



Monterrey, Mexico

# MEXICO TRADE MISSION

November 10-15, 2019 – Monterrey & Guanajuato

**ENTER NEW MARKETS, GROW YOUR SALES!**

Join the Michigan Economic Development Corporation's trade mission to Mexico taking place November 10-15, 2019. The mission delegation will stop in Monterrey for pre-arranged B2B matchmaking meetings before traveling to Guanajuato to exhibit in the Guanajuato Cluster Suppliers Forum. Participants will benefit from networking events and logistical support provided by the Mexico Trade Office.

## GUANAJUATO CLUSTER SUPPLIERS FORUM

As part of this mission, participants receive booth space to exhibit at the Guanajuato Cluster Suppliers Forum. The Forum, which is held in the most dynamic automotive region in Mexico, provides opportunities to meet with purchasing directors for OEMs, direct and indirect suppliers, as well as service providers involved in the automotive sector. The Forum also hosts conferences featuring highly notable industry leaders and offers networking opportunities with top executives.

### WHY ATTEND?

- Abundant opportunities exist in Mexico for Michigan companies. \$580 billion in traded goods and services cross the US-Mexico border every year.
- Strategic location with an attractive business climate, legal certainty, and notable political maturity.
- NAFTA has eliminated most tariffs and paperwork for exporting to Mexico and increased demand for US goods and services.
- 15th largest economy in the world.

### INCLUDED SERVICES

- Logistical assistance, including hotel block, in-country ground transportation, and translation/interpretation
- Mission briefing and networking events
- Matchmaking opportunities for up to two days of individual meetings in Monterrey
- Entry, exhibitor space, and agenda of individual meetings at Guanajuato Cluster Suppliers Forum

### MATCHMAKING OPPORTUNITIES

- Kick-off conference call to understand objectives and goals of the company's participation, products, and the perceived route to the market
- Pre-visit market research and briefings
- Customized appointments with prospective partners, distributors, and buyers

### SPACE IS LIMITED – APPLY NOW!

- \$2,500 mission participation fee required by September 30, 2019
- \$500 per additional participant
- Eligible Michigan small businesses can receive 50% reimbursement for travel expenses and mission fees through the State Trade Expansion Program (STEP). For more information, visit [michigan.org/services/internationaltrade/](http://michigan.org/services/internationaltrade/)

### REGISTRATION LINK:

<https://cvent.me/NbaDg>

### FOR MORE INFORMATION:

Contact Brendan Cherry, MEDC International Trade Manager, at 517.243.9877 or [cherryb2@michigan.org](mailto:cherryb2@michigan.org)

**REGISTRATION DEADLINE IS SEPTEMBER 30, 2019**

MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION