

PROGRAM

Simultaneous Translation Provided

NAFTA Institute/Supplier Meet the Buyer June 26th and 27th, 2008

Sunland Park Racetrack and Casino (Sunland Park, New Mexico)

Thursday-June 26th (Signature Showroom):

3:00 pm-5:30 pm **SMALL BUSINESS B2B SESSIONS**

4:30 pm-5:45 pm **REGISTRATION**

*Moderators: **Jerry Pacheco**- Executive Director, International Business Accelerator
Juan Massey- Director, Office of Mexican Affairs and Trade, New Mexico Economic Development Department*

5:45 pm-6:30 pm **WELCOMING REMARKS**

Dr. John Counts – President, Western New Mexico University
Martin Resendiz- Mayor, City of Sunland Park, New Mexico
Jose Reyes Ferriz- Mayor, Ciudad Juárez, México
Fred Mondragón- Secretary, New Mexico Economic Development Department
Hector Valles- Secretary, Chihuahua Commerce and Tourism Department
Alejandro Cano – Secretary, Chihuahua Industrial Development
Roberto Rodríguez Hernández- Cónsul General, Mexican Consulate - El Paso, Texas
Raymond G. McGrath- Consul, United States Consulate - Ciudad Juarez, Mexico

6:30 pm-7:00 pm **NAFTA: “THEN AND NOW”**
Walter Bastian, Deputy Secretary for the Western Hemisphere – U.S. Department of Commerce

7:00 pm-7:30 pm **BORDER SECURITY & TRADE**
Representative – Mexican Embassy in the U.S. (Pending Confirmation)

7:30 pm-9:30 pm **DINNER AND COCKTAIL RECEPTION**
*Words of Welcome: **Dr. Paul Maxwell**- Director, Bi-National Sustainability Laboratory
Evening Entertainment: Mariachis*

Friday-June 27 (Signature Showroom):

(Continental Breakfast Provided)

8:30 am-10:00 am **INTERNATIONAL BUSINESS DEVELOPMENT**

Breaking into your market

- Canada: Rick Stephenson, Consul and Trade Commissioner - Canada
- Mexico: Geoffrey Bogart, Commercial Consul - U.S. Consulate General Monterrey
- United States (ProMexico) (Pending Confirmation)

10:05 am-10:55 am **PRODUCT DEVELOPMENT & ENGINEERING ON THE U.S. MEXICO BORDER**

- Taking your product from design to finish

***Dr. Paul Maxwell** - Director, Bi-National Sustainability Laboratory*

-Quality Certification

Ken Manicki - Senior Program Manager, New Mexico Economic Development Department, Office of Science and Technology

11:00 am-11:45 am

PROTECTING INTELLECTUAL PROPERTY RIGHTS IN INTERNATIONAL TRANSACTIONS

Luis Ortiz- Patent Attorney, Ortiz & Lopez LLPC

Jorge Ruiz- Attorney, Baker & McKenzie

11:50 pm-12:30 pm

MLTI-MEDIA MARKETING IN NORTH AMERICA

Dr. Carlos E. Restrepo- CEO, R & D International

12:30 pm- 1:30 pm

LUNCH & KEYNOTE ADDRESS

Introductory Remarks: **Fred Mondragón**-Secretary, New Mexico Economic Development Department

Keynote Address: **Luis A. Heredia** - Director of Public Affairs/Corporate Relations, Union Pacific Railroad

1:35 pm- 2:25 pm

FINANCING YOUR INTERNATIONAL BUSINESS OPERATIONS

- **Joseph Ringer**- Business Development Officer Southwest Regional Office, Export-Import Bank of the United States
- **Luis Fausto Ornelas**- Director, PYMEXPORTA, Chihuahua, Mexico
- **Carlos Marron Recamier**, Director Regional, ProMexico-Houston

2:30 pm-3:10 pm

AN OVERVIEW OF BUSINESS AND TRAVEL VISAS

Moderator: Jaime Campos, Executive Director-New Mexico Border Authority

Mexico: **Julieta Núñez**, Delegada Regional de Juárez - Mexican Immigration (INAMI)

U.S.: *A representative from American Consulate in Juarez (Pending Confirmation)*

3:15 pm-3:40 pm

CROSS-BORDER CULTURAL CONSIDERATIONS

- **Peter R. Ibarbo**- Senior Trade Specialist, IBA
- **Armando Martinez**- Director, Chihuahua IBA Trade Office

3:45 pm-4:50 pm

TRADE AND BUSINESS DEVELOPMENT SERVICES

- **IBA (International Business Accelerator)** *Jerry Pacheco – Executive Director*
- **OMA (Office of Mexican Affairs & Trade)** *Juan Massey- Director*
- **NMSU ARROWHEAD CENTER-** *Dr. Kevin Boberg – CEO*
- **CITY OF JUAREZ INTERNATIONAL TRADE OFFICE-** *Mauricio Sanchez- Director*

4:50 pm-5:00 pm

CLOSURE

Small business B2B sessions will take place on Thursday, June 26 from 3:00pm-5:30pm

Industrial B2B sessions will take place on Friday, June 27, commencing at 8:30am

For more information
contact the IBA at (505) 589-2200 or at info@nmiba.com