

Mexico in Brief

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HEINEKEN AND FEMSA CERVEZA MERGE.

After a period of negotiations with *Heineken N.V.* and *SAB Miller*, *Femsa Cerveza* reached a merger agreement with *Heineken*. The merger will allow *Heineken* to increase its desired participation in the Latin American markets, while *Femsa Cerveza* becomes the second largest shareholder of the *Heineken Group*. The merger will take both companies' well-know brands such as *Heineken*, *Amsterdam*, *Newcastle*, *Amstel*, *Foster's Murphy's*, *Tecate*, *Carta Blanca*, *Dos Equis*, *Sol* and others into new frontiers.

CARLOS SLIM FUNDS GENOMIC RESEARCH.

Mexican billionaire Carlos Slim recently donated approximately U.S.\$65 million for the launching of the Slim Initiative in Genomic Medicine project which will be carried out by the *Carlos Slim Institute of Health* in partnership with the *Broad Institute* and the *National Institute for Genomic Medicine* of the Mexican Secretary of Health. The research project will study the cancer and diabetes genome affecting the Latin American population for the next three years. Mr. Slim hopes that through this investment the project will be able to contribute to mankind and stimulate more research projects in Mexico.

BAT ANNOUNCES INVESTMENT IN MEXICO.

British American Tobacco Mexico recently announced that it will invest approximately U.S.\$100 million over the next three years in increasing field personnel, exports and new products. Approximately U.S.\$33 million will be invested in 2010, when they seek to increase their products by 30% in Mexico and increase production for export. The company seeks to increase and exceed 2009 sales during 2010.

CAMPECHE: UPCOMING HIGH-END TOURISM DESTINATION.

Grupo Mall recently announced their investment of approximately U.S.\$800 million within the next three years in the Mexican State of Campeche in a project called Campeche Playa Golf Marina & Spa Resort. The upcoming tourist destination will include apartment complexes, hotels, museums, a marina and a golf course designed by Jack Nicklaus. The group informed that it has started selling apartment units to buyers from the United Kingdom, Spain, Italy, Russia and Mexico, among other countries.

GRUPO GONHER ACQUIRES U.S. COMPANY.

Mexican-based *Grupo Gonher* recently acquired auto-part manufacturer *Mighty Distributing System of America* for an undisclosed amount. The acquisition of the Atlanta-based company allows for *Grupo Gonher* to grow 30% and expand its presence in the United States of America. The company revealed that one of its main reasons for acquiring the auto-part manufacturer is the manufacturing synergies existing between the products that each of the companies manufactures and sells.

BID FOR AIRPORT IN THE MAYAN RIVIERA IS ANNOUNCED.

The Mexican Secretary of Transportation and Communications recently announced that it will shortly initiate the bidding process for the construction and operation of the Mayan Riviera Airport in the Mexican State of Quintana Roo. Due to the size of the project, the bid is expected to be separated in several sub-projects, and the construction is expected to take approximately four years.

Business Summary for January 2010

Stock Exchange Index (BMV)

30,391.61

5.38% ▼

Exchange Rate (Fix)

MxP 13.0098-U.S.\$1

0.43% ▼

Inflation-December / Cummulative / 12 Months

0.41% / 3.57% / 3.57%

TIIE 28 / 91

4.91% / 5.06%

0.41% ▼ / 0.20% ▼

CETE 28 / 91 / 364

4.50% / 4.60% / 5.07%

0.00 / 0.00 / 0.00

UDI

MxP 4.369029

0.67% ▲

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