



the

International Business Accelerator

Monthly Newsletter

April '05

Executive Director's Message

NAFTA Institute II:

April is half over and we are deep into the planning and coordination of the NAFTA Institute II to be held this year in Juarez, Chihuahua and El Paso, Texas, from June 8 through 10. Together, these cities comprise the U.S.-Mexico border's largest population and industrial base. This event, now in its 11th year, will be a "hands on workshop" for companies on either side of the U.S.-Mexico border that want to explore business opportunities in North America. We will be bringing in experts from both Mexico and the U.S. who will be discussing the "how to's" of successfully exporting/importing a product and setting up a business. We also will have the participation of the public sector agencies involved in trade and commerce from both sides of the border. Between 350 and 500 attendees are expected for this conference, and we are already signing up participants. Please contact the IBA at 1-866-255-5286 or 505-589-2200 for more information or click [here](#) to see the preliminary program.

Road 9

Undoubtedly, the most satisfying part of our job is seeing one of our clients do the right things when "going international" and being duly rewarded. Our latest success story is Road 9, an Albuquerque constructor and operator of private fiber optic networks for planned communities. The IBA has been working with Road 9 since early 2004 to help it sell its products and services to predominantly American retiree communities in Mexico. After a lot of hard work and due diligence, Road 9 recently signed a contract to build, implement, operate and manage a "state-of-the-art" fiber optic-based network for the community of Loreto Bay in Baja California. We would like to say congratulations to Jim Baca and his partners at Road 9, and offer up this company's example to others wishing to achieve success in the global market. Please see our feature on Road 9 below for more information.

A handwritten signature in black ink that reads "Jerry Pacheco". The signature is written in a cursive style with a long horizontal line extending from the end.

Upcoming Events:

April 30th – The International Small Business Conference & Expo

The Las Cruces Hispano Chamber of Commerce is hosting the International Small Business Conference & Expo April 30th at the Teakwood Inn, 2600 S. Valley Dr., Las Cruces, N.M. 88005. For more information call (505) 523-2681

Latest Trade Leads:

For more information on the following trade leads please contact the IBA at (505) 589-2200 or email us at info@nmiba.com.

- **BUYER-** Textiles
COUNTRY: USA

DESCRIPTION:

A children's apparel design company from New Mexico is interested in outsourcing production for two distinct designs of infant shoes. This client is willing to provide all the production inputs. The volume consists of 300 pairs of shoes per month, 100 of each in three sizes.

INTERNATIONAL TERMS OF SALE:

CIP buyer's door

- **VENDOR-** UV Light Devices
COUNTRY: USA

DESCRIPTION:

A company from New Mexico is seeking a Mexican partner or a distributor for the sale of ultraviolet light devices for facility filtering of fungus, viral and bio-chemical airborne contaminants, as well as building immunization. In addition, this company also carries an ultraviolet device for water sterilization or immunization to provide comprehensive solutions for government, commercial and residential uses.

INTERNATIONAL TERMS OF SALE:

CIP Buyers Door and/or EXW Sellers Door

- **VENDOR-** Paint tools, Supplies and Sundries
COUNTRY: USA

DESCRIPTION:

A company from New Mexico is interested in seeking a Mexican partner or distributor for the sale of innovative paint supply products. These include door stands, hinge covers, airless accessories, masking products, sundries and other hand tools used in painting. This client also is interested in outsourcing production for several of their aluminum based products.

INTERNATIONAL TERMS OF SALE:

CIP Buyer's Door and/or EXW Sellers Door.

- **VENDOR-** Natural Stone Products
COUNTRY: MEXICO

DESCRIPTION:

A manufacturer/wholesaler from Chihuahua City is interested in establishing distribution channels in the U.S. for the sale of natural stone, marble tile, architectural

products, and decorative home and fireplace mantles. Please visit the following website for samples. www.impamerica.com

INTERNATIONAL TERMS OF SALE:

EXW seller's door, and or CIP buyer's door

- **VENDOR-** Children's Educational/Cultural Games
COUNTRY: MEXICO

DESCRIPTION:

Creator of a popular inductive knowledge chess game in Mexico is interested in seeking a partner or a distributor for a children's chess game comprised of geometric game pieces called, "Mayan Chess". Please visit the following website (in Spanish), to view samples of this game: www.ajedrezmaya.com

INTERNATIONAL TERMS OF SALE:

CIP Buyer's Door

- **VENDOR-** Mexican Pastry (Buñuelos)
COUNTRY: MEXICO

DESCRIPTION:

A company in Chihuahua City Mexico is in search of a partner or distributor for their caramel pastry, commonly known in Mexico as "buñuelos". This company has successfully commercialized a family recipe for buñuelos and is seeking distribution channels for the Hispanic market in the U.S.

INTERNATIONAL TERMS OF SALE:

CIP Buyer's Door

Featured Client:

This Month's Featured Client: Road 9



With offices in Denver, Colorado and Albuquerque, New Mexico, Road 9 is a constructor and operator of private fiber optic networks in planned communities. The company approached the IBA in early 2004 requesting assistance with commercializing its products and services in Mexico. Road 9 had already been exploring opportunities in Mexico, but was in need of contacts, counseling and market research services, when Jim Baca, Vice President of Business Development, contacted the IBA. Over a period of months, the IBA provided the required services to Road 9, as it continued to solidify its Mexican prospects.

To strengthen its chances for success, Road 9 teamed with Loreto Bay Inc. of Scottsdale, Arizona, which is developing The Villages of Loreto Bay project, a series of seaside villages in the historic village of Loreto, Baja California Sur, Mexico. On April 19, 2005, the two companies announced that they will own and operate a fiber to the home communications network in the rapidly growing Mexican Baja resort and residential community. The new network will mean that Loreto Bay residents will have high capacity internet, phone and video services. It will surpass the broadband capacities that most American and Canadian residents have in their presents homes.

Road 9 will lead a team of world-class partners that have the unique expertise and experience to deploy this network and services in both a cost effective and risk mitigated

approach, with technology that is state-of-the-art and endorsed throughout the world. According to Jim Baca, "The IBA has been a great resource for Road 9 in contributing to the success of our Mexican efforts. It has played the role of an information provider, counselor and sounding board. I would recommend its services to any New Mexican company wishing to take its product or service to the global market."

For more information on the International Business Accelerator, please contact Jerry Pacheco at (505) 589-2200 ext.17 or at jerry@nmiba.com

The International Business Accelerator
a service of
The New Mexico Small Business Development Center Network



The Besse-Forward Global Resource Center
Western New Mexico University
P.O. Box 2672 Silver City, N.M. 88062

1-866-255-5286