Since 1973 Francisco Diaz has been active in Mexican entrepreneurial ventures. Starting in the family fertilizer business which packaged products for the city supermarkets his experience broadened. The family had interests in specialized microfilm processing primarily for the Mexican Government documenting items such as passports and government files. Building on the experiences in photographic technology, Francisco expanded his interests into the graphic arts. The first processes included rotoengraving and screen printing. He expanded his government business with the addition of private sector clients which included clients such as Avon, Roche, Estee Lauder, Revlon, Syntex as well as a number of pharmaceutical laboratories.

In 1977, Francisco started his first printing business called Maquimpress. This business focused on printing labels and containers for a range of products from shampoo to medicine.

In 1980 while the Mexican promotional business was still in its infancy, Francisco pioneered developments in this field creating a wide range of promotional products to assist his clients. He added clients such as Coca Cola, American Express, Ford, Kodak, Televisa TV Network. This marked the development of an expanded venture into widened partnerships and the establishment of his current business, Divisa.

As market opportunities opened with the twinning of business ventures along the boarder with the United States. This activity expanded the Divisa business which included the development of a branch in Texas. In the over 14 years since the business was established, Divisa has thrived to become an industry leader. The Company now handles mega promotions for major industry in Mexico and enabled the establishment of a branch in Guadalajara called Divigraphics.

In 1990, NAFTA encouraged the development of a more influential liaison with US and Canadian interests. Francisco worked to establish an organization of smaller compatible enterprises to form AMPPRO, Association Mexican Promotion Professionals. This expanded business opportunities and prompted development of new partnerships with suppliers and clients in Europe, USA, Asia and other Latin American countries. Between 1995 and 2003, Divisa expanded opening another branch of the Company in Monterrey. The scope of products and services expanded to include special events planning, development and logistical support. The variety of
end-use applications included set design, design and installation of displays to complete turnkey event management. All of this development launched the Quinesis concept. This concept established the process of creating strategic alliances with teams of complementary services and suppliers integrated and managed by Divisa. This activity expanded the Company’s client base to include clients such as the New York Stock Exchange and included clients based in Washington DC, Houston, Dallas and Reno. Business expanded beyond Mexico City, Guadalajara and Monterrey to include Can Cun, Acapulco, Puerto Vallarta and Manzanillo within Mexico. Other market opportunities expanded the Company’s interests in the Philippines, Egypt, Columbia, Panama, Brazil and Venezuela. The natural progression was to expand his business interests to Canada and establish a business based on the formula he built around the Quinesis concept. This business decision links the business skills developed in Mexico primarily in Spanish language adaptations and opens opportunities to offer the same skills and experiences to enable Canadian companies to enter Latin American markets. In order to be a certified Immigrant Consultant, he has applied for the UBC Immigration Practitioner Certificate Program. Supported by prominent lawyers and Certified Consultants as part of the ICCRC, potentiates the likelihood of success of immigrants looking to get their residence in Canada.