



## **Auto Industry Transition to Mexico for NAFTA Benefits Requires Trusted Solutions**

***Riverwood Solutions offers European companies a 'Soft Landing' in Mexico.***

DALLAS, TX--(Marketwired – September 29, 2016 - [Riverwood Solutions](#), today announces the expansion of its team in Southern Europe in order to more closely support the development of a 'soft landing' service for companies investing in, and migrating to, Mexico.

Mexico continues to build a reputation for excellent opportunity as an economically viable environment from which to support the huge consumer markets of North America. Recently the automotive industry has developed and indeed flourished in Mexico, driving the entire supply chain to invest there. Many European companies are interested in making a similar transition.

The addition of Fabian Bilbao and Iñaki Belategui, both of Spain, as SVP of Business Development, and as SVP of Strategic Account Development, respectively, will allow Riverwood Solutions to better share the substantial experience, expertise, and connections of its long established Mexico team with a wider range of eager European markets.

"Riverwood has helped many European companies wishing to develop their footprint in Mexico by providing them with services that support them in every area of doing business in Mexico. Riverwood Solutions' 'soft landing' model explores, evaluates, advises, negotiates and executes. This can mean anything from exploration of markets and regions, evaluation of opportunities such as acquisitions, advice on partner selection, negotiation with those partners or authorities and execution of an agreed plan," commented Julian Searle, Vice President of Sales. "Since our expertise and network in Mexico is independent of any specific location, industry or interest, Riverwood Solutions can advise on the best solution for any company with support on issues around land and buildings, legal and accounting, labor and staffing, site development, and much more."

Riverwood Solutions' Managing Director of Mexico and European Operations, Juan Francisco Fregoso had this to say about the latest additions to the team in Europe, "Riverwood has the relevant skills, experience and network to help companies make the right decisions, develop the right plans and execute perfectly. The addition of Fabian Bilbao and Iñaki Belategui in Spain will allow Riverwood to assist more companies in Europe."

Fabian Bilbao added, "I've worked with Riverwood before and they provided my former company with great insight and assistance in the region. I am very excited to join the team and be able to bring this service to many more European manufacturing companies. Mexico provides excellent and unique opportunities, but without inside knowledge, a successful

development plan for the region is close to impossible. It is our plan to help European companies make the transitions that will be beneficial to their success.”

### **About Riverwood Solutions**

Riverwood Solutions ([www.rwsops.com](http://www.rwsops.com)) helps OEMs improve supply chain performance, optimize their operations, and maximize the value of their outsourced relationships. The company provides operations consulting, product development, and managed operations services to technology product companies globally. The company's proprietary and award winning [HOST\(SM\)](#) (Hybrid Outsourced Services Team) Model provides highly skilled local resources to help OEMs manage their supply base and improve supply chain performance without adding fixed internal infrastructure. Headquartered in Dallas, TX, Riverwood Solutions designs, optimizes, implements, and manages global supply chains from operations in Silicon Valley, Dallas, Austin, Shenzhen, Suzhou, Mexico, Taiwan, Thailand, and Vietnam for some of the world's leading OEMs and most promising start-ups. For more information visit: [www.rwsops.com](http://www.rwsops.com) or email: [inquiries@rwsops.com](mailto:inquiries@rwsops.com)

### **Press Contact:**

Cheryl Krouskos  
Riverwood Solutions  
[ckrouskos@rwsops.com](mailto:ckrouskos@rwsops.com)