



TO BE
COPARMEX
2022



COPARMEX®

SLOGANS



A better
possible future



More and
better business



More **business**,
better **wages**





WHO ARE WE?

The Employers Confederation of the Mexican Republic (COPARMEX for its Spanish acronym) is a non-partisan, of free affiliation employers union; that brings together businessman of all sizes and sectors at a national level and represent them at the labor, economic, social and politic scopes.

92 YEARS OF HISTORY
BACK US UP

Since our foundation in 1929, we have maintained an active and representative work on three key fronts: the study of the conditions in which businessman operate, the improvement of the property conditions for all Mexicans and the defense of the rightful concerns as citizens.

VALUES

On the subject of its mission, COPARMEX **acts within the following institutional values** that guide its behavior and are a permanent reference for its decisions.



PERSONS
DIGNITY



FREEDOM AND
RESPONSIBILITY



JUSTICE AND
RULE OF LAW



INNOVATION AND
SUSTAINABILITY



INCLUSION AND
EMPATHY



SOLIDARITY AND
SUBSIDIARITY



COMMON WEALTH
AND COLLABORATION

MISSION

On December, 2020, with the election of José Medina Mora Icaza as new national president, the Ordinary Assembly approved changes to strengthen our Strategic Plan 2019 – 2023.

There it was stablished that our MISION is:

“To promote wellbeing propelling entrepreneurship and innovation to achieve an inclusive development”

STRATEGIC VISION



The vision describes the country that from COPARMEX we want to see and allows us to define strategic objectives in which our contributions will align to booster them.

On our Strategic Plan we determined the following **STRATEGIC VISION**:

“To be the leader business institution on the achievement of significant strides on the **economic and social development of our country with equity and social cohesion**”

STRATEGIC OBJECTIVES

To fulfill the vision we will address the following **8 strategic objectives**:

- 1** Strengthen COPARMEX.
- 2** Demand a justice system that guarantees physical and asset security and the end of impunity.
- 3** Demand that the democratic Rule of Law be respected and the strengthening of the institutions that assure the freedom of expression, citizen participation, transparency and accountability
- 4** Propel an environment and trust conditions that foster investment, innovation, the creation of productive jobs and the inclusive development of the country.
- 5** Contribute to the strengthening of a competitive free market economy, sustainable, with equity, labor stability and social responsibility.
- 6** Strengthening the fundamental value of launch and position business as a jobs and employments generator.
- 7** Propel the regional development and federalism.
- 8** Impinge on the strengthening of quality and coverage education, public health and pensions that allow development opportunities to Mexicans.



PRIORITARY ACTIONS 2022

The priority matters from COPARMEX for this 2022 are the following:

RULE OF LAW, JUSTICE AND SECURITY

Ethic, lawfulness, access to justice, downsizing of impunity and certainty.

INCLUSIVE DEVELOPMENT

Terms for social and economic development, ecological and sustainable, from local to global.

ENTREPRENEURSHIP AND INNOVATION

Impulse, entrepreneurship, innovation, competitiveness.

DEMOCRATIC DEVELOPMENT

Citizen participation at public decisions.

LABORAL, EDUCATION AND HEALTH CONTEXT

Even floor for everybody, universal minimal for education, health and housing.

BUSINESS AS A CHANGE VEHICULE

Commitment and responsibility from our business, as change driving force.

OUR REPRESENTATION

COPARMEX now a days has a large representation on the patronal sector, it is structured in:

- ▶ 13 Federations
- ▶ 68 Entrepreneurial Centers
- ▶ 19 Delegations
- ▶ 15 Representations

That cluster over

36,000

Business affiliated

- ▶ Entrepreneurial Centers
- ▶ Delegations
- ▶ Representations



BENEFITS OF BEING COPARMEX

- 1 Access and participation at the 19 existing work commissions** for all the executives of your business or group, in which you will be able to share your proposals of your sector of interest.
- 2 Mentoring and specialized query** on diverse matters: energetic, labor, fiscal, among others.
- 3 Direct interlocution** with the main economic, social and political leaders.
- 4 Linkage with businessman** from different sectors.
- 5 Vertebration and representation** before diverse federal institutions.
- 6 Events and forums** on diverse specialty areas for partners.



BENEFITS OF BEING COPARMEX

- 7 Training courses** of leaders and businessman socially responsible.
- 8 Magno COPARMEX events** with access and preferred costs.
- 9 Access of exposure and inquiry about international public policies** on diverse matters before international organizations both governmental and non-governmental such as Business at OECD, ILO, OECD and IOE.
- 10 Mentoring and linkage to the addition to the business at the Dual Formation program**, with the purpose of decrease training costs, secure the proper preparation of the staff and improve productivity.





PARTICIPATION SPACES

19 Work Commissions

🕒 Inclusive Development

- Social Development (Wellbeing and inclusion)
- Education
- Tourism
- Energy
- Regional, Bordering and Harbor Development

🕒 Entrepreneurship and Innovation

- Entrepreneurship
- Entrepreneurial Innovation
- Business and Financing
(VP Access to capital for SMEs)
- Young Entrepreneurs
- Competitiveness and deregulation

🕒 Labor, Health and Housing Context

- Labor
- Security obligations
and human capital
- Health
- Housing

🕒 Rule of Law and Democracy

- Security and Justice
- Fiscal
- Ethics and integrity

🕒 Democratic Development

- Democratic Development

🕒 Entrepreneurial Social Responsibility

- Ecological and sustainable development



Encuentro por México

Mayan Riviera 2021

For a possible and better country for everyone



It's the most important annual event for COPARMEX

Summons the entrepreneurial leaders with large experience on different activity sectors, whom in this meeting share their vision about development and growth on a globalized world, with the main purpose of **come into play the aspects that allow to achieve a larger social development and have the Mexico that we all want.**

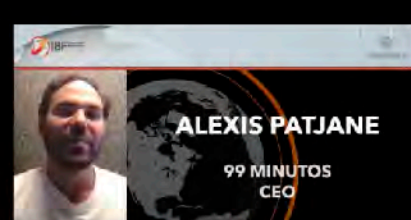
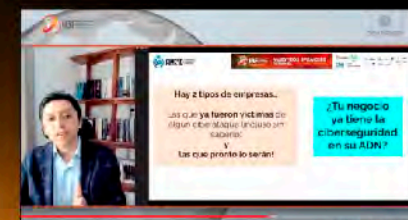
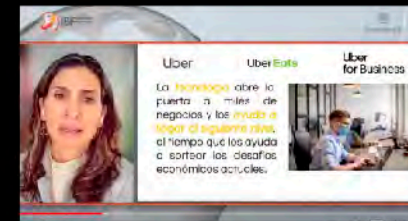




IBF Innovation[®]
& Business
Forum 2021

It is a space for leader entrepreneurs that want to face with triumph the challenges of the future.

The IBF brings a cycle of **three types of conferences**: inspirational, trends and methodological, for businessman and global directors that are aware of the importance of using innovation for their benefit to solve the challenges of our current world.



EX PO NEGOCIOS

Mexico's competitiveness depends on its capacity of achieving that more business are created and its tenure through time, in COPARMEX we want that they can be led by businessman of excellency that breed dignified jobs and contribute to societies value.

EXPONEGOCIOS is a machinery that we propose for this to come true.



PRODUCTS OF HIGHLIGHTED ANALYSIS



#DATA COPARMEX®

#DataCoparmex is a collection of 10 innovative benchmarks that are built through the poll data from our partners and official information, to measure matters of great entrepreneurial, political and economic importance from the local perspective.



ALERTA REGULATORIA

We have created the #RegulatoryAlert to monitor weekly the new regulations that the Federal Government intends to implement. This allows us to demand quality regulations that ease entrepreneurship and lower the cost of its compliance.



COPARMEX SIGNAL

It's the COPARMEX institutional weekly alignment about high relevant issues for both our partners and citizenship. It's integrated by a preamble, analysis of the situation, solution proposals and a call to action from the Confederation to attend the covered problematic.



A NEW MODEL FOR THE COUNTRY



INCLUSIVE DEVELOPMENT MODEL

It's the most important medium and long term COPARMEX project.

Definition:

The Inclusive Development Model is ruled by the respect and human dignity, free competence, democratic and law regimen and solidarity action, subsidiary, responsible and inclusive of the society and government principles.



INCLUSIVE DEVELOPMENT MODEL



1

Freedom to start a business, invest, compete and exchange lawful assets and services inside the legal and ethical framework.



2

Respect the human rights, equality before law and the promotion, equity, inclusion and diversity.



3

Respect to the private property rights for all kind of goods: physical, intangible and digital, as a base for wellbeing.



4

Respect to the freedom of expression



5

A democratic political and law system, with independent institutions, as well as clear and stable enforceable laws and rules.

INCLUSIVE DEVELOPMENT MODEL



6

Effective, transparent and that can be held accountable government and institutions.



7

Public security warrantor of the people's rights, social coexisting, and economic activity.



8

Fight against corruption and impunity.



9

Respect and sympathetic responsibility from businesses before all involved and related groups such as collaborators, clients, shareholders, suppliers, community and government.



10

Public, private and social health, alimony, and housing humanitarian, inclusive and quality systems that foster cohesion and social mobility.

INCLUSIVE DEVELOPMENT MODEL



11

Quality education, updated and accessible for everybody as permanent base for human, economic and social development.



12

Public policies that promote solidary and subsidiary actions in benefit of the population in vulnerable conditions benefit that aid to surpass their voids and assure them a decent life, based on clear, focalized and transparent rules.



13

Access for everyone to digital connectivity as permanent base to personal development and social cohesion



14

Public policies that promotes the care and improvement of the environment, the sustainability economic activity and sanction to businesses, people and government that affect it negatively.



15

Economic and taxation policies that foster savings, growth on the family income, productivity, security, formality and inclusive social and economic development.

INCLUSIVE DEVELOPMENT MODEL



16

A fair and equitable tributary system where everybody contribute according to their economic capacity.



17

Conditions that foster national and international investment that propel the creation, development and continuity of businesses and other forms of association or productive collaboration.



18

Boost, investment and incentives to entrepreneurships, businesses and universities to do investigations labor and cultural, scientific and technological development to benefit society.



19

Propel regional, economic and social development with policies and aids from the public, private and social sectors that foster progress, mobility and entrenchment of the population.



20

Impairment and sanction to ammonopolic and oligopolistic public and private practices that affect negatively the market and society.



COPARMEX®

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