

The Office of Mexican Affairs, the International Business Accelerator, Mesilla Valley Economic Development Alliance, the World Trade Center El Paso/Juarez and El Centro de Desarrollo y Proveduría invite companies to participate in:

**The 2006 New Mexico-Chihuahua Business Encounter:
“NAFTA Institute”
“Supplier Meet the Buyer”**

**May 25 and 26, 2006
Westin Soberano Hotel in Chihuahua City, Chihuahua**

Identifying and qualifying a buyer or a vendor is often a challenge for a business entering the global market. To address this issue, our coalition of agencies has combined the annual “NAFTA Institute Conference” with the annual “Supplier Meet the Buyer” B2B trade mission. This event will bring together maquila purchasing managers and potential maquila suppliers, and export/import interested companies to explore Mexican business opportunities. Participants will be provided meetings with qualified prospects that will take place during the New Mexico-Chihuahua Commission quarterly meeting. The coalition will receive participants’ company information, search for and qualify best prospects, and arrange B2B meetings. During the event, topical experts will discuss the various aspects of conducting cross-border business for anybody interested in doing business in Mexico.

Trade specialists from New Mexico’s Office of Mexican Affairs and the International Business Accelerator will be on hand to establish contacts, facilitate meetings, and to conduct follow-up for the participants.

Objectives:

- ☞ To allow established companies to network and interview with purchasing/vendor managers from large multinational corporations.
- ☞ To generate Mexican business contacts for small-, medium- or large-sized U.S. companies in the region.
- ☞ To highlight the commercial opportunities that exist between Mexico and New Mexico.
- ☞ To teach companies how to tap into Mexico’s marketplace.

Target Participants:

- ☞ Companies interested in supplying the Mexican Maquiladora industry.
- ☞ Companies interested in exporting to or importing from Mexico.
- ☞ Business representatives and public officials interested in learning the “lay of the land” in terms of doing business with Mexico.

Logistics:

Our coalition will facilitate all travel to and from Chihuahua City, Mexican travel permits, lodging and meals. Participants will travel from the El Paso/Juarez region to Chihuahua City on a chartered bus.

Participants will attend a special welcoming breakfast hosted by New Mexico Governor Bill Richardson and Chihuahua Governor Jose Reyes Baeza.

Agenda:

**2006 NEW MEXICO-CHIHUAHUA BUSINESS ENCOUNTER
“NAFTA Institute”
“Supplier Meet the Buyer”**

Preliminary Agenda (subject to change)
Dates: May 25-26, 2006

Thursday, May 25th:

10:00 a.m.	Meet at New Mexico Border Authority parking lot at Santa Teresa Port of Entry and obtain travel visas
11:00	Depart to Chihuahua City on chartered bus (box-lunch served during travel)
3:00 p.m.	Arrive in Chihuahua City and check-in at Westin Soberano Hotel
4:00-4:30	NAFTA Institute welcoming remarks from the City of Chihuahua
4:30-5:00	Overview of the maquiladora industry
5:00-5:30	How to become a maquiladora supplier
5:30-6:00	Maquiladora supplier case study
6:00-6:30	Clearing shipments through US and Mexican Customs
7:30-9:30	Evening reception/cocktail and networking

Friday, May 26th:

8:00-10:00 a.m.	COPARMEX breakfast with NM Governor Bill Richardson and Chihuahua Governor Jose Reyes Baeza
10:00-10:30	Hotel Check-out
10:30-11:00	NM-Chihuahua border infrastructure projects
11:00-11:30	Santa Teresa/Jeronimo industrial development overview
11:30-12:00	US-Mexico contractual considerations
12:00-12:30	Cultural aspects of doing business between Mexico and the US
12:30-1:00 p.m.	Overview of NM & Chihuahua trade assistance programs
1:00-2:00	Lunch & closure
2:00-4:00	Supplier Meet the Buyer B2Bs or <i>(options for non-B2B participants):</i>

Driving tour of Chihuahua City or:
One-on-one counseling sessions with exhibitors
5:00 Depart to Santa Teresa on chartered bus from the Westin Soberano
Hotel
9:00 Arrive in Santa Teresa

**Simultaneous English/Spanish translation will be provided during each presentation.*

***Dress is business formal.*

**For registration costs and information, please contact Roberto Ransom of the
New Mexico Economic Development Department's Office of Mexican Affairs.
(Ph: 505-690-5569; email: roberto.ransom@state.nm.us).**