



GRUPO
ESTRATEGIA
POLITICA

Asuntos Públicos y
Consultoría Política



About us

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About us

- **GEP** is a Mexican firm with 25 years of experience in public affairs, a practice that strengthens and enriches the decision-making of authorities, through the construction of transparent and reliable communication bridges between 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.

| 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.** Specialized firm providing services of public affairs, communication and public relations. Interel has a network of affiliates in USA, Europe, Asia and Latin America. **GEP being its representation in Mexico.**



- **Africa GX.** Government affairs collective with presence in 27 African countries, founded by ETHICORE Political Lobbying, a South African-based public affairs firm operating across the continent.

| Strategic partnerships



- **Political Intelligence.** Public affairs agency with presence in Brussels, London, Madrid, Edinburgh, Rome and Paris.



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



- **Hinckley Institute of Politics (University of Utah).** Every year we host students interested in gaining experience in public affairs.

| Combining efforts

For different issues, **GEP has worked closely with firms from the U.S.A.** to create synergies and increase the scope of public affairs impacting our clients in both countries.



- **McLarty Associates.** American firm with international presence, which provides counsel on strategic planning, government issues and advocacy, market access, mergers and acquisitions, corporate communications, and political and economic risk issues.



- **Monarch Global Strategies.** Firm specialized in strategic business consulting for companies that operate, invest and export to Mexico and Latin America.

| State allies

Given the increasing need to address issues at the local level, **GEP has expanded its presence to the states**, achieving today significant national coverage through on-site consultants and strategic alliances.

While we have coverage in all 32 states, currently, we have a presence in the following states:

- Aguascalientes
- Baja California
- Baja California Sur
- Chihuahua
- Coahuila
- Chiapas
- Jalisco
- México
- Michoacán
- Querétaro
- San Luis Potosí
- Sinaloa
- Sonora
- Tabasco
- Veracruz



| Partners



Gustavo Almaraz Montaña
Chairman of the board



José Carral Escalante
Partner



Ernesto Rubio del Cueto
Partner



María Teresa Gómez Mont
Partner



Executive President



Gustavo Almaraz Petrie
Executive President

- BA in Law with a specialty in corporations from Universidad Panamericana (Mexico). He recently participated in the Stanford Business Graduate School Program: Strategy Beyond Markets, specialized in Public Affairs.
- Currently, he is Executive President of GEP, a position from which he coordinates solutions in strategic information, political consulting, and public affairs for national and international organizations. In addition, he has managed to establish strategic alliances of the firm at a global level, to replicate the best practices in our country.
- He has advised a variety of industries such as F&B, insurance, finance, pharmaceutical, aviation, railway, among others. In addition, he participates as an opinion collaborator in the media.
- Gustavo is a Counselor for the American Chamber of Mexico, having served as president of the Legality and Rule of Law Committee. He is also President for the Committee of Public Strategy and Communication of COPARMEX, and Vice President of the National Association of Lobbying Professionals.

Clients / companies



Clients / associations



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GEP Solutions

| Our solutions

In recent years, the global political context has stressed the need for economic and social organizations to have information and political intelligence that allows them to become proactive agents in the design of public policies, as well as in the regulatory debate.

Therefore, **GEP** offers the following solutions:



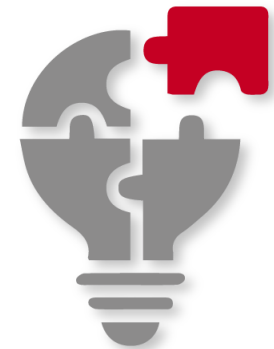
**Strategic
information**



**Analysis and political
intelligence**



**Public
Affairs**



**Specialized
solutions**

1. Strategic information

GEP SIE is a technological platform customized to the needs of our clients that allows systematized, updated and effective information to be consulted 24/7, through which it is possible to access:

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 for economic and social organizations to promptly obtain strategic information, in order to visualize the political-regulatory trends and risks, **GEP has recently launched new solutions:**



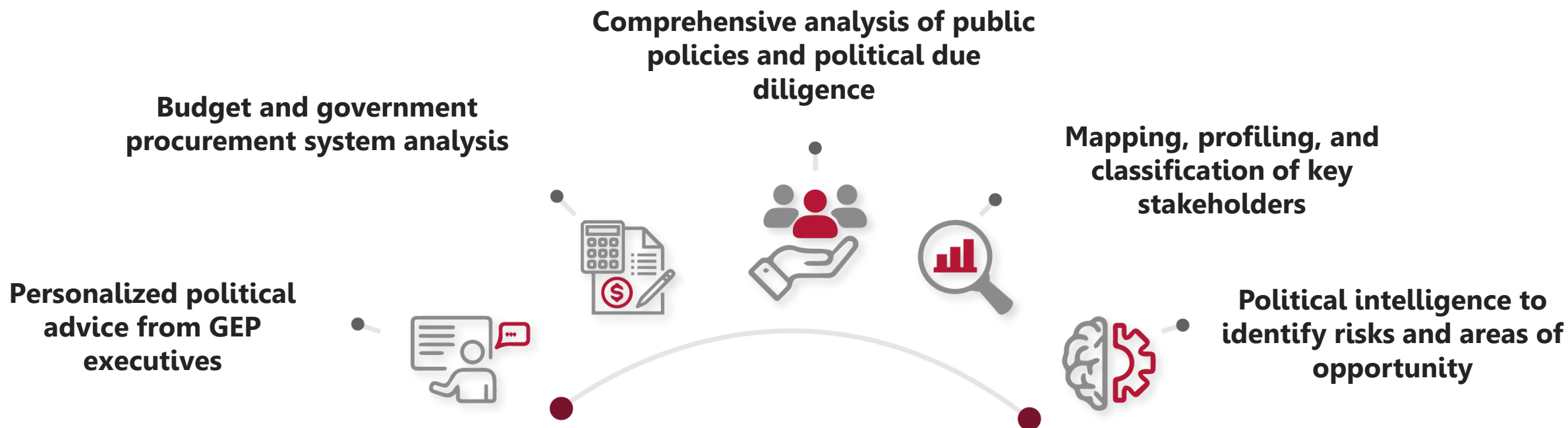
- **Judicial branch and Autonomous Bodies.** GEP has the capabilities to send alerts of the main resolutions of the Supreme Court and autonomous organizations such as the Bank of Mexico, the Federal Institute of Telecommunications, and the Federal Commission of Economic Competition.
- **Monitoring of 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 in 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 have a strategic vision of the political and regulatory context. For this reason, we offer our analysis and political intelligence solution, which includes:





3. Public affairs

Solution that aims to establish strategic relations with key actors in the public sector, in order to help organizations effectively achieve their corporate goals.



- **Institutional relationship** with federal, state and municipal public authorities, as well as with business organizations and associations and 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 a **positioning document** ('leave behind') that serves as a tool 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.

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| 4. Specialized solutions

Legal and public policy solutions



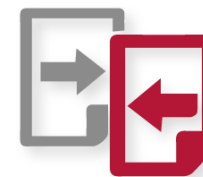
Legal analysis and development of positions on legislative projects



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** whose objective is to assist organizations in the construction of their corporate objectives, with a vision that integrates the challenges and opportunities presented by the national and international political ecosystem in the short, medium and long term.



Thank you



www.gep.com.mx



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