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Press release →

Comprehensive support for German companies

A reliable partnership, lasting success: 25 years of LBBW's German Centre in Mexico

- **More than 600 companies supported since its establishment – around 125 firms currently based at the German Centre**
- **Infrastructure, networks and cooperation with LBBW Mexico provide comprehensive local support**
- **Mexico's proximity to the United States creates opportunities for German companies**

German Centre Mexico, a subsidiary of LBBW, is celebrating its 25th anniversary. For a quarter of a century, it has helped German companies establish a foothold in the Mexican market, grow and develop their businesses. The anniversary reflects long-standing, trusted partnerships and LBBW's ongoing commitment to supporting companies in their international expansion.

"Companies investing abroad need more than financing: they need a reliable business environment, local expertise and partners who stand by them over the long term. This is precisely what our German Centre in Mexico has represented for 25 years. We combine the services of an internationally active universal bank with practical support on the ground. With the German Centre, our financing subsidiary LBBW Mexico, and our other locations in the Americas in New York, Toronto and São Paulo, we provide our clients with a strong foundation for their business activities and commercial success in the region," says Joachim Erdle, the member of LBBW's Board of Managing Directors responsible for Corporate Clients.

Anniversary celebration with clients and guests

On 19 November, the German Centre celebrated its 25th anniversary with 250 clients, partners and guests, including LBBW Board member Joachim Erdle, Edgar Ciceno Velasco as a representative of the Mexican Ministry of Economy and German Ambassador Maria Margarete Gosse. She highlighted the German Centre's role as a bridge-builder in German-Mexican economic relations: "Mexico is Germany's most important trading partner and investment destination in the Americas after the United States. By expanding their operations in North America, German companies make an important contribution to Mexico's economic development. The German Centre facilitates and supports this commitment. For 25 years, it has been a central meeting

point for the German-Mexican business community, as well as home to the German-Mexican Chamber of Commerce and Industry (CAMEXA) and Germany Trade & Invest (GTAI)."

Mexico offers opportunities through proximity to the US market and strong industrial clusters

Mexico ranks among Germany's ten largest trading partners outside the European Union. Around 2,100 German companies currently operate in the country, playing an important role as investors and innovation partners in Mexico. Well-established, strong industrial clusters, geographical proximity to the United States and the United States–Mexico–Canada Agreement (USMCA) are further key factors in Mexico's attractiveness as a business location. These offer German companies numerous opportunities to integrate into existing value chains and tap into new business opportunities.

German Centre: Reliable infrastructure and direct exchange

The German Centre is a vibrant ecosystem. It offers reliable infrastructure and an environment that provides guidance, facilitates contacts and encourages the exchange of experience. In doing so, it actively supports companies entering the market. "Even after 25 years, we remain committed to providing comprehensive support for our clients' international expansion through trusted relationships and practical advice," says Jimena Kreusler, who has headed the German Centre in Mexico City since 2018.

Across a total area of 18,000 square metres, the German Centre offers offices and conference rooms of various sizes, as well as advisory, logistics and other services. Above all, the direct exchange of experience among companies based in the building, together with direct access to local networks, authorities and institutions, is crucial. Since its establishment in 2001, the German Centre has supported more than 600 companies. Around 125 firms are currently based there.

Another particular advantage is its close cooperation with LBBW Mexico, which is also based at the German Centre. Their physical proximity facilitates direct coordination and combines the German Centre's support with LBBW's international expertise. The bank has a global presence at 19 locations in 18 countries. In addition to the German Centre in Mexico City, LBBW also operates German Centres in Singapore and Beijing.

Further information on German Centre Mexico and the global German Centre network is available at:

www.germancentre.com

About LBBW
LBBW is a mittelstand-minded universal bank and a central bank for the savings banks in Baden-Württemberg, Saxony and Rhineland-Palatinate. With total assets of EUR 359 billion and around 10,700 employees, LBBW is one of the largest banks in Germany. Its core activities include business with corporate customers, especially SMEs, and business with private customers and savings banks. It also focuses on real estate and infrastructure financing in selected markets and customer-oriented capital markets business with banks, savings banks and institutional investors. SMEs and private customers in Baden-Württemberg as well as wealth management clients are served under the BW-Bank brand, while the Group's commercial real estate financing is bundled under the Berlin Hyp brand. In addition to its expertise in innovative and complex forms of investment and financing, support for tapping international markets plays a key role. LBBW operates at 19 locations in 18 countries around the world. Specialized subsidiaries in areas such as leasing, factoring, real estate, commercial direct investment business, venture capital and asset management complement the LBBW Group’s range of in-house services.



Participants in the anniversary celebration (from left to right): Volker Helms, Managing Director of LBBW Mexico; Michael Maurer, Head of Global Trade & Payments at LBBW; Joachim Erdle, Member of LBBW’s Board of Managing Directors responsible for Corporate Banking; Ambassador Maria Margarete Gosse; Edgar Ciceno Velasco from the Mexican Ministry of Economy; Jimena Kreusler, Managing Director of the German Centre Mexico; Len Crann, Head of LBBW Region Americas; and Peter Hähner, Vice President of International Activities at LBBW.
Photo: German Centre Mexico

Contact

LBBW
Alexander Braun
Press officer
Phone: +49 711 127-76400
E-Mail: alexander.braun@LBBW.de
Website: https://www.LBBW.de