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**MONARCH GLOBAL STRATEGIES ANNOUNCES
OPENING OF GUADALAJARA OFFICE**

*New location to support businesses looking to bring supply chains
closer to the vast North American marketplace*

WASHINGTON, D.C. and GUADALAJARA — June 1, 2023 — Monarch Global Strategies LLC is pleased to announce the opening of its Guadalajara office, serving the Bajío Occidental region of Mexico. This is the firm's third office in Mexico, following Mexico City and Monterrey.

At the inauguration and ribbon cutting ceremony on May 23, Monarch was joined by the Secretaries of Economic Development from Jalisco and Aguascalientes states. Monarch President and CEO Michael Camuñez spoke about the firm's commitment to helping companies and investors enter and grow in this dynamic market.

"The Bajío Region in Mexico is one of the most dynamic, competitive regions in all of Mexico. Guadalajara is known as the 'Silicon Valley of Mexico,' and given the significant interest we see in bringing manufacturing and supply chain support closer to the United States, this region stands to be a big winner in the competition for nearshoring investment" said Camuñez, a former U.S. Assistant Secretary of Commerce.

Monarch's Guadalajara office is located in in the Mexican Innovation and Design (MIND) building, which houses a unique ecosystem of companies and trade associations and is located next to EXPO Guadalajara, the largest exposition and event center in Latin America. Monarch is co-located within the offices of the Guadalajara Chapter of the Asociación de Empresarios Mexicanos.

"This new office expands our regional coverage on the ground in Mexico and is reinforced by the strength of our team which now includes our new Senior Advisor Gerardo de la Peña. It will increase our capacity to help firms already operating in Mexico as well as those interested in taking advantage of the wave of nearshoring taking place there," Camuñez noted.

ABOUT MONARCH GLOBAL STRATEGIES

Monarch Global Strategies is a business advisory firm with over 20 years of experience providing senior corporate executives with market and political intelligence, strategic advice, and trade and investment support to facilitate market entry, business expansion, and supply chain development efforts globally, with a particular emphasis on North America, including Mexico.

From its offices in Los Angeles, Washington, D.C., Mexico City, Monterrey (Nuevo León), and Guadalajara (Jalisco), the firm's truly binational, bicultural, and biliterate team has deep regional expertise and an invaluable presence on the ground.

The firm has a proven track record of success, expert knowledge of the market and regulatory environment across sectors, and connections at the highest levels of business and politics globally.

Our chairman, James R. Jones, a former U.S. Ambassador to Mexico, and our president and CEO, Michael C. Camuñez, a former Assistant Secretary of Commerce and White House Special Counsel, have both enjoyed long and distinguished careers in foreign policy and regional commercial and government affairs. We also work with carefully vetted strategic partners to support your business when necessary.

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