



Getting Your Products through Mexican Customs Webinar Series

Customs issues are one of the top market access challenges that U.S. companies face when exporting their products overseas. Between 2006 and 2009, U.S. exporters made numerous customs errors when shipping to Mexico, including mistakes in classification, valuation, NAFTA Certificates of Origin, documentation, packaging and labeling, and product marks. These errors had a significant impact on their bottom line.

Through these 90-minute webinars, we intend to set you up for success in Mexico by providing you with important information, knowledge, and resources in a simple, clear, and concise manner, so that you have more time to focus on your business.

Most of what we will cover in these webinars can be found on the internet or in a library if you spent enough hours searching for it. However, as business people, time and money are two of your most precious resources, so we have done the research for you. You can choose from any or all of the various sessions. They are designed so that you can select the one(s) that best fit your company's needs. Or you can purchase the entire four-part webinar series package before April 30th, 2009, for \$120, a savings of 25%. For more information and to register, please visit www.buyusa.gov/mexico.

Five Most Common Mistakes to Avoid for New Exporters to Mexico Part 1 of 4

Date: Thursday, April 30th, 2009, 1:00pm-2:30pm CST
Cost: \$40.00

Outline: Listen to firsthand experience from a Mexican customs broker and customs specialists about the most common mistakes to avoid. Save your company time and money by knowing what pitfalls to avoid and where to go for assistance.

Speaker(s): Lic. Rafael Peña, Customs Broker/ International Commerce Specialist, Director General of Grupo Ei; Laura Gimenez, U.S. Commercial Service Commercial Officer and Manuel Velazquez, Commercial Assistant, U.S. Consulate, Monterrey, Mexico

Essential Documentation for Exporting to Mexico Part 2 of 4

Date: Thursday, May 28th, 2009, 1:00pm-2:30pm CST
Cost: \$40.00

Outline: Take advantage of tariff-free exports by learning how to qualify your product as NAFTA-eligible, and learn about documentation requirements how to complete the NAFTA Certificate of Origin.

Speaker(s): Lic. Rafael Peña, Customs Broker/ International Commerce Specialist, Director General of Grupo Ei; U.S. Department of Commerce Export Documentation Specialist: TBD

Sending Samples to Mexico: Trade Shows and Temporary Imports Part 3 of 4

Date: Thursday, June 25th, 2009, 1:00pm-2:30pm CST
Cost: \$40.00

Outline: Discuss temporary imports for manufacturing and for trade shows. Topics include such topics as: ATA Carnets, Temporary Admission Permits, & CBSA's International Events and Convention Services Program.

Speaker(s): International Courier Company Expert: TBD

Benefits of Leveraging Inbound Warehouses and Trading Companies (Comercializadoras) When Selling to Mexico Part 4 of 4

Date: Thursday, July 30th, 2009, 1:00pm-2:30pm CST
Cost: \$40.00

Outline: Learn about the benefits of inbound warehouses and trading companies/Comercializadoras in order to leverage your supply chain management and facilitate your exports into Mexico.

Speaker(s): Lic. Leopoldo Prendes, Inbound Warehouse Specialist and Manager of ACCEL; Lic. Adriana Arreola, International Commerce Specialist, Director of Simpex(Trading Company)