



**FOA Consulting®**

A tradition in creativity  
Since 1973

# Our Firm

Founded in 1973, Felipe Ochoa & Associates (FOA Consulting) is a knowledge-based consulting firm providing comprehensive strategic consulting services to national and international clients in the private and public sectors.

In 2008, FOA Engineering joined our Group as a subsidiary company bringing new specialties in the project instrumentation phase.

## FOA Consulting Profile:

- Four decades of experience
- Over 1000 high quality successfully delivered projects
- Accredited in World Bank and Inter-American Development Bank (IDB) projects
- Actively involved partners
- First worldwide consulting company ISO 9000 certified in business integrity

## Wide experience all over the Country



# Economic Sectors Served



## Roads

- Formulation and evaluation of Public Policies
- Feasibility studies
- Traffic and forecast analysis
- Cost-Benefit analysis
- Technical support to prepare private groups bids
- Project management and structuring
- Tariff strategies
- Planning of project portfolios



## Ports, Railroads & Intermodal

- Feasibility studies
- Market research
- Cost-Benefit Analysis
- Planning of ports and intermodal terminals
- Research of logistics chains
- Development of tariff models
- Development of technical norms
- Asset valuation
- Multimodal corridor planning



## Airports and Aviation

- Market research for airports and related services
- Updating of Master Development plans for Private Airport Groups
- Airlines feasibility studies
- Planning and development of Public Policies



## Urban Transport

- Project feasibility studies
- Market research
- Coordination and implementation of concession processes
- Project management
- Planning of public policies
- Road and transport programs

### SERVICES

- Strategic advisor to the Transport Ministry for structuring several road concession toll roads: Nuevo Necaxa – Tihuatlan, Tepic – Villa Union, Santa Clara – Indios Verdes, Perote – Banderilla – Xalapa bypass, Mexico's Gulf corridor
- Over 265 demand forecast studies for the Transport Ministry, private sponsors, banks and local governments
- The single biggest Traffic and Revenue Study, covering the Fonadin Network (over 40 toll roads)
- Specialized services for operating toll roads (market prospects for bond issuance, technical and demand due diligence for asset transactions, rebalance of concessions)

- Master Program for the development of the port of Tuxpan II
- Market research for a new mineral bulk terminal in the Mexican Pacific coast
- Development and implementation of the Productivity Tariff Model for the national port system
- Research of logistics chains of the Veracruz Port
- Cost-Benefit Analysis of railway projects e.g. Roberto Ayala – Dos Bocas and Guadalajara bypass
- Market and feasibility research of the Tijuana – Tecate Railroad
- Market research of Ferromex intermodal terminals
- National master plan of multimodal corridors.

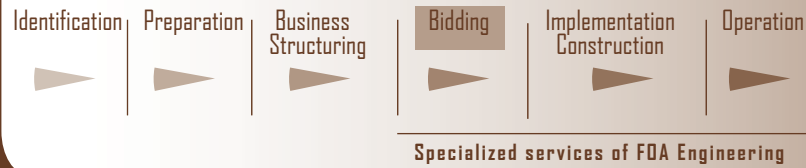
- Project Manager for the New Mexico City Airport (Mexican Partner)
- Traffic forecast, investment needs and quality standards, OMA, ASUR and GAP airport groups
- Cargo opportunities for business development for OMA
- Airport strategy and market research to develop a regional hub system in central Mexico
- Feasibility study for the development of low cost airlines in México
- Strategy to increase Mexico City airport throughput
- Operative-Financial Viability Analysis for "Aeromexico" and "Mexicana de Aviación"

- Concession structuring and implementation and project management services for the Suburban Train Cuautitlán-Buenavista
- Feasibility studies for the Bus Rapid Transit System (BRT) Insurgentes (Line 1)
- Feasibility studies and concession coordination of four BRT corridors in the State of Mexico
- Requirement study for Jalisco Suburban Train
- Feasibility study for the Suburban Train Mexico – Toluca
- Federal Massive Urban Transport (PROTRAM) design program for SCT and SHCP in association with the World Bank

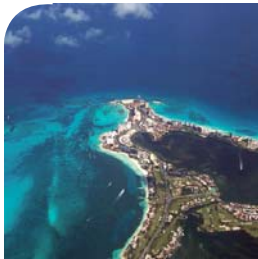
### REPRESENTATIVE PROJECTS

# Project Cycle

## Specialized services of FOA Consulting



Our group serves all project's stages



## Tourism and Urban Development

- Urban planning of cities and regions
- Planning of tourist developments
- Market research
- Project financial evaluation
- Social evaluation
- Project management
- Master plan development



## Industrial and Real Estate Development

- Special Economic Zones
- Development programs and business plans for knowledge cities
- Economic and industrial development studies
- Clusters analysis
- Market and feasibility research of industrial parks
- Cost-Benefit analysis



## Health

- Strategic planning and market research
- Business plans
- Cost-benefit analysis of Projects



## Energy

- Supervision of well drilling projects
- Supervision of offshore platforms of exploration and production
- Business plans

### SERVICES

### REPRESENTATIVE PROJECTS

- Development planning of Pacific Coast in Sinaloa
- Development planning and financial closing for the Integrally Planned Center (CIP) of Huatulco, FONATUR /IDB
- Planning and market research for the six CIPs of Fonatur: Cancún, Ixtapa, Huatulco, Loreto, Los Cabos and Nayarit
- Territorial planning of tourist corridors: Cancún – Riviera Maya, Acapulco – Zihuatanejo, Los Cabos, Puerto Peñasco
- Regional development programs of conurbated municipalities in the State of Mexico
- Urban development program for Monterrey's peripheral region

- Strategic Advisor for Special Economic Zones
- Portfolio Investment Projects in the Mexican South-Southeast Region
- Feasibility analysis and market research of several industrial parks in Guanajuato, Oaxaca and Puebla
- Cost-benefit analysis of automotive and agro-industrial parks of Guanajuato
- Comprehensive studies of industrial groupings in various sectors such as food and beverages, electric – automotive, electronics and telecommunications, fibers – textile – manufacture, jewelry, furniture, fishing and sea products
- The Huastecas region forest sustainable development plan

- Comprehensive planning of the Mexico City's first health knowledge city, Biometropolis
- Strategic advisory services and turnaround strategy of Birmex, the Federal Government owned vaccine manufacturing company
- Cost-benefit analysis for Birmex laboratory investment projects

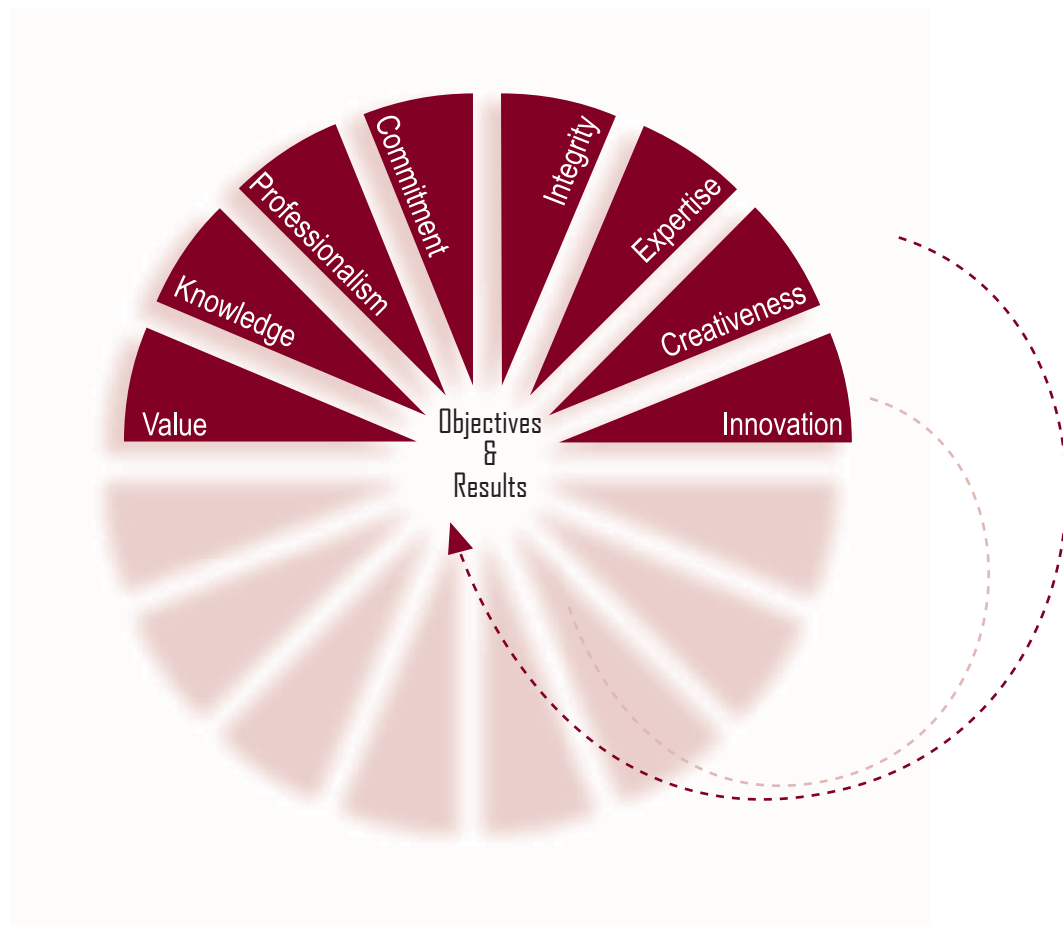
- Technical, engineering, administrative and control supervision of drilling in the Chicontepec project
- Technical and administrative supervision during construction and set in operation of production offshore platforms up to ten thousand tons
- Technical and administrative supervision of drilling offshore platforms



FOA Consulting®

# Our identity

- Commitment to client needs, exceeding their expectations
- “Value consulting”, perceiving undetected areas of opportunity
- Professionalism and integrity
- Wide experience of its multidisciplinary teams
- Creativity and innovation
- Knowledge of a broad-spectrum of infrastructure sectors



## Strenghts of the firm

- Systemic and experienced vision
- Highly creative and innovative solutions
- Solid technical knowledge
- Risk analysis and prevention
- Deep knowledge of Mexico and its regions
- Development of robust analysis and synthesis models
- Understanding of the particularities of different types of infrastructure projects
- Unique expertise in project structuring of public-private partnerships



**FOA Consulting®**

## Offices

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ISO

First Worldwide  
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