



AUTOMATION ALLEY'S TRADE MISSION TO MEXICO

Mexico City | Puebla | Guanajuato | Travel Dates: Sept. 20-25 | Registration Deadline: July 31

Let Automation Alley help your company expand business opportunities in Mexico by reaching new customers, agents and distributors in the world's second-largest market for U.S. exports!

Apply today and join Automation Alley's trade mission to Mexico to meet directly with potential buyers and end-users of your products, services, and technologies. We will take care of all your business planning before, during and after the mission at significant savings. Participants will travel to Mexico City, Puebla, and Guanajuato from Sept. 20-25. This trade mission includes participation in the Automotive Supply Forum 2020 and the Automotive Cluster in Guanajuato.

Automation Alley's award-winning trade mission program has generated nearly \$1.5 billion in export sales for Michigan companies while creating 7,350 local jobs.

Mexico is a nation with a strong demand for the following Michigan-made products, services and technologies, including:

- Aerospace and defense
- Automotive components and supplies
- Design, engineering and advanced manufacturing
- Environmental technologies
- Health care and medical
- IT and information communication technologies

Why Mexico:

- As Michigan's second-largest market overseas (behind Canada), \$11 billion in exports were shipped to Mexico last year alone.
- The country is Latin America's second-largest economy and world's 10th most populous nation (132 million).
- Mexico's 14 free trade agreements with more than 50 countries (including the USMCA) spans three continents and encompasses 60% of global GDP.
- Mexico is a global leader in automobile production.
- Competitive advantages include a highly skilled yet low-wage workforce, excellent product quality, inexpensive transportation costs and geographic proximity to the U.S.
- Wide gaps in Mexico's supply chains offer U.S. companies significant opportunities for expansion.

Why Attend Automotive Supply Forum 2020 in Leon, Guanajuato:

- More than 2,500 companies participating.
- 130 buyers participating in B2B meetings and networking activities.
- More than 250 exhibitors.
- Booth space in Michigan pavilion.
- Network with participating companies in the supply chain and auto industry.

Apply today

This trade mission is made possible in partnership with the Michigan Economic Development Corporation. Be sure to ask about Michigan's State Trade and Expansion Program (MI-STEP), which may qualify your company to receive up to a 50% reimbursement for the costs of participating in our mission.

Participation is limited to 10 companies and the deadline to register is July 31. The cost to participate is \$3,500 for Automation Alley members and \$4,500 for non-members. The price includes business briefings by the U.S. Embassy and local trade organizations, matchmaking meetings, business tours, in-country ground transportation, hotels and dinner receptions. Airfare is not included.

*For more information or to join our trade mission, contact International Business Services Manager
Lisa Lasser at 248-457-3283 or lasserl@automationalley.com.*

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