



# British Chamber of Commerce in Mexico

Why join?



# INDEX

• About us	3
• Membership Benefits	4
• Membership Levels	6
• Business Sector Groups	8
• Marketing Services	9
• Commercial Area	14
• Contacts	16

# ABOUT US

**Welcome to the British Chamber of Commerce in Mexico. We are delighted to provide you with more information about our community!**

Founded in 1921, the British Chamber of Commerce is a non-profit civil association that promotes foreign direct investment and export-based economic growth between Mexico and the United Kingdom. We are a politically neutral body, independent of both the Mexican and British governments.

Through events, seminars, workshops, and reports, we advocate for the commercial interests of our members, offering high-quality programmes and creating networking opportunities for our members. We have a broad network of partners in the most important sectors in Mexico and the United Kingdom.

This welcome kit includes all the information about your membership and details all the opportunities available to you and your business as a Chamber member:

- Membership Levels
- Sector Groups (BSGs)
- Marketing Services
- Commercial Area
- Team Contacts

# MEMBERSHIP BENEFITS

- Networking and Events
- Brand Exposure and Promotion
- Discounts and Benefits
- Access to Executive Networking (Introduction by the Chamber)
- Assistance in Organising Events and Workshops
- Access to Business Sector Groups
- Commercial Area Access
- Newsletters
- Custom Information Requests
- Event and Workshop Promotion
- Corporate Spaces Available to Rent

## Strategic Partnerships

Additionally, your BritChaM membership connects you with the following organisations through our **strategic partnerships**:



# Discounts and/or Preferential Rates

Moreover, your BritChaM membership offers **discounts and/or preferential rates** with the following organisations through our strategic partnerships:



We are working to expand this offer even further!

To learn more about the details of our strategic partnerships, discounts and/or preferential rates, **please contact Yolitzi Camarena, Head of Marketing and Communications, at [ycamarena@britchamexico.com](mailto:ycamarena@britchamexico.com)**

# MEMBERSHIP LEVELS

	Small Membership \$17,900.00 MXN (Annually)	Medium Membership \$35,900.00 MXN (Annually)	Corporate Membership \$71,900.00 MXN (Annually)
1 free webinar organised in collaboration with BritCham	✗	✗	✓
Preferred sponsorship rate for delivering webinars with BritCham (\$5,000 MXN)	✓	✓	✓
Opportunity to organise events in collaboration with BritCham	✓	✓	✓
Logo included on the BritCham website (Public Directory, Footer of each of our tabs)	✓	✓	✓
Logo included in all BritCham communications	✗	✗	✓
Logo included on the BritCham website homepage	✗	✗	✓
Annual CEO Breakfast to discuss the Chamber's direction	✗	✗	✓
Access to Business Sector Groups (To get access to more groups, read the information on page 9)	✓ 3 Business Sector Groups	✓ 5 Business Sector Groups	✓ All Business Sector Groups
Promotion of services through the BritCham "Heads Up" newsletter (Detailed information on promotion options on page 10)	✓ 3 times per year	✓ 6 times per year	✓ Once a month



# MEMBERSHIP LEVELS

## Individual Membership

**\$6,600.00 MXN annually**

## Foreign Membership

(Outside the Metropolitan Area)

**\$9,600.00 MXN annually**

## Micro Business Membership

2-5 employees

**\$10,800.00 MXN annually**

## USA Membership

**\$600.00 USD annually**

## UK Membership

**£550.00 GBP annually**

### Include the following services

Preferred sponsorship rate for webinars

(\$5,000 MXN)



Opportunity to organise events in

collaboration with BritCham



Logo included on the BritCham website

(Public Directory, Footer of each of our tabs)



Promotion of services through the

BritCham "Heads Up" newsletter

((Detailed information on promotion options on page 10))



- The States of Mexico City, Puebla, Querétaro, Morelos, and Hidalgo are considered part of "Mexico City."
- For members who pay in foreign currencies, the exchange rate will be based on the rates provided by the Bank of Mexico.

For any questions, please contact our **Managing Director, Gilles Vignal**, at **gvignal@britchamexico.com**, or our **Head of Events and Memberships, Lorena Contreras**, at **lcontreras@britchamexico.com**

# BUSINESS SECTOR GROUPS

## Join our Business Sector Groups

BSGs are sector-specific working groups formed by our members who are experts in the field. They aim to represent and promote business and development opportunities.

The main objectives of BSGs are to create synergies and provide organisations with the opportunity to meet and work with other members in the same industry. They also organise events to promote and highlight the specialisation areas of the group.

By exchanging opinions, experiences, and industry best practices with business leaders and decision-makers in the sector, common business objectives are facilitated and key relationships are strengthened.

## Business Sector Groups (BSGs)

- Education
- Energy
- Renewable Energy
- Equality and Diversity
- Pride Alliance
- Human Resources
- Health and Life Sciences
- Legal
- Financial Services
- Digital Transformation

Each BSG has its own way of working and entry process. To know more about the joining process, **please contact Ana Laura Reyes, Coordinator of Business Sector Groups, at [alreyes@britchamexico.com](mailto:alreyes@britchamexico.com)**



# Access to Business Sector Groups (BSGs)

Depending on your membership level, you have access to the following number of Business Sector Groups:

- Individual



Access to  
1 Business Sector Group

- Outside CDMX
- Micro
- UK



Access to  
2 Business Sector Groups

- Small



Access to  
3 Business Sector Groups

- Medium



Access to  
5 Business Sector Groups

**\*\*If you wish to join one or more additional groups, it is subject to prior agreement and approval by the Managing Director\*\***

- Corporate



Access to all Business  
Sector Groups

# MARKETING SERVICES

**Leverage our available channels for promoting your services.**

As a BritCham partner, there are many marketing and promotion opportunities you can take advantage of with your membership. Below is a list of some of the ways you can do so.

## Social Media

The Chamber is highly active on multiple social media platforms and is happy to share news, offers, or events from our partners. If you have something you would like us to share, please email our Head of Marketing and Communications.



[The British Chamber of Commerce in Mexico](#)



[The British Chamber of Commerce in Mexico](#)



[BritChaMexico](#)



[BritChaMex](#)

**Follow us!**

# Newsletters

## HEADS UP

- Our **Heads Up** newsletter is sent out every **Friday** to our extensive distribution list of nearly 5,000 contacts. Example [here](#)
- The newsletter contains information about news, offers, and events from our partners and has an open rate of over 45% per publication.
- If you would like to include something in our newsletter, please send an email to our Head of Marketing and Communications no later than Thursday to be included in that week's publication.
- **The number of publications you have access to for promoting services or relevant information depends on your membership level.**

<b>Small Membership</b>	3 times per year	<b>Individual Membership</b>	Once a year
<b>Medium Membership</b>	6 times per year	<b>Outside CDMX, Micro, UK Membership</b>	Twice a year
<b>Corporate Membership</b>	Once a month		

## EVENTS

- The **Events** newsletter is sent out every **Wednesday** to our extensive distribution list of nearly 5,000 contacts. **Example** [here](#)
- The newsletter contains information about BritChaM's events and those of our partners or strategic allies.
- If you would like to include an event in our newsletter, please send an email to our Head of Marketing and Communications no later than Tuesday to be included in that week's publication.

## Chamber News Blog

The Chamber also has a blog where we post business news, opinion articles, and event summaries. This site is for news related to the Chamber community. Contact us if you have an article you'd like to share.

Visit the page [here](#)

## Sitio Web (exclusive for members)

Our website includes a section exclusively for partners. If you are interested in contacting any of our partners, please let us know, and we will make introductions at the executive level through the Chamber.

To learn more about the marketing services, **please contact Yolitzi Camarena, Head of Marketing and Communications, at [ycamarena@britchamexico.com](mailto:ycamarena@britchamexico.com)**

## Webinars and Workshops

- Partners with Corporate Membership can choose to organise a webinar or workshop with BritChaM for free. Starting from the second webinar, a preferred sponsorship fee of \$5,000 MXN will be charged.
- Partners with any other membership category can choose to organise a webinar or workshop with BritChaM at a preferred sponsorship fee of \$5,000 MXN.

You can find the details of what is included in each type of event on the following page.

There are two types of online events we can offer to organise in collaboration with our members. The details of what is included in each are as follows:

## WEBINARS

- If the webinar comes from a Business Sector Group, no sponsorship fee will be charged
- In the case of individual webinars, the corresponding sponsorship fee will be charged
- Platform: Zoom seminar with direct registration, open to the public
- Access to approved attendee data
- Marketing: 3 invitations will be sent, it will be included in the newsletters, and customised social media materials will be created for your company to promote the webinar
- Introduction by BritCham Managing Director
- Simultaneous translation: optional at an additional cost
- Expected audience: 25+ people

## WORKSHOPS

- Free and only available to partners
- Platform: Zoom meeting, open to partners only, registration to the event via the Chamber's events email
- Marketing: 1 invitation will be sent, newsletter publication, and social media
- Expected audience: 16 - 25 people

\* All webinars are subject to final approval by the Chamber's board of directors

To learn more about the webinars and workshops, **please contact Lorena Contreras, Head of Events and Memberships, at [lcontreras@britchamexico.com](mailto:lcontreras@britchamexico.com)**

# COMMERCIAL AREA

## Take advantage of our Commercial Area

The British Business Centre is the Chamber's commercial area, and our team can support you with the following:

## Commercial Services

- Office, meeting rooms, and hot desks for rent (more information on the following page)
- Tutoring, business development advice, and consulting
- Marketing and brand support
- Market and industry analysis
- Product launches
- Trade missions
- Specialised customers and buyers search
- Linkage and networking development
- Custom schedules for business visits
- Market and industry research
- Regulatory and legal advice
- Soft landing support

**\*Some of these services may incur an additional cost** - please contact our commercial team for more information.

To get more details on commercial services, **please contact Cecilia Ávila, Commercial Officer, at [cavila@britchamexico.com](mailto:cavila@britchamexico.com)**

# British Business Centre

BritChaM Business is the commercial section of the British Chamber of Commerce in Mexico (BritChaM). It is part of the Overseas Business Network initiative and, as an accredited organisation, is part of the network of British Chambers of Commerce in the United Kingdom.

Its mission is to provide quality soft landing services for British companies looking to do business in or with Mexico, thereby helping boost the UK economy by increasing exports.

The BritChaM Business Centre is located in one of the most exclusive areas of Mexico City, in the 5-star hotel district.

We also have bilingual staff available to answer your questions.

The centre has 17 fully furnished offices, all with excellent views.

We have **offices, meeting rooms, and hot desks available for rent**. See our available spaces and take a virtual tour of the facilities on our page [\*\*here\*\*](#)

For details about the British Business Centre, **please contact Camila Vergara, Business Centre Administrator, at [cvergara@britchamexico.com](mailto:cvergara@britchamexico.com)**



# BRITCHAM TEAM



**Gilles Vignal**  
**Managing Director**  
gvignal@britchamexico.com



**Lorena Contreras**  
**Membership and Events**  
lcontreras@britchamexico.com



**Ana Laura Reyes**  
**Business Sector Groups**  
alreyes@britchamexico.com



**Cecilia Ávila**  
**Commercial Area**  
cavilla@britchamexico.com



**Yolitzi Camarena**  
**Marketing and Communications**  
ycamarena@britchamexico.com



**Camila Vergara Montes**  
**Business Centre Administrator**  
cvergara@britchamexico.com



**BritCham**  
**BUSINESS**  
**MEXICO**

**Cámara de Comercio Británica A.C.**

Andrés Bello 10, p 10 | Col. Polanco | Ciudad de México | C.P. 11560

Tel: 5552801275

