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**FEESA**

FONDO DE EMPRESAS EXPROPIADAS  
DEL SECTOR AZUCARERO

# **A New Face for the Mexican Agriculture. The Sugar Cane Agroindustry.**

**Carlos Rello L.**

February 2014

# Some Advantages of Mexico in the World

- **Mexico enjoys a complete and full democracy.**
- **Mexico's economy in the world.**
- **Macroeconomic stability.**
- **Open economy.**
- **Free trade agreements.**

# Some Advantages of Mexico in the World

- **Growing International Commerce.**
- **Human capital and demographic conditions to promote economic growth.**
- **Important manufacturing industries and technology.**

# Transforming Reforms

- 1. Labor.**
- 2. Telecommunications.**
- 3. Privatization.**
- 4. Tax.**
- 5. Financial.**
- 5. Energy.**
- 6. Political-electoral.**
- 7. Transparency and Access to Information.**
- 8. Educative.**
- 9. Anti-laundering.**

# Proposed Transforming Reforms

- **Anti corruption.**
- **Agricultural.**

# Agricultural Reform

**President Enrique Peña announced that the reforms in the agricultural sector will consist in:**

- Agricultural laws and regulations updated and simplified.**
- Rules that promote investment, employment and productivity in agriculture.**

**The strategic vision is to:**

- **Increase productivity.**
- **To be competitive.**
- **Improving profitability.**
- **To promote and achieve sustainability.**
- **Adequate and sufficient food supply.**
  - **Achieve equity and justice.**



# Challenges of the Sugarcane Agroindustry

- **To have an agroindustry of the sugarcane more profitable and sustainable that guarantees a supply quality sugar that fully meets national consumption, with capacity to compete in the global market.**
- **To consolidated sugarcane production in the 2017 / 2018 cycle, in the order of the 61.6 million tons.**

# Challenges of the Sugarcane Agroindustry

- **Consolidate sugar production to guarantee internal consumption and to efficiently participate in the regional and international market.**
- **Improve profitability, encourage investment and employment, give certainty to productive activity, and access to adequate financing and diversification of the supply.**

# National Program of the Sugar Cane Agroindustry (PRONAC 2013 - 2018)

## **Objectives:**

- 1. To guarantee the supply in the domestic market and strengthen the exporting capacity.**
- 2. Increase the profitability and diversity of production.**
- 3. Improve the productivity.**
- 4. Increase the sustainability.**
- 5. Promote research, development, innovation and technology transfer.**

**Thank you very much for your kind attention**

Carlos Rello L.

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