



## **ProMéxico chooses Diaz Reus for Shanghai World Expo**

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Diaz Reus & Targ LLP is advising investors at the Shanghai World Expo, after the Miami-based firm was retained for the event by ProMéxico - the government body responsible for expanding Mexico's participation in the global economy.

Having agreed to offer its services for free, Diaz Reus secured an exclusive deal with ProMéxico to serve as legal advisors to the Mexican delegation during the Expo, which Ortiz says is "mutually beneficial" due to the opportunities for business for the firm. Diaz Reus is offering advice to Mexican investors looking to do business in China and vice-versa, as well as providing advice to investors from countries like Spain that have a lot of commerce with Mexico.

"The big issue for international business deals is that if you want to invest in another country you don't know the laws and the procedures, so we started working with ProMéxico on business guides and seminars for the World Expo," says Diaz Reus partner Rodrigo Ortiz.

Diaz Reus opened up an office in Mexico City in March, having started working with ProMéxico on mining projects in October. It also operates full-service offices in Shanghai.

"We have started working with tequila producers who want to export to China, and we advise them on all their needs and how they can protect their trademarks," adds Ortiz. "We also led a mining seminar for lithium producers last week, because Chinese companies like Samsung want lithium for batteries, and next we have a car seminar, as manufacturing is very cheap in Mexico."

Diaz Reus managing partner Michael Diaz Jr is heading up the firm's legal team at the World Expo - comprised of 12 lawyers - with partners Carlos Gonzales and Ortiz.

"The most interesting part of the Expo is watching China wake up to the world," says Ortiz. "If you walk through the Expo you can see how China is growing. We are in front of the biggest population in the world, and they are waking up and doing business everywhere."

The six-month exhibition themed "Better City, Better Life" runs from 1 May to 1 October. The event is expected to be the largest global exposition to date, attracting 70 million visitors and exhibitors from more than 200 countries.