

Aaron Vera

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aaronvy



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Passionate about living in Asia for more than 17 years. Strong network in Japan and Latin-American in different industrial sectors. Wide attention to different information sources worldwide in different languages. Open to support investment and trade-related projects from different angles based in a long proven experience as Trade Commissioner

EXPERIENCE

2019 to the present **PMC** **TOKIO, JAPAN**

PMC Co., Ltd.

Consultor Senior

- Support to foreign companies for the establishment and maintenance of their operations in Japan
- Portfolio of more than five clients, among which stand out companies in the food, financial, industrial real estate sector, as well as commercial interests of representations of different States from Mexico

2013 - 2019 **PROMEXICO** **TOKYO, JAPAN**

TRADE COMMISSION OF MEXICO IN JAPAN

Trade Commissioner - PROMEXICO JAPAN

- Investment and Trade Promotion between Mexico and Japan, worldwide best evaluated office for 3 years in a row
- Supporting about 500 investing projects in Mexico for 5 years, with an estimated amount of more than 5 billion USD
- Consolidating export projects from Mexico to Japan for 5 years for more than 2 billion USD
- Shaping more than 50 State Governors and Governmental Agencies working agendas in Japan
- Attending more than 30 group missions Japan - Mexico
- Organizing more than 30 private companies sales business agendas with different buyers, to promote products and services, counseling and translations
- Exhibiting at more than 10 trade business fairs (automotive, aerospace, energy, infrastructure and food industry, among others)
- Key note speaker in more than 200 business seminars, business panels and events (Japanese, English and Spanish)

2008 - 2013 **PROMEXICO** **TOKYO, JAPAN**

TRADE COMMISSION OF MEXICO IN JAPAN

First Secretary - PROMEXICO JAPAN

- Investment and Trade Promotion between Mexico and Japan through planning, organizing, inviting coordinating and presenting during seminars (languages Japanese, English and Spanish); support at trade fairs, commercial missions, business agendas, festivals and market research (savings in events organization, space fees and external verbal-written translations for more than 50,000 USD.)
- Participating in promotion of investments from Japan to Mexico in about 1 billion USD (2012)
- Participating in promotion of trade from Mexico to Japan in about 500 MUSD (2012)
- Direct organization of Mexican Pavilion at trade fairs, such as Food Trade Fair Foodex Japan from 2008 to 2011, Japan Aerospace Exhibition 2008 & 2011, and ASET 2009 & 2011.
- Data administration and registration at electronic data base ORACLE platform CRM (portfolio of about 100 investment projects and 5 trade projects)
- Internal computer equipment related maintenance at ProMéxico Japan

2007 - 2008 **BANCOMEXT** **TOKYO, JAPAN**

NATIONAL BANK FOR FOREIGN TRADE

TRADE COMMISSION OF MEXICO IN JAPAN

Assistant Trade Commissioner

Promotion of trade and investment between Mexico and Japan in trade fairs, seminars, business meetings

- Participating in promotion of trade from Mexico to Japan for about 100 MUSD (2008)
- Provided market information to advise Japanese firms interested investing in Mexico in projects for about \$50 million USD
- Direct organization of Mexican Pavilion at food trade fairs, Foodex Japan 2007
- Contact database renewal and upgrade with detailed information

2005	MITSUBISHI MEXICO	TUXPAN, MEXICO
<i>Site Coordinator at Tuxpan II for Combined Cycle Power Plant and Independent Power Plant - IPP</i>		
<ul style="list-style-type: none"> • Analyzed and advised relocation of thermal station inside the Power Plant for a three turbine combined cycle 450 Mega Watts IPP operation, representing an estimate savings of USD \$60,000 annually • Managed office administration, performance and resources • Supervised staff of ten • Interpreted meetings with Mexican and Japanese experts for project comprehension and completion • Devised and implemented a system for expedited organization of technical terms and operation's glossary in three languages • Translated manuals, meeting reports and information updates 		
2002 - 2004	DIX KUROKI - REAL STATE	FUKUOKA, JAPAN
<i>Sales Assistant, Building Sales Department</i>		
<ul style="list-style-type: none"> • Sales promotion of client's holdings resulted in annual revenues over \$10M • Carried out profit forecast and risk assessment of potential transactions • Implemented a new customer information management system in the Sales Division to keep track of customer records • Implemented training course on systems for project cash flows forecasting and new recruits increasing profitability • Developed a system for easier handling of new project proposals • Participated in AIESEC, International Internship Association, providing analysis and supervision of the current leasing market & updated online listings 		
2001-2002	JICA - JAPANESE INTERNATIONAL COOPERATION AGENCY	MEXICO CITY, MEXICO
<i>Young Volunteer Program Coordinator, Social Programs Department</i>		
<ul style="list-style-type: none"> • Reinforced communication between Japanese and Mexican agencies by coordinating events for mutual collaboration in different industries • Identified and submitted new social program proposals to the Japanese government • Supervised volunteers and their project's progress in various locations in Mexico 		
EDUCATION		
2005 - 2006	BERLIN SCHOOL OF ECONOMICS	BERLIN, GERMANY
<i>MBA -Master in Business Administration with focus in Asia , European Asian Program</i>		
1995 - 2000	ITESM - TEC DE MONTERREY	MEXICO CITY, MEXICO
BA, Major :International Business LIN95		
1998 - 1999	SOPHIA UNIVERSITY	TOKYO, JAPAN
<ul style="list-style-type: none"> • International Business Exchange Program Member Comparative Culture Department. , Ichigaya Campus		
LANGUAGES		
<ul style="list-style-type: none"> • Spanish • English • Japanese 	<ul style="list-style-type: none"> Highly proficient, native speaker Highly proficient, excellent business level Highly proficient, excellent business level 	<ul style="list-style-type: none"> • Korean • German <ul style="list-style-type: none"> Basic understanding, exposure to language Basic understanding, exposure to language
PROFESSIONAL AND OTHER ACTIVITIES		
2006	MITSUBISHI INTERNATIONAL GMBH	DUESSELDORF, GERMANY
<i>MBA Internship program: Risks & resources management, accounting training</i>		
2004	BANCOMEXT	SEOUL, SOUTH KOREA
Volunteered for special international trade assignments in representative office for six months		
2004	YONSEI UNIVERSITY	SEOUL, SOUTH KOREA
Korean Language immersion		
2000	BANCOMEXT	MEXICO CITY, MEXICO
Social service intern for four months Duties included preparation of presentations and actualization of financial data		
2020	HOBBIES	TOKYO, JAPAN
<i>Aikido</i> – Third Dan	<i>Iaido</i> – Fourth Dan	