

Sergio Gómez Lora
CEO, Mexico's Business Coordinating Council



An expert on North American trade policy with over 30 years of experience spanning government negotiations, private sector advisory, and business leadership.

As a member of Mexico's Trade Negotiations team (1993–2001), he participated in the NAFTA Side Agreements negotiations, in the implementation of NAFTA and Mexican Free Trade Agreements with Latin American partners, as well as on the Mexico-EU FTA negotiating team.

During the USMCA renegotiation, Mr. Gómez Lora served as senior advisor to the Mexican private sector coalition and was an active member of the Mexico's private-sector technical advisory group on trade negotiations ("Cuarto de Junto"), directing business strategy and cross-border advocacy.

In 2005, together with Herminio Blanco¹, Jaime Zabludovsky² and Fernando Salas³ founded IQOM Inteligencia Comercial. After 24 years of existence, IQOM is a leader in the Mexican and Latin American markets, providing strategic trade and investment solutions to national and transnational corporations, Mexican federal and local governments, foreign governments, national and foreign business associations and intergovernmental institutions

Since 2019, Mr. Gómez Lora leads the Washington D.C. presence of Mexico's Consejo Coordinador Empresarial (CCE), business umbrella organization representing chambers and associations across all industrial sectors in Mexico. The CCE serves as the unified voice of Mexican private sector in dialogue with government, advancing bilateral economic relations and strategic advocacy between the United States and Mexico.

Mr. Gómez Lora holds a Master's Degree in International Relations at Laval University, Quebec, Canada.

¹ Former NAFTA Chief Negotiator and Mexican Minister for Trade and Industrial Development.

² Former NAFTA Deputy Chief Negotiator, Undersecretary for International Trade and Mexican Ambassador to the EU.

³ First Chairman of the Federal Commission for Deregulation.