Hajer Najjar – General Manager, CCI France Mexico



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The French Chamber of Commerce in Mexico (CCI France Mexico) has been helping French companies such as Sanofi, Servier and Pierre Fabre establish themselves in Mexico for 140 years. General manager Hajer Najjar outlines how the CCI supports French investment in Mexico and promotes Mexican exports to France, and reviews its regional expansion andits collaboration with the Mexican gobernment to promote policies benefiting the Franco-Mexican business community.

Can you start by introducing the French Chamber of Commerce (CCI France Mexico) and explaining the most important issues it is addressing today to help its members?

The French Chamber has been present in Mexico for 140 years, being the first binational chamber of commerce established in the country. Our main objective is to strengthen commercial relations between France and Mexico. We help attract more French companies to Mexico by supporting them in their establishment, in understanding the market, and in connecting them with the right people.

We are also promoting more Mexican companies to export to France. This year, for example, we will take a delegation of Mexican companies to SIAL, the world’s most important trade show in the agribusiness, food, and beverages industry.

Additionally, we support companies in their positioning in Mexico, both in terms of branding through various events and by facilitating their approach to the authorities. Our goal is to

strengthen French investments in the country and defend their interests, all with a view to promoting and consolidating the relationship between France and Mexico.

How does France compare to other European partners of Mexico?

We are in the fifteenth position, but French investment in Mexico is significant and continues to grow. France has been a relevant trading partner since 1884 and is present in key sectors such as aerospace, agribusiness, and health.

This year, the CCI celebrates 140 years in Mexico. Can you tell us about your expansion plans?

As part of our 140th anniversary, we launched two key initiatives. The first is “France Recruits in Mexico,” where we connect French companies with young professional Mexicans interested in working with them. We have held editions of this initiative in Mexico City, Querétaro, and soon in Monterrey. The second initiative is our regional expansion. Today, we have chapters in Mexico City, Bajío, and the Northeast, and this year we will open new offices in the State of Mexico, Jalisco, Sonora, and Veracruz. This will allow us to get closer to French companies and support Mexican ones looking to export to Europe.

What kinds of Mexican companies are most interested in exporting to France?

Mainly small and medium-sized enterprises (SMEs) in various sectors, but we have focused on the agricultural sector, where Mexico has a great offering of high-value products for the French market.

Besides its geographical location, what else attracts French companies to Mexico?

Apart from its strategic location, Mexico is a large market with many competitive advantages. The country has a young and highly qualified workforce, and it is a relevant emerging market with high consumption that handles its crises well.

How well are health and biotechnology companies represented in the Chamber?

We have key players such as Sanofi, Servier, Pierre Fabre, L'Oréal, and L'Occitane, among others. Although there are not many, they are influential and recognized companies. Additionally, Business France, the commercial office of the French Embassy, has a health group that brings together the main players in the sector to promote initiatives and organize forums on relevant health issues in the country.

Does the Chamber also influence the political agenda?

Yes, we work collectively to benefit the Franco-Mexican business community. We seek to position ourselves as an ally of the government, suggesting public policy proposals and best practices to foster investment growth, always for the benefit of society and the country.

Mexico is in a period of transformation with a change of government. What direction do you think the country will take?

We will see the impact of the policies implemented by the new government. As a Chamber, our goal will be to continue promoting business between France and Mexico. We will approach the new authorities to introduce ourselves, present the French ecosystem and French companies in key sectors such as agribusiness, aerospace, health, and energy, among others. We want to explore how we can collaborate and continue to be a strategic ally for the government.

You have been with the Chamber for 12 years. What do you like most about your job?

I am passionate about accompanying companies in their development in Mexico, facilitating their access to different actors, both private and public, and seeing their evolution. It is motivating to see how Mexico and French companies continue to grow and how we can promote Mexico in France.

Do you have a final message to our readers?

Mexico is a market full of opportunities where companies should not be afraid to come and invest. There are many allies, like our Chamber and other European entities, that are here to help any company interested in the Mexican market.

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