



GEP

Public Affairs and
Political Consulting



ABOUT US



About us

- **GEP** is a Mexican firm with more than 25 years of experience in public affairs, a practice that strengthens and enriches the decision-making of authorities, by building transparent and reliable communication bridges between the private organizations and the public sector.
- We offer a variety of public affairs solutions required by organizations, such as **monitoring and strategic information; analysis and political intelligence, and institutional relations.**
- As part of our commitment to transparency and accountability, our staff is trained by TRACE International, a non-profit business association dedicated to anti-bribery, compliance and good governance. Similarly, we have the **DUNS® certificate** issued by *Dun & Bradstreet*, which certifies our operations and is an indicator of the general conditions of our firm.

Partners



Gustavo Almaraz Montaña
Chairman of the board



José Carral Escalante
Partner



Ernesto Rubio del Cueto
Partner



María Teresa Gómez Mont
Partner

PARTNERS



Executive President



Gustavo Almaraz Petrie

Executive President

- BA in Law, specialized in corporations, at the *Universidad Panamericana*. He participated recently in the *Stanford Business Graduate School Program: Strategy Beyond Markets*, in Public Affairs.
- Gustavo is currently the Executive President of **GEP**, a position from which he coordinates the solutions regarding strategic information, political consulting, and public affairs addressed to the national and international clients.
- He managed to create all the strategic alliances of the firm at an international level, so that the best practices in the public affairs and lobbying fields are also installed in the Mexican country.
- He has advised a variety of industries such as F&B, insurance, finance, pharmaceutical, aviation, and railway sectors (and various other industries). He also participates as an opinion collaborator in the field.
- Gustavo is Counselor and President of the Steering Group in the *American Chamber of Mexico*, having previously served as President of the Legality and Rule of Law Committee. He is simultaneously President of the Public Strategy Committee of the *COPARMEX*, Vice President of the *National Association of Lobbying Professionals*, and Spokesman of the *ANADE*.

EXECUTIVE PRESIDENT



Strategic partnerships



- ***México, ¿Cómo vamos?***. One of the most recognized think tanks in Mexico, focused on analyzing economic variables and their social impact.



- ***Dentons Global Advisors***. A specialized firm that provides public-affairs, communication, and public-relations services. *Interel* has a network of affiliates in USA, Europe, Asia and Latin America. **GEP being its representation in Mexico.**



- ***Africa GX***. A government affairs collective which is present in 27 African countries. It was founded by *ETHICORE Political Lobbying*, a South African-based public affairs firm that operates all-over the continent.



Strategic partnerships



- ***Political Intelligence.*** A public affairs agency that is present in Brussels, London, Madrid, Edinburgh, Rome and Paris.



- ***Public Affairs Council.*** An association that is specialized in providing services of public affairs, executive education, communication and crisis management.



- ***Hinckley Institute of Politics (University of Utah).*** We host students, every year, who are interested in gaining experience in public affairs.

Joint efforts

GEP has worked in numerous occasions and very close with some American firms, creating synergies and increasing the scope of the public affairs situations that impact our clients in both countries.



- ***McLarty Associates.*** An American firm that possesses a well-established international presence and that offers counsel on strategic planning, government issues and advocacy, market access, mergers and acquisitions, corporate communications, and political and economic risk issues.
- **Monarch Global Strategies.** A firm specialized in strategic-business consulting that addresses to the companies that operate, invest and export to Mexico and Latin America.

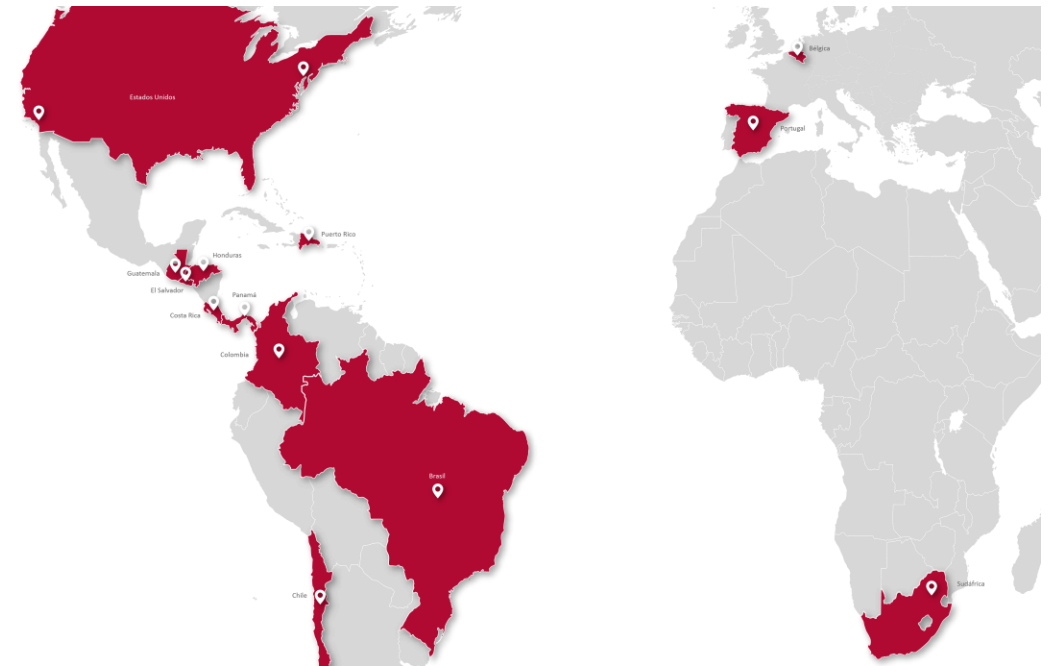


International allies

Due to the importance of having an international understanding, **GEP** has established strategic partnerships in order to anticipate situations and issues related to public affairs, lobbying, communication and political consulting. Also, together with our allies, the firm offers diverse solutions to different events that affect companies with international presence.

We cover more than **thirteen countries**:

- Belgium
- Brazil
- Chile
- Colombia
- Costa Rica
- Dominican Republic
- El Salvador
- Guatemala
- Honduras
- Panama
- Spain
- South Africa
- United States



INTERNATIONAL ALLIES



State allies

Due to the need of addressing diverse issues at a local level, **GEP has expanded its presence into the Mexican states**, allowing the firm to achieve a substantial national coverage by means of on-site consultants and the establishment of strategic alliances.

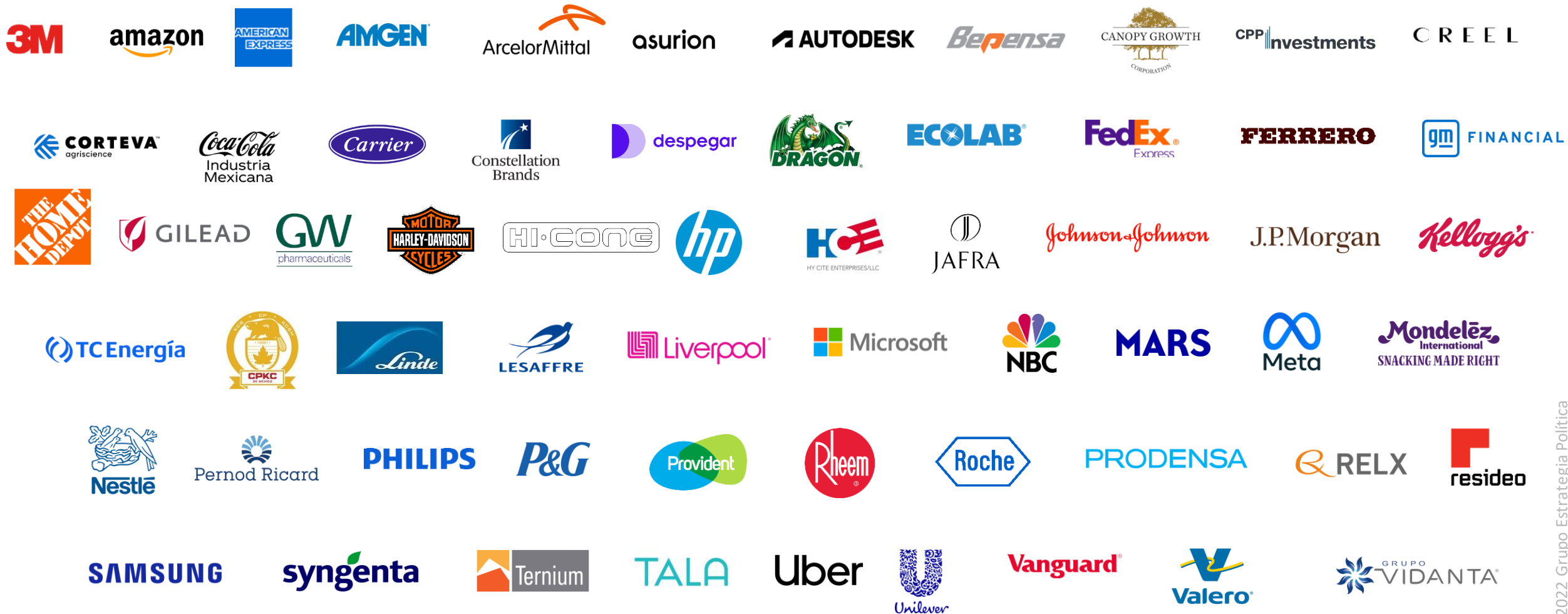
GEP has operational capacity in all 32 Mexican states, however our consultants and allies are physically located in:

- Aguascalientes
- Baja California
- Baja California Sur
- Chihuahua
- Coahuila
- Chiapas
- Durango
- State of México
- Guanajuato
- Jalisco
- Michoacán
- Morelos
- Nayarit
- Querétaro
- San Luis Potosí
- Sinaloa
- Sonora
- Tabasco
- Veracruz
- Yucatán



STATE ALLIES

Clients / companies



CLIENTES/COMPAÑÍAS



Clients / Associations



CLIENTS/ASSOCIATIONS

 |

GEP SOLUTIONS

| Our solutions

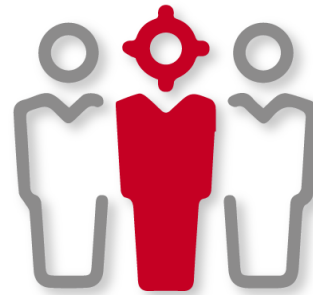
Due to the global political context, which has made more evident the need for economic and social organizations to possess key information and political intelligence insights that allows them to be proactive actors within the design of public policies and inside the regulatory debate, **GEP** has developed the following solutions:



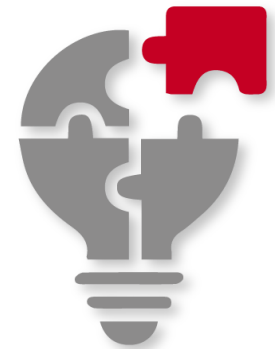
**Strategic
information**



**Analysis and political
intelligence**



**Public
Affairs**



**Specialized
solutions**

OUR SOLUTIONS

1. Strategic information

GEP SIE is a technological platform which is customized to the needs of our clients and allows them to access 24/7 systematized, updated and effective information. For instance:

Early warnings of federal and local legislative activities



Information from the official communication channels of the Executive (DOF, CONAMER)



Profile of officials and legislators of the Executive and Legislative branches



Specialized reports of parliamentary activity



Daily political-administrative news synthesis.





1. Strategic information

Given the need economic and social organizations have to obtain immediate strategic information that allows the visualize the political-regulatory trends and/or risks, **GEP** has launched the following **new solutions**:

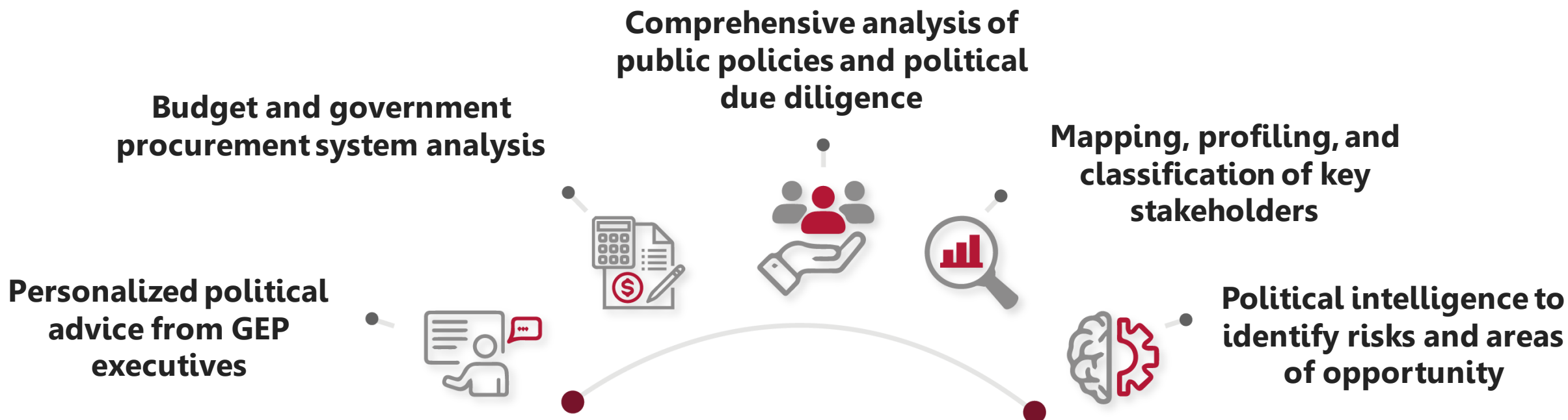


- **Judicial branch and Autonomous Bodies.** **GEP** has the capacity to send the relevant and prompt resolutions of the Supreme Court and other autonomous organizations, such as the *Bank of Mexico*, the *Federal Institute of Telecommunications*, and the *Federal Commission of Economic Competition*.
- **Monitoring of Latin America.** As part of global regulatory trends and the need to have information on the public agenda of other countries, we offer a periodic report on regulatory trends and political alerts of the region.

Similarly, in order to share information of interest directly and in a timely manner, **GEP** has implemented a new form of communication via *WhatsApp* (**INFOGEP**) .

2. Analysis and political intelligence

To improve the corporate decision-making process, it is necessary to possess a strategic vision of the political and the regulatory contexts. For this reason, we offer our “Analysis and Political Intelligence Solution”, which includes:





3. Public affairs

A solution that aims to establish strategic relationships with key actors of the public sector, in order to help the companies organizations achieve effectively their corporate goals.



- **Institutional relationship** with federal, state and municipal public authorities, as well as with business organizations and associations, besides other sectors (academic, civil society, etc.).
- Federal and state **lobbying**.
- **Technical support** ("back-office") to help the client in the daily management of their public affairs agenda.
- Support in the preparation of **positioning documents** ("leave behind") that function as tools for assertive communication with public officials and legislators.
- **Specific solution for chambers and associations**: technical secretariat for legislative engagement committees, corporate affairs, and institutional relations.

16

| 4.Specialized solutions

Legal and public policy solutions



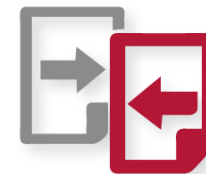
Legal analysis and development of positions on legislative projects



Analysis of current legislation at the federal and state levels



Proposals for public policies and legislation



Comparative law of public policies



Preparation of sociological and political opinion

| 4.Specialized solutions

Strategic planning

GEP offers strategic planning solutions in order to position the relevance of the public affairs teams within organizations and strengthen the corporate decision-making process:



- Support to corporations in the **creation and integration of their public affairs teams**.
- Support in the **recruitment process and training of public affairs personnel**.
- **Analysis of the overall context** for the development and execution of business projects and investments.
- **Strategic planning workshop**: the objective is to assist the organizations in the construction of their corporate objectives; this, with a vision that integrates the challenges and opportunities presented by the national and international political ecosystem in a short, medium, and long term.

 | **THANK YOU**

www.gep.com.mx



Grupo Estrategia Política



@GEP_Consultoria