

THE LAW FIRM

CORPORATE BUSINESS ADVISORS



General Information



- MORENO is a prestigious, and one of the most recognized and reputable law firms in the Bajío Region in Mexico, which derives from a tradition of Lawyers which practice started in 1940
- MORENO is highly specialized in Corporate Law and Foreign Investment, meaning that we are able to help foreign corporate groups to establish operations in Mexico, in accordance with their business plans, from project design to completion.
- MORENO has a strong business focus, renowned for its innovative approach, professionalism and responsiveness to clients' needs, always committed to maintaining the highest professional and ethical standards
- MORENO has a team of bilingual lawyers highly specialized in foreign investment and experienced in international transactions
- Since its inception MORENO has assisted an extensive international customer base including Japanese companies in conducting business throughout Mexico, mainly in the Bajío Region
- MORENO has its headquarters located in Leon, Guanajuato and offices in Mexico City

“HIGHLY SPECIALIZED IN CORPORATE LAW”

MORENO IS MEMBER OF:



ICGN

International Corporate Governance Network

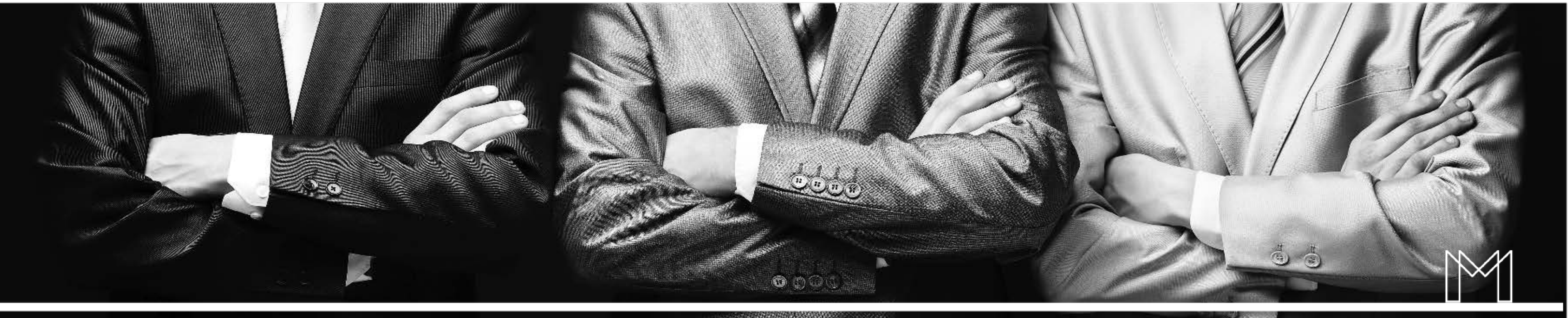


OVERVIEW OF CORE SERVICES

MORENO focuses on assisting our clients in the following key areas:

- Business Advisory Service
- Design of Corporate–Tax Structures to operate in Mexico
- Company Incorporation and Branch Openings in Mexico
- Real Estate Acquisition or Leasing
- Compliance Services (applicable to specific industries)
- General Legal Advisory in accordance with Mexican Law
- Corporate Guidance and Subsidiary control
- Corporate services, including Immigration, administrative, environmental, foreign trade and Notary services

**“MORENO IS A KEY BUSINESS
PARTNER FOR YOUR COMPANY”**





Some Relevant Projects

- Guanajuato Inland Port
- Intercity rapid train
- Guanajuato Cultural Forum
- Industry Clusters (Automotive, Food, Apparel, Fashion)
- Board members and advisors of National Shoe Industry Chamber, etc.



Some Representative Clients

“WE ARE OPEN, ACCESSIBLE,
AND VERY COMPATIBLE WITH YOUR COMPANY”



HIROTEC TOOLING DE MÉXICO S. DE R.L. DE C.V.
Subsidiary of: Hirotec America, Inc. (USA)

KITAGAWA MÉXICO, S.A. DE C.V.
JVC between Kitagawa Iron Works and NIPPON STEEL & SUMIKIN BUSSAN CORPORATION

PIONEER AUTOMOTIVE DE MÉXICO, S.A. DE C.V.
Subsidiary of: Pioneer Automotive Technologies, Inc. (Usa)

NHK SPRING MÉXICO, S.A. DE C.V.
Subsidiary of: NHK SPRING CO., Ltd. (Yokohama)

UACJ METAL CENTRAL MEXICO
Subsidiary of: UACJ Corporation (Tokyo)

MENTEC WORLD S.A. DE C.V.
Subsidiary of: Mentec World. Co., Ltd. (Hiroshima)

TOHOKU PIONEER DE MÉXICO, S.A. DE C.V.
Subsidiary of: Tohoku Pioneer Corporation (Tohoku)

PLASESS MÉXICO, S.A. DE C.V.
Subsidiary of: Plasess Co., Ltd. (Japan)

PRODUCTOS DOBLADOS DE MEXICO, S.A. DE C.V.
Member of NIPPON STEEL & SUMIKIN BUSSAN CORPORATION

TOPURA FASTENER DE MEXICO, S.A. DE C.V.
Subsidiary of: Topura Co., Ltd. (Japan) member of NHK Group

TOSHIBA MACHINE CO. AMERICA
Mexican Branch Member of Toshiba Corporation

AGUASCALIENTES STEEL COIL CENTER, S.A DE C.V.
Member of NIPPON STEEL & SUMIKIN BUSSAN CORPORATION



MORENO in the International Agenda

Moreno actively attends International congresses in a variety of Legal and Business matters to maintain current knowledge of international trends. Moreno also participates in important affairs of international significance, for instance:

Moreno's senior partner Juan Rodrigo Moreno, is actively participating in the *room next door* negotiations for the revamping of NAFTA 2.0 from Mexico's Mexico's side in his position of Delegate Advisor for International Affairs of the National chapter of COPARMEX, the largest employer association in Mexico.

Juan Rodrigo has helped promoting integrity through NAFTA by supporting a joint effort of corporate leaders that promoted the inclusion on an anticorruption chapter in the new NAFTA.



Juan Rodrigo Moreno and Enrique Peña Nieto;
President of Mexico



Juan Rodrigo Moreno (left), Ildefonso Guajardo; Ministry of Economy (center left) and José Angel Gurría; Secretary-General of the OECD (right)



Juan Rodrigo Moreno (right) actively participating in a session of the “room next door” in NAFTA 2.0

MORENO in the International Agenda NAFTA 2.0

Quick Relevant Facts on NAFTA 2.0

- A total of 7 rounds have been held up to now, one each month.
- 8 round is pending to be held due to political reasons.
- NAFTA has 30 Chapters, and there have been important progress in 13 of them.

Critical Matters of the Renegotiation

- Automotive rules of Origin: 80% of regional contents of which 50% American
- Seasonality Windows: Burdens in Agribusiness in seasonal in USA
- Dispute Resolution Mechanisms: Panel of experts vs. Arbitration
- Sunset Clause: USA is trying to give the new NAFTA a term of up to 5 years.



How can MORENO help you?

X Company from Japan arrived to Guanajuato and executed a long term leasing agreement without consulting the deal with any lawyer or legal advisor.

The agreement was excessively advantageous against X Company's interests.

X Company engaged MORENO's services and the Agreement was renegotiated in order to balance the terms and conditions, helping X Company in obtaining a fair deal and avoiding an imminent trial.

X Company Case

Not consulting lawyers when doing business in Mexico would be time consuming and not cost effective.

What can MORENO offer?

Preventive and strategic advice

Immediate response

Personalized service provided with professional excellence directly by partners and highly specialized attorneys

Competitive fee structures to meet clients' needs

We can respond to your needs in Spanish and English



At Moreno, we strive to become a strategic partner for every single one of our clients, who not only understands but also foresees top level requirements and becomes an active participant in the decision making process.

Our commitment is towards fostering our clients' competitiveness, particularly in these times of intense global transformations.

We thank you for your
attention.



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