



Market Entry Support for International Companies

At Puente MX, we support foreign companies in their strategic evaluation of the Mexican market, enabling informed decision-making before committing to investments in infrastructure or hiring local staff.

Our approach allows businesses to validate market opportunities in an agile and cost-efficient way, reducing risks and optimizing resources during the early stages of international expansion.

The services we provide are tailored to the specific needs of each company, taking into account the characteristics of their industry and their growth objectives in Mexico.

Below is an overview of our main support stages:

1. Initial Stage: Market Analysis (4 to 6 months)

During this phase, market potential is validated through concrete actions aimed at gathering strategic insights and commercial validation:

- Competitive landscape analysis
- Engagement with the local ecosystem (business chambers, associations, and investors)
- Implementation of small-scale marketing campaigns
- Identification and prospecting of potential clients
- Sample management and commercial follow-up

2. Establishment Stage: Start-Up in Mexico

Once the opportunity has been validated, we support the company in its formal establishment process in the country:

- Legal incorporation of the entity and tax optimization
- Search and definition of a registered fiscal address
- End-to-end coordination with key stakeholders (notaries, tax advisors, and customs agents)
- Recruitment of local talent and cultural onboarding for foreigners
- Connection with strategic suppliers (supplies, logistics, operations)

Our goal is to act as a trusted local partner, enabling the transition of international companies into the Mexican market in a structured, efficient, and secure way.



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Founder & Director

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