



Mexico City, October 10, 2024

Ambassador of Ireland Highlights Mexico's Potential at IBA 2024

During the 2024 Annual Conference of the International Bar Association (IBA) in Mexico City, the Irish Ambassador, Ruairi de Burca, delivered an inspiring speech to a select group of international lawyers, presenting a fascinating vision of Mexico's business and economic environment, as well as the key role the country plays in the region and the world.

By combining data and anecdotes, the ambassador offered a fresh perspective on Mexico, emphasizing its impressive geographical and economic dimension. "With 130 million inhabitants and a strategic position among the largest economic players in the world, Mexico is an economic powerhouse in Latin America and an important trading partner for multiple nations, including Ireland," he noted, highlighting that Mexico has the largest Spanish-speaking population in the world, and is the 12th largest country in terms of GDP adjusted for Purchasing Power Parity.

The ambassador also emphasized the opportunities Mexico offers for business development, particularly in sectors such as aviation, manufacturing, and packaging, where Irish companies like VivaAerobus, Smurfit Kappa, and Kerry have already found fertile ground for growth and consolidation. "These examples illustrate how investments in Mexico can expand into other North American markets."

Throughout his speech, Ambassador de Burca underscored the importance of building trust-based relationships when doing business in Mexico. "Before conducting transactions here, it is essential to build trust. And with that trust, magic happens: Mexico rewards that investment," he affirmed.

The event, which included the presence of prominent members from the law firms ECIJA and Taylor Wessing, showcased Mexico's crucial role as a bridge between global companies and local markets. For ECIJA, it was an excellent opportunity to strengthen ties with their strategic partners and reaffirm their commitment to the development of the legal and business environment both in Mexico and internationally.

About ECIJA

ECIJA is a global firm with a presence in Europe and Latin America, committed to strengthening justice and promoting best legal practices at the international level.

ECIJA Mexico

socios.mexico@ecija.com

+52 55 5662 6840

www.ecija.com