

/ HERSAN Group in the U.S.: Interview with Luis Hernandez, HERSAN Mexico Managing Director

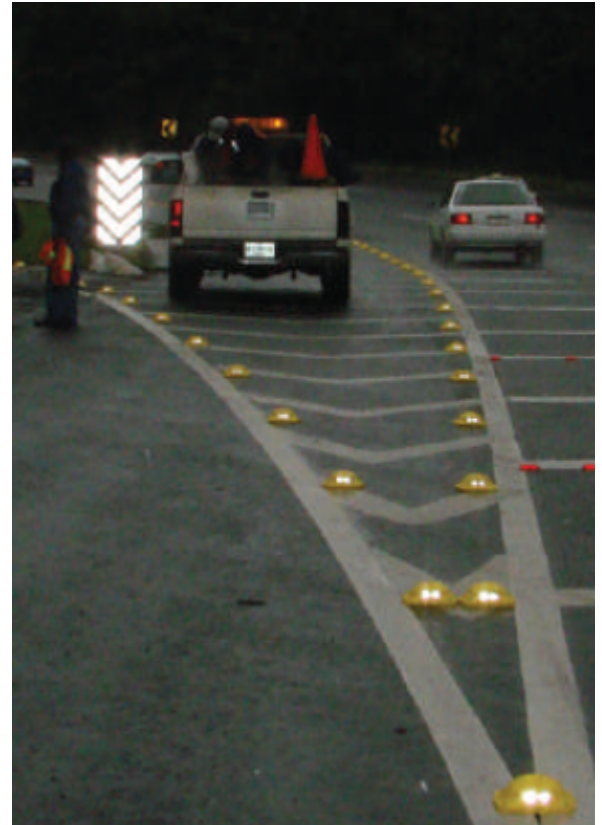
Jorge PRATS, Head of Advisory Mexico & LATAM recently interviewed Luis Hernandez, Managing Director of HERSAN. They discussed the company's impressive growth internationally, particularly in the United States, and how ALTIOS was instrumental in helping them navigate this expansion.

HERSAN, a company with more than six decades of expertise in the production of road signage, has become a recognized leader for its commitment to road safety, innovation, and environmental sustainability. Partnering with ALTIOS has proven crucial as they confronted regulatory and operational challenges during their expansion into new markets.





- / Headquarters:** Leon, Guanajuato, Mexico
- / International Presence:** 18 markets
- / Expertise:** Road safety signage, sustainable product development, and innovative road safety solutions
- / Production Sites:** Leon, Guanajuato (Mexico), United States
- / Brands:** HERSAN, HERSAN US LLC



1. How did HERSAN successfully enter the U.S. market?

"We significantly reshaped our strategy for entering the United States. ALTIOS provided in-depth insights about the local regulations, particularly the requirement that certain percentage of their products must be manufactured within the U.S. Their guidance enabled us to build the right partnerships and set up local operations."

2. What sets HERSAN's approach apart in comparison to other markets?

HERSAN was able to stand out in the U.S. market, a highly regulated environment, by adjusting their production processes to meet stringent regulatory standards while continuing to offer innovative, sustainable products.



Luis Hernandez,
General Director,
HERSAN Mexico

3. What have been the key achievements since implementing these strategies?

"HERSAN has achieved important validation in the Approved List of Products (APL), which is issued by the Departments of Transportation (DOTs), in U.S. states like North Carolina and New Mexico, and is in the process of securing similar HERSAN validation in the APL in other states. ALTIOS supported them in identifying the ideal partner for the assembly of their product in specific states, ensuring that HERSAN complies with the required percentage."

4. What challenges did HERSAN face when adapting to international regulations?

"One of the major challenges was conforming to the strict regulatory environment of the United States. ALTIOS helped us navigate these protectionist regulations, many of which we hadn't anticipated. Supported by our ecosystem, ALTIOS reached out to the different Departments of Transportation (DOTs) in each state to initiate the product validation process".

5. How has the overall experience been working with ALTIOS, and what future collaborations do you envision?

*"Our experience with ALTIOS has been outstanding. The tailored, precise information they provided allowed us to make well-informed decisions. We're looking forward to **continuing our collaboration, particularly in emerging markets like India and Australia**, where we see substantial opportunities."*

Work with ALTIOS

ALTIOS is a global business development and market entry firm with over three decades of experience in assisting clients in exploring international opportunities. By combining a comprehensive array of market entry and expansion services with a robust global network spanning 22 offices, ALTIOS has facilitated the growth of over 3,500 companies.

With expertise in Foreign Direct Investment (FDI) and a highly skilled team of local professionals, ALTIOS has developed an efficient approach to guiding companies through the complexities of international markets. In the Americas, ALTIOS operates four key offices and has established Mexico as a strategic hub, where multicultural teams bring a deep understanding of local markets and provide tailored support for business expansion in the LATAM region.

To learn more about market opportunities, schedule a consultation with our Teams.