



Mexico City, February 18, 2025

“HECHO EN MEXICO” Certification Mark, a Vehicle for Sustainable Development

On February 17, 2025, the Ministry of Economy (SE) Agreement announcing the HECHO EN MÉXICO and MADE IN MEXICO certification marks, as well as their Rules of Use, was published. The new provisions repeal the homologous Agreement published in 2018, redefining its requirements for obtaining, processing applications and renewals, Rules of Use, and even the visual appearance of the marks.

The new regulatory framework proposes that any individual or legal entity may request authorization to distinguish their products with the HECHO EN MÉXICO mark, or its English version, MADE IN MEXICO, for a period of 5 years, provided that the products to be identified meet the following requirements:

They must be manufactured, manufactured, or assembled with inputs of national origin in their entirety, and/or their manufacturing must take place in Mexico. There is reliable evidence that the manufacturing process implements actions that benefit one or more Sustainable Development Goals of the United Nations (UN) 2030 Agenda.

To become an authorized user of the MADE IN MEXICO certification mark, the Ministry of Economy and Trade provides an application process via email to its Regulatory, Competitiveness, and Competition Unit, the competent authority for compliance with the new regulatory framework and for verifying compliance with the obligations of authorized users. Some of the implications of being an authorized user of these marks are described below:

The use of the mark must reflect its name and design and respect its Graphic Identity Manual. It may only be used on products intended for export and must always be displayed in an accessory and secondary position to the authorized user's mark.

Users must prove the correct use of the certification marks within the first two months of the corresponding year. In the Intellectual Property Department of ECIJA Mexico, we will be pleased to assist you in becoming authorized users of the HECHO EN MÉXICO certification mark, as well as to advise you on compliance with its new regulatory framework.

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