



Marc-Henry Rouvroy



His degree (Economics & Finance / Free University of Brussels, Belgium) in pocket, Marc-Henry flew to Mexico (1978) where he first worked (4 years) with BORDADOS MATY (Aguascalientes) then 4 years with UCESA (Universal de Comercio Exterior), a subsidiary of GRUPO GIGANTE specialized in trading Mexican food items.

In 1982, he obtained a Master's degree (IPADE / MEDE 1980-82).

On his return to Belgium (1986), he developed international markets during more than 20 years in senior positions in multinational companies - BELGIAN CHEESE BOARD, AB-INBEV, GRUPO MODELO and HEINEKEN - capturing growth and foothold in hyper competitive and emerging markets.

From 2006 to 2010 led several business development assignments, mostly in Africa. Since 2010 tries to convince Mexican key economic operators of the urgent and compelling need to diversify their export markets, hence his decision to launch the MXWL (Mexico World Link) project.



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