

Mario Lara

Senior Associate
Mexico City

Biography

Clients turn to Mario Lara for his experience in the areas of customs and foreign trade law. Mario advises on international trade treaties and agreements, compliance with non-tariff regulations and restrictions, procedures related to unfair international trade practices (such as dumping), as well as litigation derived from tax contingencies involving import and export operations in national territory.

Mario has participated in customs related litigation (tax assessments, tariff classification, foreign trade agreement interpretations, and more). He also has experience lobbying with tax and customs authorities in the creation of regulations related to the automotive industry. He has also provided consultancy to domestic and international companies in connection with foreign trade and customs strategies.

Mario joined Hogan Lovells BSTL, in 2016 as an associate. He is a member of the Mexican Company Lawyers Association (ANADE).

Representative experience

Represent a Japanese food company in customs litigation related to the legal importation and permanence of assets in Mexico.

Advise a U.S.-based automotive parts company with respect to its customs and corporate structure to be able to secure the benefits granted by the Mexican government to large exporters.



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Languages

Spanish
English

Practices

Tax

Our legal work in Latin America

Areas of focus

Customs and Import Compliance

Education and admissions

Education

Universidad Iberoamericana, 2010

Represent a U.S. pharmaceutical company and its Mexican subsidiary to avoid a potential tax assessment by commencing a regularization process before the Mexican Revenue Service.

Advise an audio automotive parts company to avoid penalties and reduce the VAT payment related to temporary importations detected by the Mexican Revenue Service.

Represent diverse U.S.-based companies on origin verification procedures commenced by the Mexican customs authorities in terms of the North American Free Trade Agreement (NAFTA).

Represent a European steel manufacturer and its subsidiaries in Mexico in connection to a tax assessment related to compliance with non-tariff regulations and restrictions.

Awards and rankings

- Associate to Watch: International Trade, *Chambers and Partners Latin America*, 2024

Latest thinking and events

- News
 - Why Mexico is attracting foreign investors considering nearshoring in the Americas?
- News
 - New Import Duty and Export Duty Law
- News
 - Decree by means of which the Ministry of Economy issues general rules on foreign trade matters
- News
 - Compliance with labor reform by Certified Companies

Memberships

Member of the ANADE (National Association of Companies Attorneys) since 2014

Bar admissions and qualifications

Mexico
