



HEMPACCO

DISRUPTING TOBACCO

HOW MEXICO GOES HEMP WITH PARADISE SHOP MEXICO

UNLEASHING THE GREEN ECONOMY:

Exploring The Economic Potential, Challenges and Opportunities
Of The Burgeoning Cbd and Hemp Industry in Mexico.

THE GREEN GOLD RUSH:

A deep dive into the success stories, regulatory landscape, and future prospects of the CBD and hemp industry in Mexico.

CAPITALIZING ON THE GREEN WAVE

Exploring the rising consumer demand for natural wellness solutions and its potential to drive the expansion of the CBD and hemp industry in Mexico.

Executive Summary

The CBD and hemp industry in Mexico is on the brink of a significant transformation, with the potential to become a substantial economic driver. The market, valued at \$9.2 million in 2020, is projected to surge to \$675 million by 2028, representing a Compound Annual Growth Rate (CAGR) of approximately 86%. This section delves into the factors propelling this growth, including the increasing popularity of CBD products for various health conditions, the growing trend of CBD product legalization worldwide, and the low cost of production in Mexico. It also discusses the challenges the industry faces, such as the lack of a clear regulatory framework, the need for investment in infrastructure and research, and competition from imported CBD products.



Revolutionizing the Green Market

This section highlights the role of Paradise Shop Mexico, a leading CBD company, in revolutionizing the industry. Founded in 2019, Paradise Shop Mexico is committed to providing high-quality CBD products and educating the public about CBD's potential benefits. The company's success is attributed to its high-quality products, wide variety of offerings, and commitment to education.

The involvement of former Mexican President Vicente Fox in the hemp industry is also discussed, signaling the growing acceptance of cannabis in Mexico. Fox has been a vocal supporter of the legalization of cannabis in Mexico and believes that the cannabis industry has the potential to create jobs, generate tax revenue, and boost the Mexican economy.

The paper concludes with an exploration of the increasing acceptance and demand for CBD and hemp in Mexico, the role of franchises in job creation, and the range of products offered by Paradise Shop Mexico. It underscores the potential of the CBD industry to contribute significantly to Mexico's economy, creating jobs, generating tax revenue, and stimulating investment.

This white paper is intended to provide a comprehensive overview of the current state and future prospects of the CBD and hemp industry in Mexico. It is aimed at stakeholders in the CBD and hemp industry, including producers, retailers, investors, and policymakers, as well as anyone interested in the economic development of Mexico.

+86%
**Green Gold
Boom by 2028**

Depicted in this image is the projected growth of the CBD and hemp industry in Mexico. The industry, valued at \$9.2 million in 2020, is expected to experience a dramatic surge, reaching an estimated value of \$675 million by 2028.

This represents an impressive Compound Annual Growth Rate (CAGR) of approximately 86%. The image visually encapsulates this significant growth, highlighting the immense potential of the CBD and hemp industry as a major economic driver in Mexico's future.

Introduction

The CBD industry in Mexico has the potential to be a significant economic driver. In 2020, the market was valued at \$9.2 million and is expected to grow to \$675 million by 2028. This growth is being driven by several factors, including:

- The increasing popularity of CBD products for various health conditions, including pain, anxiety, and insomnia.
- The growing legalization of CBD products in countries around the world.
- The low cost of production in Mexico.

The Mexican government has also taken steps to support the development of the CBD industry. In 2021, the Supreme Court of Mexico ruled that the prohibition of recreational cannabis was unconstitutional. This ruling paved the way for the legalization of recreational cannabis in Mexico, which is expected to boost the CBD industry further.

The CBD industry in Mexico faces some challenges, including:

- The lack of a clear regulatory framework.
- The need for investment in infrastructure and research.
- The competition from imported CBD products.





Despite these challenges, the CBD industry in Mexico has the potential to be a major economic driver. The industry is expected to create jobs, generate tax revenue, and boost the Mexican economy.

Here are three ways the CBD industry can benefit Mexico:

- **Job creation:** The CBD industry is expected to create jobs in several areas, including cultivation, processing, manufacturing, and retail.
- **Tax revenue:** The CBD industry is expected to generate tax revenue for the Mexican government.

- **Economic boost:** The CBD industry is expected to boost the Mexican economy by stimulating investment, creating jobs, and generating tax revenue.

The CBD industry in Mexico is still in its early stages, but it has the potential to be a significant economic driver. With the right government and private sector support, the CBD industry can help Mexico grow its economy and create jobs.

In recent years, the hemp industry in Mexico has seen a significant revolution, not only due to its growth potential but also its implications for health, wellness, and economic development. In Mexico, the role of the hemp industry is gaining prominence through the work of Paradise Shop Mexico.





Paradise Shop Mexico

Paradise Shop Mexico is a CBD and hemp company that is playing a significant role in the hemp and CBD industry in Mexico. The company was founded in 2019 by two friends, Fernando Cárcamo and Fernando Espino-Barros Giacomani, who were passionate about the potential of CBD to help people.

Paradise Shop Mexico is committed to providing high-quality CBD products made from industrial hemp and third-party tested for purity and potency. The company offers a wide variety of CBD products, including tinctures, capsules, gummies, and topicals.

Paradise Shop Mexico is also committed to educating the public about CBD and its potential benefits. The company offers a blog and a customer service team available to answer questions about CBD.



Paradise Shop Mexico is playing a significant role in the CBD industry in Mexico by:

- Providing high-quality CBD products made from industrial hemp and third-party tested for purity and potency.
- Offering a wide variety of CBD products, including tinctures, capsules, gummies, and topicals.
- Educating the public about CBD and its potential benefits.

Paradise Shop Mexico is a leading CBD company in Mexico and is poised to play an even more significant role in the industry in the coming years.

Here are some of the reasons why Paradise Shop Mexico is a successful CBD company:

- **High-quality products:** Paradise Shop Mexico only uses high-quality CBD products made from industrial hemp and are third-party tested for purity and potency.
- **Wide variety of products:** Paradise Shop Mexico offers a wide variety of CBD products, including tinctures, capsules, gummies, and topicals.
- **Education:** Paradise Shop Mexico is committed to educating the public about CBD and its potential benefits. The company offers a blog and a customer service team available to answer questions about CBD.

Paradise Shop Mexico began its journey as a one-store CBD store. Within seven years, they expanded their enterprise into 111 franchised stores, with plans to open another 180 in the coming year. They currently boast about 400 items in their stores and have recently brought in Vicente Fox, the ex-president of Mexico and a significant advocate of hemp and CBD, as an investor and franchisee.

Partnership with Former President Vicente Fox

The introduction of Vicente Fox to the Paradise Shop team signals not only an investment in the company but also a move towards advocacy for hemp and CBD on a larger scale. This move demonstrates the company's commitment to growing the industry and promoting its potential benefits.

Former Mexican President Vicente Fox has a significant role in the hemp industry in Mexico. In 2020, he was named a strategic advisor to Helix, a cannabis infrastructure company. Helix is developing a large-scale hemp cultivation and processing facility in Mexico.

Fox will help Helix to navigate the Mexican regulatory environment and to establish relationships with Mexican farmers and other stakeholders. Fox also serves on the Board of Directors of a leading U.S.-based cannabis publication advocating legalization, as well as on the Board of Directors of Khiron Life Sciences, a leading, vertically integrated Latin American cannabis producer.





Fox has been a vocal supporter of the legalization of cannabis in Mexico. He believes that the cannabis industry has the potential to create jobs, generate tax revenue, and boost the Mexican economy.

Fox is also a strong advocate for the use of hemp for industrial and medicinal purposes.

At the CannaMexico World Summit 2019, he announced that he was ready to plant cannabis and develop a cannabis research center on his ranch in Guanajuato.

The involvement of a former Mexican president in the hemp industry is a sign of the growing acceptance of cannabis in Mexico. Legalizing recreational cannabis is expected to be a significant economic driver for Mexico. The hemp industry is also expected to grow significantly in the coming years.

CBD and Hemp in Mexico

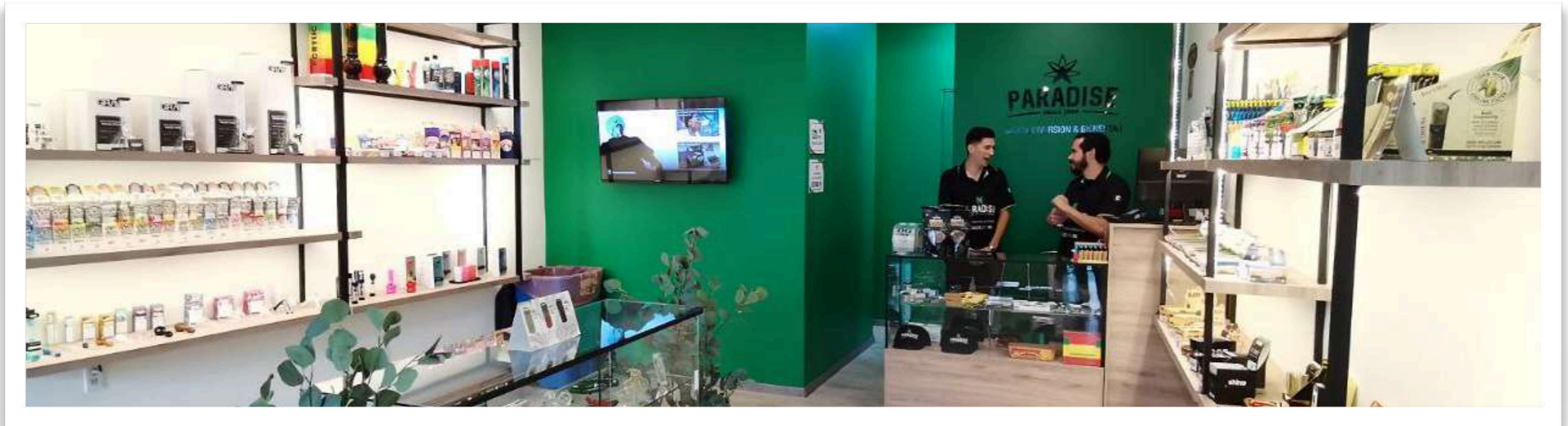
Increasing Acceptance & Demand

The taboo of using CBD and hemp-related products is quickly fading in Mexico. In fact, the Mexican government has taken steps to support the development of the CBD industry.

In 2021, the Supreme Court of Mexico ruled that the prohibition of recreational cannabis was unconstitutional. This ruling paved the way for the legalization of recreational cannabis in Mexico, which is expected to boost the CBD industry further.

However, there are still some misconceptions about CBD and hemp products in Mexico. Some people believe that CBD is a psychoactive drug, like THC, the primary psychoactive compound in cannabis. This is not true. CBD is not psychoactive and does not produce a “high.” Other people believe that hemp products are illegal in Mexico. This is also not true. Hemp products are legal in Mexico as long as they contain less than 0.3% THC.





The Mexican government is still developing a clear regulatory framework for the CBD industry. However, the current legal environment is favorable for the sector's development.

When buying CBD and hemp products in Mexico, it is crucial to look for products that are:

- **Made from industrial hemp:** Industrial hemp is a variety of cannabis that contains less than 0.3% THC.
- **Labeled with the amount of CBD:** The label should state the amount of CBD in the product.
- **Third-party tested:** The product should have been tested by a third-party lab to verify the amount of CBD and THC.

Here are some of the places where you can already buy CBD and hemp products in Mexico:

- **Pharmacies:** Some pharmacies in Mexico sell CBD and hemp products.
- **Health food stores:** Some health food stores in Mexico sell CBD and hemp products.
- **Online:** Many online retailers sell CBD and hemp products in Mexico.
- **Paradise Shop Franchises throughout Mexico**

Creation of Jobs Through Franchises

Paradise Shop sells franchises in Mexico. The company offers a turnkey franchise model that includes everything you need to start and operate a successful CBD retail business. Franchisees receive training, support, and marketing assistance from Paradise Shop Mexico.

To become a Paradise Shop Mexico franchisee, you must meet the following qualifications:

- Be at least 21 years old
- Have a net worth of \$100,000
- Have a liquid capital of \$50,000
- Be willing to complete the company's training program
- Be committed to the company's mission and values

Here are some of the benefits of owning a franchise:

- **Turnkey business:** Paradise Shop Mexico provides franchisees with a turnkey business model that includes everything they need to start and operate a successful CBD retail business.
- **Training and support:** Franchisees receive training and support from Paradise Shop Mexico. This includes training on the company's products, marketing, and operations.

- **Marketing assistance:** Paradise Shop Mexico provides franchisees with marketing assistance. This includes advertising, public relations, and social media marketing.
- **Brand recognition:** Paradise Shop Mexico is a well-known and respected brand in the CBD industry. This gives franchisees the benefit of operating under a well-known brand name.

By expanding its operations and increasing the number of stores across the country, Paradise Shop is not just selling CBD products but also creating a significant number of job opportunities. This, in turn, has a positive impact on the Mexican economy.

Products Offered by Paradise Shop Mexico

Paradise Shop Mexico caters to a wide range of health and wellness needs through its more than 400 CBD products. In addition to typical health and wellness CBD products, they also offer vapes, gummies, coffee, skincare, and topicals.

Exclusive Distribution Agreement with Hempacco

In a master distributor agreement with Hempacco, Paradise Shop Mexico has gained the exclusive rights to carry all Hempacco brands, from Cheech and Chong to Hemp Hop and Snoop Dogg. This agreement also entails the production of private-label items under their brand through Green Star Labs.

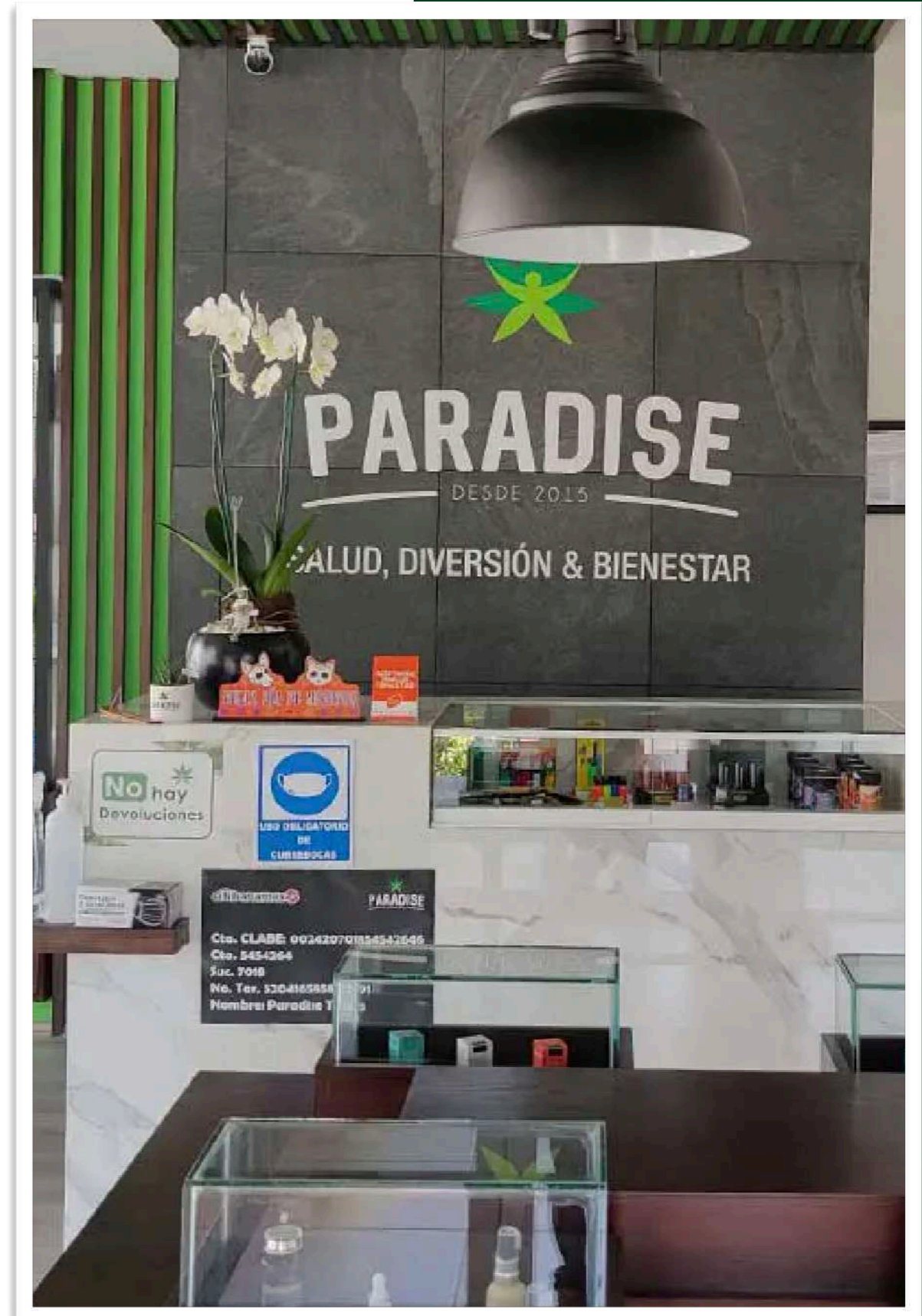
Impact of Paradise Shop Mexico on the Mexican Economy

The Mexican Journey Towards Legalizing Hemp and CBD

Mexico, home to more than 130 million people, has legalized cannabis and hemp. However, the distribution and sale of these products are still in a state of flux. The consumers propelled the push for CBD and cannabis, resulting in the government making cannabis available for those in need, such as hospital patients and people with cancer.

Paradise Shop's Role in CBD Distribution in Mexico

Paradise Shop Mexico found a way to navigate the Mexican market and establish a means of selling and exporting its products in Mexico. They offer consumers a unique experience: upon entering a store, customers can consult with a doctor about their needs and receive a CBD prescription. Furthermore, they provide follow-up care, ensuring that their products work well for their customers.



Unique Business Model of Paradise Shop Mexico

CBD Prescription Booths

Paradise Shop Mexico's innovative approach to the customer experience sets them apart. In their stores, customers can enter a booth, have a virtual consultation with a doctor who is well-versed in CBD and receive a prescription. This unique approach allows Paradise Shop Mexico to provide a personalized experience to each customer.

Trained Physicians on CBD

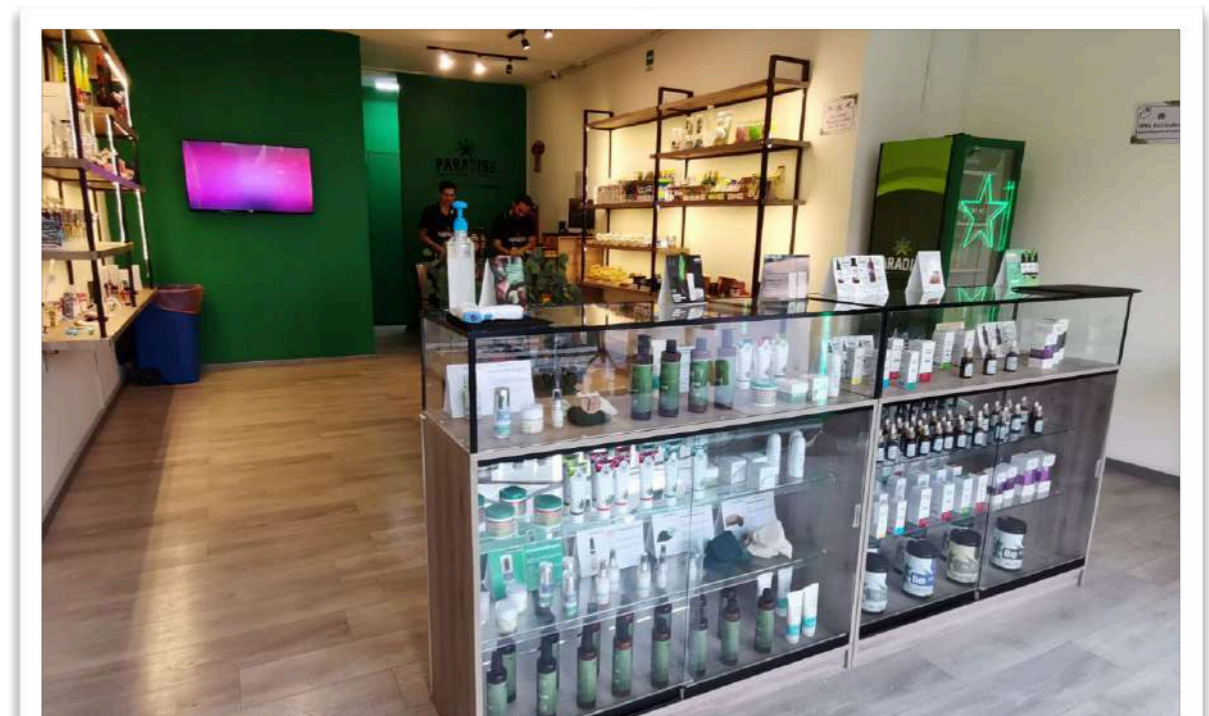
Paradise Shop Mexico's focus on providing their customers with expert advice has led them to ensure that their doctors not only have medical degrees but are also trained specifically on CBD. This additional training means that their doctors can provide accurate and helpful advice to their customers about CBD and its potential benefits.

Private Label Items Under Paradise Shop's Brand

In addition to carrying the Hempacco brands, Paradise Shop also produces private label items under their own brand. These unique products help to differentiate Paradise Shop Mexico in the market and provide customers with a wider range of options when choosing their CBD products.

24-hour CBD Store Concept

Paradise Shop is breaking ground with its 24-hour CBD store concept. Customers can access products after the store's closing hours using vending machines. This innovative approach allows customers more flexible access to CBD products, further setting Paradise Shop apart from other stores.





The Expansion of the CBD Industry in Mexico

The CBD industry in Mexico is still in its early stages, but it has the potential to be a major economic driver. With the right government and private sector support, the CBD industry can help Mexico grow its economy and create jobs.

Here are some of the ways that CBD companies can enter the Mexican market:

- **Partner with a local distributor:** This is a good option for companies that are new to the Mexican market and do not have a strong sales and distribution network.
- **Set up a subsidiary or joint venture:** This is a more expensive option, but it gives companies more control over their operations in Mexico.
- **Export products to Mexico:** This is a good option for companies with a strong sales and distribution network in the United States or other countries.

Companies considering entering the Mexican market should carefully evaluate the risks and rewards. The Mexican market is a growing opportunity for CBD companies, but it is important to do your research and ensure that you are prepared for the challenges.

The Demand for CBD and Hemp Products

The Mexican government legalized medical cannabis in 2017 and recreational cannabis in 2021. This has led to a surge in demand for CBD and cannabis products.

There are a number of reasons why consumers are demanding CBD and cannabis products.

- **Health:** Many consumers believe that CBD and cannabis can help with a variety of health conditions, including pain, anxiety, and insomnia.
- **Recreation:** Some consumers use CBD and cannabis for recreational purposes.
- **Economics:** The cost of CBD and cannabis products in Mexico is much lower than in other countries.

The demand for CBD and cannabis products is expected to continue to grow in Mexico.

The Mexican government is working on developing a clear regulatory framework for the CBD and cannabis industries. This will help to ensure that consumers have access to safe and high-quality products.

Here are some of the ways that the Mexican government is working to regulate the CBD and cannabis industries:

- **Establishing a licensing system:** The Mexican government is establishing a licensing system for the production, sale, and distribution of CBD and cannabis products. This will help to ensure that only safe and high-quality products are available to consumers.
- **Setting standards for product labeling:** The Mexican government is setting standards for product labeling. This will help consumers to make informed decisions about which products to buy.
- **Establishing a system for testing products:** The Mexican government is establishing a system for testing products for safety and quality. This will help to ensure that consumers have access to safe and high-quality products.

The Mexican government is working to create a safe and regulated market for CBD and cannabis products. This will help to meet the growing demand for these products and protect consumers.

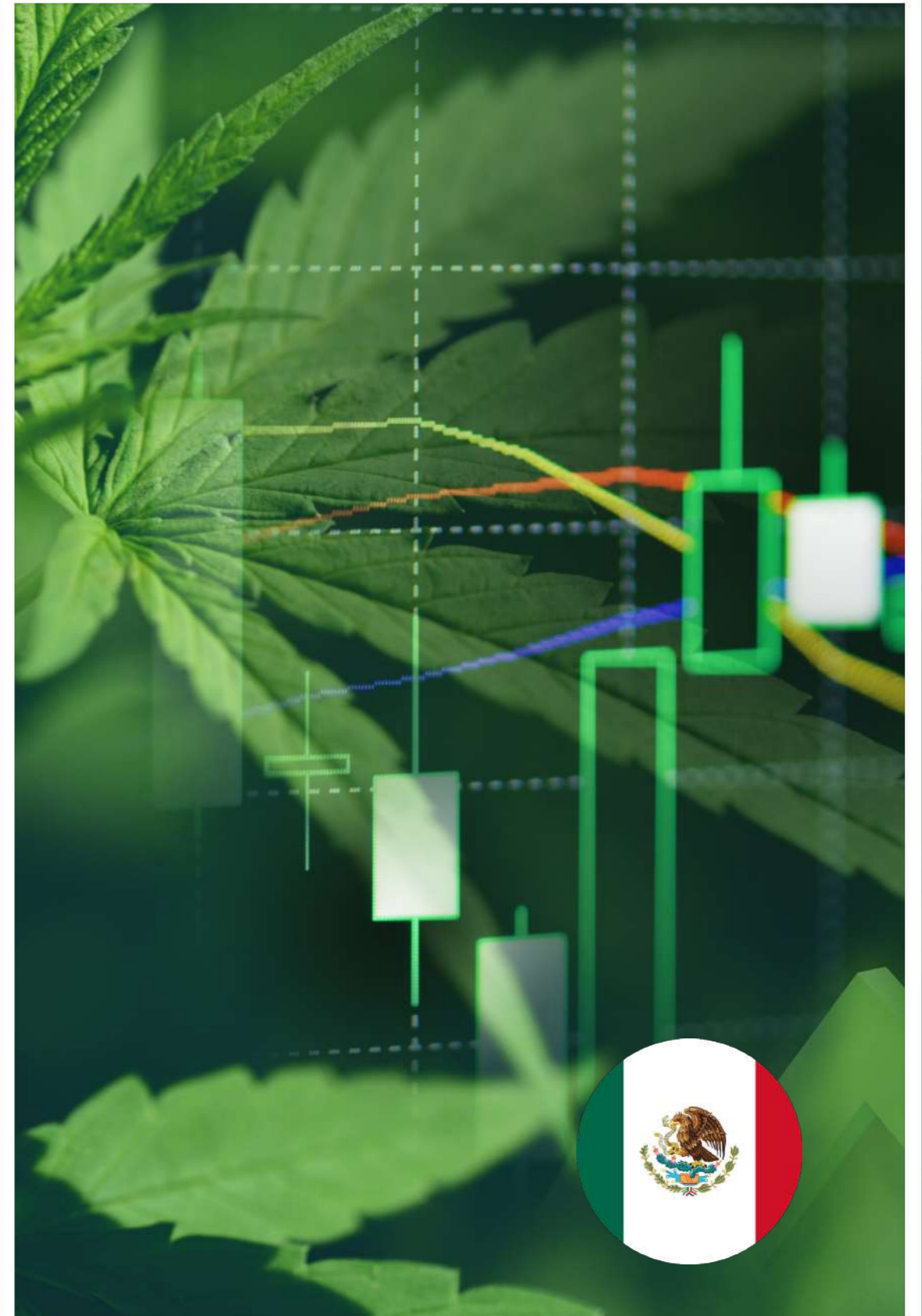
Mexico's Booming CBD Scene

9 Facts You Can't Ignore

1) Mexico Has A Population Of Over 130 Million People

The population of Mexico is currently estimated to be over 130 million people as of June 2023. This makes Mexico the 10th most populous country in the world. The population is growing at a rate of 1.1% per year. The median age in Mexico is 29.2 years. Most of the population (83.8%) lives in urban areas. The largest cities in Mexico are Mexico City, Guadalajara, Monterrey, Puebla, and Tijuana.

Mexico presents a remarkable opportunity for the expansion of the CBD market. As awareness and acceptance of CBD continues to surge across the nation, the potential for market growth escalates, suggesting a bright future for this burgeoning industry.



2) Consumers are Driving Demand for CBD and Cannabis in Mexico

In Mexico, it's the consumers who are pushing for CBD and cannabis. This strong consumer-driven demand indicates a market that is ready for a wide range of CBD products.

There are a number of reasons why consumers are demanding CBD and cannabis products:

1) Health: Many consumers believe that CBD and cannabis can help with a variety of health conditions, including pain, anxiety, and insomnia.

2) Recreation: Some consumers use CBD and cannabis for recreational purposes.

3) Economics: The cost of CBD and cannabis products in Mexico is much lower than in other countries.

3) Mexico Has a Young Population Looking to Consume Natural CBD Products

The median age in Mexico is 29.2 years. Home to a young population highly inclined towards natural health solutions, it offers a vibrant scenario for the CBD market to flourish. This growing interest fits perfectly with the global trend toward wellness, paving the way for significant opportunities in the sector.

4) Health Status in Mexico: Focus on Stress and Anxiety-Related Disorders

Mexico has a high prevalence of stress and anxiety-related disorders. This creates a need for natural alternatives like CBD, known for its potential benefits in managing such conditions.

5) Tourism in Mexico: A Market Opportunity for CBD

With a booming tourism industry, Mexico provides an excellent opportunity for CBD companies to introduce their products to a wider audience.

6) The Wellness Culture in Mexico: How it Impacts the Hemp Market

The current wellness wave sweeping across Mexico is playing a pivotal role in shaping the country's hemp market. The rising appreciation for holistic health and wellness in Mexico, coupled with a shift towards natural remedies, is fostering a supportive environment for hemp-related products. Consequently, this cultural shift is unlocking new growth avenues for businesses operating within this sector.



7) The Rising Interest in Organic and Natural Products in Mexico

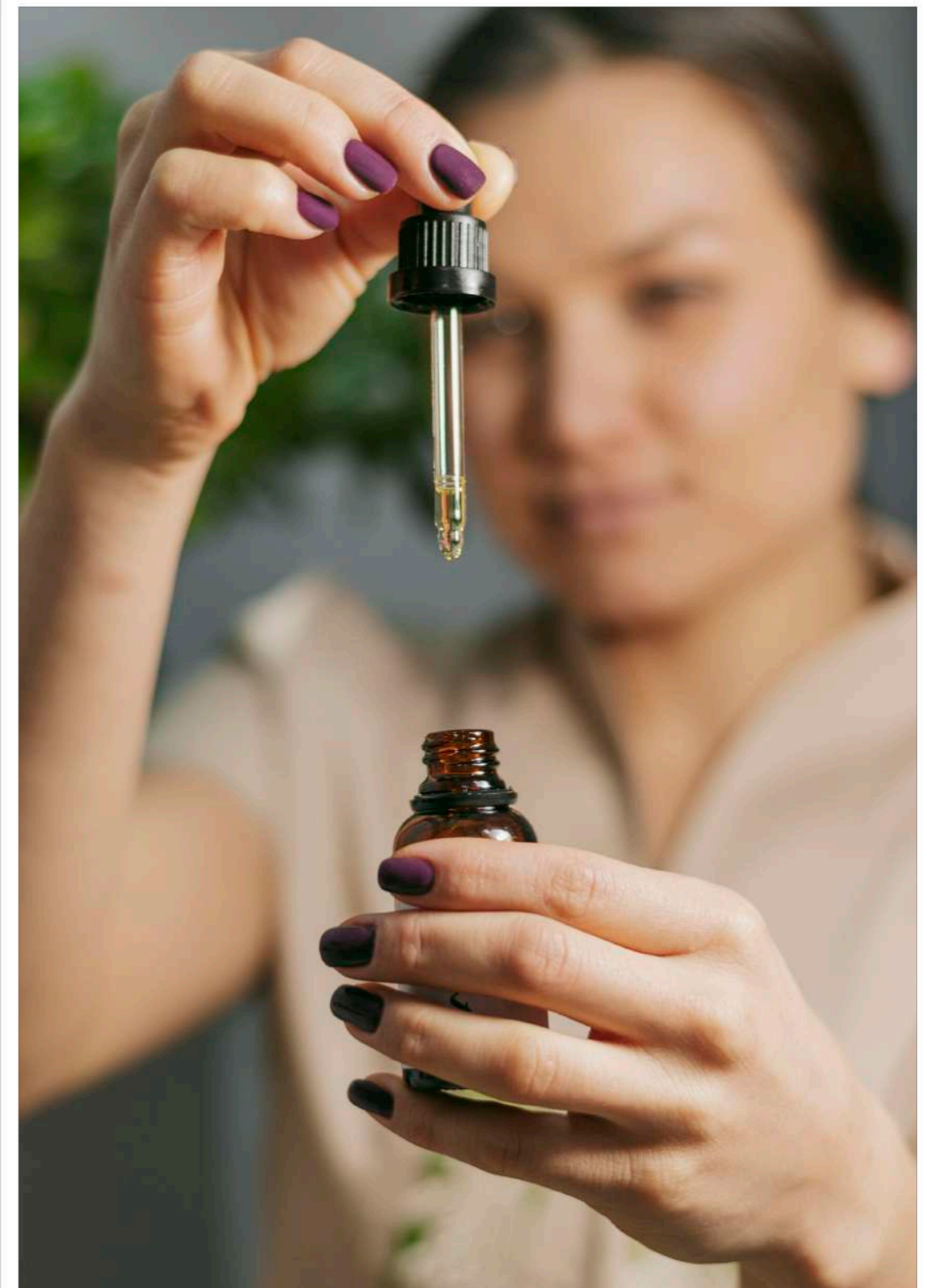
Mexicans' health-consciousness and environmentally friendly approach are causing a surge in demand for organic and natural products. This trend, which shows no signs of abating, is prompting many consumers to seek out high-quality, naturally sourced products like CBD. As such, Mexico's escalating appetite for all things organic and natural offers a ready and receptive market for businesses in the hemp and CBD industry.

8) CBD Education in Mexico: Increasing Acceptance and Demand

Knowledge is power, and nowhere is this adage more applicable than in the context of CBD acceptance and usage in Mexico. As more resources are allocated to educating the public on the potential benefits of CBD, we're witnessing an increasing acceptance of these products. This growing awareness is also stirring demand, with more Mexicans willing to incorporate CBD products into their daily routines.

9) Boosting Hemp through Tourism: A New Horizon for Mexico

Mexico's thriving tourism sector offers an untapped channel for promoting and enhancing the visibility of hemp and CBD products. The steady stream of tourists presents an excellent opportunity for businesses to showcase their product offerings and widen their consumer base. Moreover, these interactions with international visitors can spark a positive change in perceptions and acceptance of hemp and CBD products, opening up new horizons for the industry within Mexico.





FAQs

FAQs

1.- Is CBD legal in Mexico?

Yes, in June 2021, Mexico legalized the use of marijuana for recreational purposes, making it the third country in the world to do so. However, the rules and regulations for the sale and distribution of cannabis and its derivatives, such as CBD, are still being developed by the Mexican government.

2.- What are the potential benefits of CBD?

CBD is known for its potential benefits in managing stress, anxiety, pain, and other health-related issues. It's important to note that CBD should not be used as a substitute for medical treatment, and individuals should always consult with their healthcare provider before starting any new supplement or treatment.

3.- Stress and anxiety in Mexico: Is CBD the solution?

CBD has shown promise in managing stress and anxiety-related disorders, making it a potentially beneficial addition to wellness routines. It's important to note that while CBD may help manage stress and anxiety, it should not be considered a cure or a replacement for professional treatment. If you are experiencing symptoms of stress or anxiety, it's important to seek help from a qualified healthcare provider who can provide a proper diagnosis and recommend appropriate treatment options.





4.- Health and wellness in Mexico: Possibilities for the hemp market?

With Mexico's growing interest in wellness and natural health products, the hemp market has significant potential for growth. However, it's important for the industry to develop reliable and trustworthy distribution channels to ensure that consumers have access to safe and effective products.

5.- Wellness tourism in Mexico: The role of CBD.

As Mexico's tourism industry continues to grow, there is potential for CBD to play a significant role in wellness tourism. As the Mexican government continues to develop regulations for the sale and distribution of cannabis-derived products, the wellness tourism industry may further capitalize on the potential benefits of CBD.

6.- The Wellness Revolution in Mexico: Impact on the Hemp Industry.

The rising interest in wellness in Mexico presents a significant opportunity for the growth of the hemp industry, including the production and consumption of CBD products.

7.- Who can access cannabis and hemp in Mexico?

Medicinal use: The government made hemp and cannabis available to people who needed it, such as hospital and cancer patients. Patients with a qualifying medical condition can obtain a prescription for cannabis from a doctor. Cannabis products containing more than 0.3% THC are legal for medicinal use.

Recreational use: Adults 18 years of age and older are allowed to possess up to 28 grams of cannabis and grow up to six cannabis plants per household. Cannabis products containing more than 0.3% THC are illegal for recreational use.

8.- Was there a way for people who needed CBD but did not have a medical condition to access it?

Yes, the company Paradise Shop opened stores in Mexico where consumers can go into a booth with a trained medical doctor and receive a prescription for CBD, with follow-up calls to monitor its effectiveness.

9.- Is hemp legal in Mexico?

Yes, hemp is legal in Mexico. In 2017, Mexican lawmakers passed an amendment to the General Health Law (GHL) that legalized the cultivation, processing, and sale of industrial hemp. Hemp is defined as cannabis plants that contain less than 0.3% THC, the psychoactive compound in cannabis.

10.- Are there opportunities in the hemp industry in Mexico?

The legalization of hemp in Mexico has opened up several new opportunities for the country's agriculture and manufacturing sectors. Hemp can be used to produce a wide range of products, including textiles, clothing, paper, building materials, and food. The legalization of hemp is also expected to create new jobs and boost the Mexican economy.





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