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## Doing Business in Mexico

A Guide Designed for Practitioners  
in Swiss Small and Medium-Sized Enterprises

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On 1 July 2001, a far-reaching free trade agreement between the EFTA States and Mexico entered into force. «Doing Business in Mexico» provides targeted assistance to Swiss Small and Medium-Sized Enterprises (SME) that wish to tap the potential of Mexico as both an export destination and investment location. This comprehensive guide contains information and advice on market research, market entry, and investment in this fascinating country.

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