Direct Shipments Mexico – Canada, a CentrePort New Initiative for FDI

Jose Manuel Castellon

Abstract

Mexico and Canada have a commercial relationship backed by years of collaboration and with significant representation. Canada imported in 2016, 2,439 million agrifood products with an import representation of 5.48% of total imports. According to Statistics Canada, 70% of Mexican products arrived in Canada through intermediation via the US and only 30.3% came directly. This reality gives the opportunity to Mexican government to develop producers that can follow direct channels of distribution and commercialization.

MarketPort is an initiative of CentrePort Canada Inc., backed by a Canadian-Mexican consortium of private and public stakeholders, which creates a new direct supply chain between Mexico and Canada.

Biography

Jose Manuel Castellon was born and raised in Mexicali, Baja California Mexico. Holds a degree in International Business from the Autonomous University of Baja California. He has a Master’s Degree in Business Administration with a concentration in Responsible Management from theAudencia Business School in Nantes, France.

He began his professional career in supply chains as Head of Imports for Grupo Simec Steel Mill in Guadalajara and Mexicali where he coordinated the imports of supplies through the different ports in Mexico. He had the opportunity to work for Honeywell Aerospace as a specialist in projects within the supply chain and development of new products for customer like Airbus 350, COMAC, SAFRAN, etc.

Currently, Manuel is the Manager of MarketPort, which is the new initiative of CentrePort Canada, to collaborate with the Mexican Government to foster trade and investment.