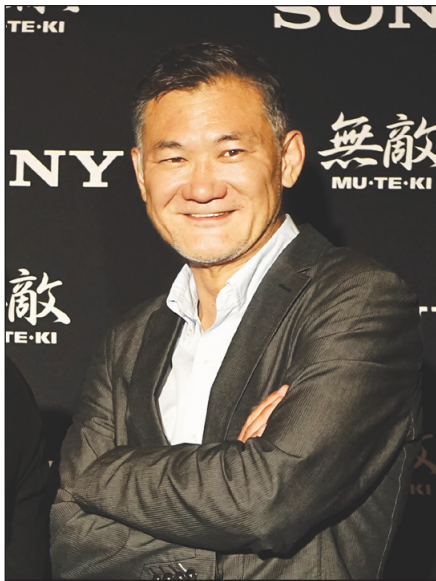
At the core of this strategy is Sony’s unique corporate DNA. It is globally recognized for its innovative products and it continuously introduces them to the Mexican market.

Less than a month ago, Sony unveiled a new product — a one-box audio system — at an amazing launch event in Mexico City attended by influencers, distributors and industry professionals. “The Muteki V90 is designed for Latin America because people love music and dance,” said Uekawa.

The 170-cm-high audio system features LED lighting, DJ effects, a karaoke function, wireless connectivity and 10 powerful speakers. It also incorporates an innovative gesture control that lets you manage music easily, as well as handles and wheels for mobility.



Designed for Latin America, the Muteki V90 is for people who love music and dance.



Takeshi Uekawa, President of Sony Comercio de Mexico

“The Muteki V90 audio system allows consumers to essentially bring ‘fiesta en una nueva dimension’ (party in a new dimension) into their homes,” said Uekawa. “Mexico is very important for Sony and as a leader in this market, we are committed to introducing the most innovative products for the enjoyment of our customers here in Mexico.” ♦

[www.sony.com.mx](http://www.sony.com.mx)

## Mexican base is ideal location for North American auto sector services

Sumitomo Electric Hardmetal de Mexico was established in Aguascalientes in December 2007 for the purpose of selling cutting tools and providing technical services in Mexico. This year marks the company’s 10th anniversary, and the company is pleased to note that its sales have increased tenfold in the past decade.

Today, the company’s 50 employees are housed in a new office, following a move last year to one with double the previous office and warehouse space.

World Eye Reports met with company President Kamihito Kakegawa recently to discuss the company’s current operations and plans for the future.

can Free Trade Agreement, and boasts an advantageous location adjacent to the U.S. Since 2014, many Japanese companies have been expanding their business to Mexico, as the country also plays an important role as a base for Latin America.

**Main industries and clients**

The automotive industry is our biggest sector, and we deal with a wide range of businesses, including tier X suppliers. Additionally, we also deal with industries such as aerospace, oil and gas, energy generation, tool and die, molding and machinery.

**Strategies for growth**

Until now, we have expanded our sales mainly to major companies in the auto industry. We will continue focusing on this sector more than ever. But we would also like to expand to micro-enterprises within metropolitan areas. To that end, I believe it is essential to improve on our branding and build a



Kamihito Kakegawa, President, Sumitomo Electric Hardmetal de Mexico SA de CV

good corporate system. Thus, we will expand our business to the aerospace industry. We also started our integrator business several years ago, aiming to improve total solutions for clients. Finally, we are also considering setting up a regrinding and re-coating factory for further improvement in our services.

**Mexico-Japan relations**

As mentioned in the feature

article of this paper, Japan and Mexico have had bilateral relations dating back 130 years — much longer than many others — and enjoy an excellent relationship. In addition, both countries have a national character that emphasizes teamwork. We believe that Mexico will steadily gain importance as a partner of Japan in the future. ♦

[www.sumitool.mx](http://www.sumitool.mx)