

UK  
TRADE &  
INVESTMENT



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# Design

## ◆ Characteristics of the Market

Mexican companies are now looking into design and product/packaging development as a way to access new markets, so UK companies focused on branding, packaging and product design could have a big potential as service providers or consultants in these areas.

International brands have recognised the importance of having an accurate and updated image of their products in the country.

American and European advertising agencies have a major participation in the market. In Mexico about 70% of total advertising spending is allocated to broadcast television.



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## ◆ Characteristics of the Market

### Companies that are working with British Design Firms



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## ◆ Opportunities

Big opportunities for UK product, graphic, interiors and industrial design companies.

Branding, Packaging and Corporate Image services are being demanded more often to international advertising agencies.

Recently JWT redesigned All-Bran and Corn Flakes package. (Kellogg's)

Ogilvy Worldwide created the Advertising Campaign and change packaging of Ades (Unilever)

Coca-Cola owned product Powerade presented new image, created by JWT

British firms generally appoint UK Public Relations agencies like Diageo with Cohn and Wolfe

## ◆Key Events

MMMX 5<sup>th</sup> Design Forum MX GDL UK January 2010  
Michael Wolff, Mike Dempsey, Martin Lambie -Nairn

4<sup>th</sup> International Design Forum September 2009  
Tec de Monterrey, Guadalajara Mexico <http://www.forogdljapon.com/>

Graphic Design National Summit October 2009  
Visual Arts University, Monterrey Mexico <http://www.engerundio.com/>

ARQUINE Architecture and Design International Congress  
Mexico City [http://www.arquine.com/demo\\_7\\_b.html](http://www.arquine.com/demo_7_b.html)

Habitat Expo Design Exhibition June 2010  
WTC Mexico City <http://www.habitatexpo.com/>

Expo Publicitas Advertising Event May 2010  
Mexico City <http://www.expopublicitas.com/>