

SOLANA CONSULTORES
BRIEF





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ABOUT US

At SOLANA CONSULTORES we specialize in providing solutions that build on:

- Our clients' business management
- Public policies and public affairs management
- Communications

This requires continuous research and consulting efforts from a professional team. The diverse approaches of the specialists at SOLANA CONSULTORES allow us to develop comprehensive programs in various fields.

Our services cover the domestic territory, and when a broader approach is required, SOLANA CONSULTORES has a network of alliances that support international strategies.

The consulting firm started operations in 2000 and since then, it has been helping business groups in Mexico and abroad, as well as public sector clients.

SOLANA CONSULTORES' broad vision and negotiation capabilities have earned it a high level of recognition and influence in Mexico's economic, political, and cultural environment.



OUR SERVICES

BUSINESS INTELLIGENCE

- Business strategies
- Financial counseling
- Corporate law
- Market research and analysis
- Marketing



PUBLIC POLICIES AND PUBLIC AFFAIRS

- Sectoral public policies
- Legislative work
- Political and economic scenarios
- Federal, state and municipal public administration



COMMUNICATION AND PUBLIC RELATIONS

- Strategic relations
- Image and positioning
- Public relations
- Corporate graphic design





BUSINESS STRATEGIES

Development of strategies to expand and strengthen our clients' business.

- Strategic analysis and planning
- Prospective studies
- New business design and implementation
- International business

CORPORATE LAW

Counseling on complex affairs, including business development, incorporation, legal and regulatory issues.

- Organization, liquidations and dissolutions of companies and associations
- Planning and negotiation of co-investments and contracts between stockholders
- Handling of corporate books and fulfillment of corporate obligations
- Legal audits



MARKETING

Proposals to introduce new products or services, launch brands, increase demand and streamline distribution channels.

- Corporate brands
- Products/services

FINANCIAL COUNSELING

Advice on process management aimed at achieving profitability.

- Mergers and acquisitions
- Debt restructuring
- Financial re-engineering
- Financing options

MARKET RESEARCH AND ANALYSIS

Quantitative and qualitative tools for analysis, strategic planning and decision-making.

- Market research and public opinion
- Follow-up and evaluation systems
- Census and surveys



SECTORAL PUBLIC POLICIES

Infrastructure

Consulting services for state infrastructure development plans.

- Physical and human characteristics of the state and its main activities
- National Development Plan, sectoral programs
- National infrastructure program

Education

Developing programs to improve the quality of education.

- Reduction of school drop-out rates
- Post junior high-school professional and adult education
- Education evaluation

International affairs

Programs to position the states on the international scene.

- Identification of foreign trade, investment, tourism and cultural exchange opportunities
- Promotion of government relations with business organizations, investors, authorities, parliament members, media and academic institutions
- Strategies and contacts with Mexican communities abroad

Culture and tourism

Designing projects to enhance the state natural and cultural heritage.

- Models of collaboration among government, education and scientific research institutions, the business sector and civil society
- Strategies to raise federal, international and private funds
- Design of cultural and tourist promotion campaigns

Environment

Management of environmental issues.

- Territorial ecological ordering
- Cost-benefit and environmental economic studies
- International negotiation and commercial affairs strategies
- Environmental rules and regulations





LEGISLATIVE WORK

Analysis of the Mexican Congress, development of information systems and linking mechanisms.

- Analysis of legislation in force at different government levels
- Analysis of legislative instruments, the legislative process and key players in both houses of Congress
- Preparation of executive summaries of new regulations
- Drafting of bills or legal reform proposals

POLITICAL AND ECONOMIC SCENARIOS

Assessment of context and timing in order to anticipate potential scenarios.

- Identification of key players and influential persons
- Analysis of positions
- Feasibility studies

FEDERAL, STATE, AND MUNICIPAL PUBLIC ADMINISTRATION

Efficient Public Administration

Methodology to analyze on a multi-discipline basis institutional activities that help civil servants to:

- Perform a transparent, orderly and efficient administration
- Protect their administration by fully complying with legal and regulatory provisions
- Store government documents and easily retrieve them
- Detect critical issues and correct deficiencies
- Evaluate collaborators' performance
- Prevent liabilities
- Perform orderly deliveries at any time

Education, training and performance evaluation programs

Government professionalization programs to train and strengthen civil servants' capabilities.

- Federal, state and municipal public administration
- Legislative power (parliamentary processes and techniques)

Regulatory improvement programs

Studies to propose investment incentives programs aimed at simplifying red tape and identifying comparative benefits.

Redesign of administrative structure

Plans to improve administrative operations, quality of services and to optimize public resources.





COMMUNICATION AND PUBLIC RELATIONS

STRATEGIC RELATIONS

Reaching decision makers in the public and private sectors.

- Identification of key players
- Outreach management
- Development of models of collaboration



IMAGE AND POSITIONING

Image management to create or change perceptions in order to improve the firm's reputation and achieve business objectives.

- Perception audits/surveys
- Analysis and diagnosis
- Development and implementation of strategies

PUBLIC RELATIONS

Intelligent communication strategies to reach stakeholders and build public opinion.

Media relations

- Training of spokespersons
- Design of media strategies
- Drafting of communication materials

Community relations

- Public hearings to identify information needs and special situations
- Programs to produce change and acceptance among ethnic, religious, cultural and political groups
- Alliances and networks with the social and public sectors
- Development of marketing strategies with a social orientation



Crisis

• *Prevention*

- Audits to identify potential crisis scenarios
- Development of communication guidelines
- Drills

• *Handling of critical issues*

- Development of response mechanisms
- Development of strategies based on each situation and key players

GRAPHIC DESIGN

Graphic image solutions for market positioning.

- Consulting on corporate image
- Media research to build the proper image
- Corporate and editorial image design, and creation of web pages





PERIODICAL REPORTS

- Actualidad Política
- de Política
- Economía Global
- Mercado del Oro
- Mercados internacionales de cervezas y refrescos
- Petróleo
- Síntesis de información política y financiera
- Tecnologías de la Información
- Tendencias Económicas

STRATEGIC ALLIANCES

- Analítica Consultores Asociados
- Especialistas Ambientales
- Fondo Mexicano para la Educación y el Desarrollo
- Instituto Nacional de Administración Pública
- Jáuregui, Navarrete, Nader y Rojas
- Montes y Montes Asociados
- Política y Cabildeo
- Rodríguez & Rodríguez Law Firm

CLIENTS

Present and past clients include:

- | | | | |
|-------------------------|---|---------------------|---|
| • ABM | • COPARMEX | • GAZEL | • PEMEX |
| • AMAFORE | • Corporación Interamericana de Entretenimiento | | • Santander |
| • ALFA | • EDOMEX | • Global Drilling | • Secretaría de Turismo |
| • Analítica Consultores | • Estado de Michoacán | • IFAI | • SHCP |
| • Buró de Crédito | • Estado de Sinaloa | • MICROSOFT | • VISA |
| • Cadbury | • FEMSA | • Operadora Chamela | • William and Flora
Hewlett Foundation |





FERNANDO SOLANA

President of Solana Consultores. He was Director General of Banamex, Minister of Trade, of Education, and of Foreign Relations. Member of the board of directors of several industrial and financial companies and philanthropic institutions.

FUAD JUAN

Obtained a Master’s Degree in Operations Research from the London School of Economics and Political Science. He specializes in business administration, management, process engineering and computing systems.

MARGARITA PAZOS

Lawyer from the ITAM with a Master’s Degree in Corporate Law from the UP. She worked at Banco de México, Breña y Asociados and was Legal Coordinator at the Rural Sector Capitalization and Investment Fund.

EUGENIA SOLANA

Specialist in strategic relations and public policies. She was Deputy Legal Director of Foreign Trade Services at the Ministry of Trade and worked at the public relations agency “Alcestis”, in Madrid.

SILVIA TRÜBY

She has worked for more than 20 years in public relations. She was Director of Corporate Affairs at Burson-Marsteller México and formerly worked at the Foreign Trade Service in the US Embassy.

JAVIER BARROS

Politologist and administrator. Former Deputy Minister of Foreign Relations and of Higher Education and Scientific Research; Director General of the National Institute of Fine Arts; Consul General in San Francisco; Ambassador to Sweden and to UNESCO.

ANTONIO MONTES PEÑA

Lawyer from the Escuela Libre de Derecho. He was Director General of Legal Affairs at the Ministry of Public Education, Legal Director at BANAMEX and President of the Mexican Board of Conciliation and Arbitration.

CARLOS RETA

Politologist and public administration specialist. General Secretary of Government at the Department of the Federal District, Director General of the Latin American Institute of Educational Communication (ILCE-UNESCO). He was a federal congressman.

TANIA RABASA

Political scientist and economist from the University of York and El Colegio de México. She worked at the Foundation “Este País” and at the National Foundation for Educational Research (York, United Kingdom). She also worked at the Mexican Federal Institute for Access to Information and the National Human Rights Commission.





CONTACTS



FERNANDO SOLANA..... dg@solanaconsultores.com

JAVIER BARROSbarros@solanaconsultores.com

FUAD JUAN.....juan@solanaconsultores.com

ANTONIO MONTES PEÑAcontacto@mts.com.mx

MARGARITA PAZOS.....pazos@solanaconsultores.com

CARLOS RETA.....reta@solanaconsultores.com

EUGENIA SOLANA.....e@solanaconsultores.com

TANIA RABASA.....rabasa@solanaconsultores.com

SILVIA TRÜBY.....truby@solanaconsultores.com

