



HERMINIO BLANCO

Architect of NAFTA and one of Latin America's foremost authorities on global trade and economic integration

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- Chief Negotiator of the North American Free Trade Agreement (NAFTA), one of the most consequential trade agreements in modern history
 - Former Secretary of Trade and Industry of Mexico, where he led the country's trade liberalization and competitiveness agenda
 - Founder and Chairman of IQOM Inteligencia Comercial, a leading advisory firm specializing in international trade, investment, and regulatory intelligence
 - Trusted advisor to governments and multinational corporations on trade policy, supply chains, nearshoring, and global competitiveness
 - Ph.D. in Economics from the University of Chicago and one of the most respected voices on North American economic integration

Herminio Blanco is one of Latin America's most influential economists and international trade strategists. Best known as Mexico's Chief Negotiator of the North American Free Trade Agreement (NAFTA), he played a defining role in transforming Mexico into one of the world's most open and globally integrated economies. His work helped reshape North American trade and laid the foundation for decades of regional economic integration.

Over four presidential administrations, Blanco held several of Mexico's most important economic positions, including Secretary of Trade and Industry, Undersecretary for International Trade Negotiations, and Undersecretary for International Trade. During his tenure, Mexico negotiated landmark trade agreements with the European Union, Israel, numerous Latin American countries, and initiated negotiations that eventually led to the trade agreement with Japan. He also represented Mexico in the Uruguay Round negotiations that culminated in the creation of the World Trade Organization (WTO).

Today, as Founder and Chairman of IQOM Inteligencia Comercial and President of Soluciones Estratégicas, Blanco advises governments, multinational corporations, and investors on global trade policy, geopolitical risks, supply chain transformation, and North American competitiveness. His insights have become increasingly relevant as companies rethink global manufacturing strategies amid nearshoring, geopolitical fragmentation, and the modernization of North American trade under the USMCA.

Drawing on decades of experience at the highest levels of government and business, Herminio Blanco offers audiences an exceptional perspective on the future of globalization, North American integration, trade policy, and the evolving relationship between economics and geopolitics.

TEMAS

Herminio tailors each presentation to the needs of his audience and is not limited to the

topics listed below. Please ask us about any subject that interests you:

- The Future of North American Competitiveness
- Nearshoring and the Reconfiguration of Global Supply Chains
- USMCA and the Future of North American Trade
- Geopolitics, Trade, and Economic Security
- Global Trade in an Era of Protectionism
- Mexico: Opportunities in the New Global Economy
- Latin America's Role in the New Economic Order
- Global Economic Outlook

PROGRAMAS

North America 2.0: The Future of Regional Competitiveness

The global economy is being reshaped by geopolitical tensions, supply chain disruptions, and industrial policy. Drawing on his unique experience negotiating NAFTA and advising companies across North America, Herminio Blanco explains how the USMCA, nearshoring, and the U.S.-China rivalry are redefining competitiveness across the region. Leaders gain practical insights into the opportunities and risks facing businesses over the next decade.

Nearshoring: The Greatest Opportunity for North America

As companies diversify supply chains and reduce dependence on Asia, North America is entering a new era of industrial integration. Herminio Blanco examines why Mexico has become one of the world's leading nearshoring destinations and what governments and businesses must do to capture this historic opportunity.

Global Trade in an Age of Geopolitical Fragmentation

The era of frictionless globalization is over. Trade policy is increasingly shaped by national security, industrial strategy, and geopolitical competition. Blanco explores how companies can navigate a world defined by protectionism, strategic alliances, and changing trade rules.

Mexico, the United States, and the New Economic Landscape

North America's economic future will depend on deeper integration, innovation, and competitiveness. Herminio Blanco analyzes the evolving U.S.-Mexico relationship, the strategic implications of the USMCA, and the trends that will shape investment, manufacturing, and trade in the coming years.

Three-Sentence Essence

Herminio Blanco helps leaders understand how global trade, geopolitics, and industrial policy are reshaping North America's competitive landscape. As the architect of NAFTA and one of the region's foremost trade negotiators, he offers unparalleled insights into the future of nearshoring, supply chains, and international commerce. His presentations equip executives with practical frameworks for navigating an increasingly fragmented global economy.

CONDICIONES

- **Travels from:** Mexico City, Mexico
 - **Fee Range:** Please Inquire
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