

NAFTA

Everyday, millions of dollars cross the borders to destinations deep in each of the three NAFTA countries. With new infrastructure and industrial development projects in place, the El Paso, Cd. Juarez, and southern New Mexico region is quickly becoming North America's hub for commercial traffic. What does this mean for businesses located in close proximity to the NAFTA region? What commercial opportunities exist in this region and how can one take advantage of them?

The NAFTA Institute II international business conference will focus on the many facets of border trade, including how to conduct business in NAFTA countries, assessing financial risks in international business, understanding immigration requirements, logistical concerns and trade financing. The program is designed specifically for companies interested in taking their products international via the NAFTA border region. At the event, experts in each of the areas will be presenting a "hands-on" approach aimed at providing participants with the opportunities that exist in this region, as well as an update on new federal and state regulations for successfully conducting international trade. In addition, one-on-one access with the presenters and government support agencies will be available during this conference.

\$299 Registration includes:

Transportation from El Paso, Texas to Cd. Juarez, 1 night in Juarez, 1 night in El Paso, meals, Spanish/English translation, conference registration and materials. Participants who do not need lodging, but need transportation pay \$169; and \$149 if no lodging or transportation is needed. Student scholarships available.

Call the International Business Accelerator at 1-866-255-5286 or 505-589-2200 to register.



**TECNOLOGICO
DE MONTERREY®**



El Paso-Juárez
WORLDTRADECENTER
CENTRO DE COMERCIO MUNDIAL
MEMBER OF THE WORLD TRADE CENTERS ASSOCIATION



**NAFTA
Institute® II**
"International Business Conference" 

**June 8, 9 and 10th, 2005
Cd. Juárez, Chihuahua
Mexico &
El Paso, Texas USA**

Join us in Cd. Juárez,
Chihuahua and El Paso,
Texas for 3 days and 2
nights of networking for
only \$299, \$169, or \$149!

*Don't be left out on discovering
trade opportunities in our
border region!
Call the IBA toll free at
1-866-255-5286 or
505-589-2200*

Program Summary

Wednesday, June 8th:

4:00 - 6:00 p.m. Registration & Networking at the Tecnológico de Monterrey campus

6:00 - 6:45 Inauguration/Ceremony:

Moderator: Jose Luis Mauricio, President, *Ser Empresario Magazine*

Participation by:

Robert Langlois, Consul General of Canada in Mexico

Juan Carlos Foncerrada, Consul General of Mexico in El Paso, Texas

Donna Blair, Consul General of the U.S. in Cd. Juárez, Mexico

Hector Murguía, Mayor, Cd. Juárez

Rick Homans, Secretary, State of New Mexico Economic Development Department

Hector Valles, Secretary, State of Chihuahua Economic Development and Tourism Department

John Counts, President, Western New Mexico University

6:45 - 7:45 Welcoming remarks and presentations from organizers:

Gilberto Arias, President, World Trade Center El Paso/Juárez

Jerry Pacheco, Executive Director, International Business Accelerator

Teófilo Ugalde, Director, Tecnológico de Monterrey

7:45 - 8:45 Cocktails and networking

8:45 - 9:15 Return to hotel

Thursday, June 9th:

8:00 - 8:30 a.m. Registration and continental breakfast at the Tecnológico de Monterrey Campus

8:30 - 10:00 "How to do business in each of the three NAFTA countries"

Panel Moderator: Sergio Nevárez,

President, COPARMEX Cd. Juárez

Speaker: **Jose Reyes Ferriz**, Cd. Juárez Business Attorney (Mexico)

Speaker: **Jerry Pacheco**, Executive Director, International Business Accelerator (U.S.)

Speaker: **Robert Langlois**, Consul General of Canada in Mexico (Canada)

10:00 - 11:30 "Mechanics of trade and customs brokers procedures"

Panel Moderator: Gilberto Arias, President, Arias Logistics

Speaker: **Eduardo Cruz**, President, U.S. Customs Brokers Association

Speaker: **Luis Ernesto Rodríguez Gil**, President, Cd. Juárez Customs Brokers Association

11:30 - 11:45 Coffee Break

11:45 - 1:45 p.m. "Financial risks in international business"

Panel Moderator: TBA

Speaker: **Felipe Chacón**, Wells Fargo

Speaker: **Maria Lozano**, Regional Manager, Penn-International, Inc.

Speaker: **Hector Almeida**, Senior Vice President, State National Bank

1:45 - 3:00 Lunch

3:00 - 3:30 "New Mexico's programs with Mexico"

Speaker: **Rick Homans**, Secretary, New Mexico Economic Development Department

3:30 - 4:30 "Immigration/Visa requirements"

Speaker: U.S. Consul Representative

Speaker: Mexican Consul Representative

4:30 - 5:30 "Cross border transportation"

Speaker: **Jesus Avila**, Investigator, New Mexico Motor Transportation Division

5:30 - 7:00 One-on-one counseling sessions

Friday, June 10th:

8:00 - 9:00 a.m. Continental breakfast

9:00 - 10:00 "Trade financing for small businesses"

Panel Moderator: Adrian Madrigal, El Paso SBA

Speaker: **Phillip Silva**,

El Paso District Director, SBA

Speaker: **John Tillotson**, Economic Development Specialist, SBA

Speaker: **Christine Rocha**, ACCION, New Mexico

10:00 - 11:45 "Government agencies/international trade support services"

Panel Moderator: Jaime

Campos, Executive Director, New Mexico Border Authority

Speaker: **Pat Abeln**, Director of Aviation, El Paso International Airport/Foreign Trade Zone

Speaker: **Matthew Hilgendorf**, Trade Specialist, US Commercial Service

Speaker: **Rudy Garcia**, Executive Director, State of New Mexico Office of Mexican Affairs and Trade

Speaker: **Luis Fausto Ornelas**, Director, PYMEXPORTA Chihuahua

11:45 - 12:45 p.m. "Success stories"

Moderator: Octavio Grajales/CRECE Cd. Juárez

Speakers: **Rick Carley**, President, Auto Brite and **Alonso Mendoza**, President, WDP International (IBA success)

Speaker: **Horacio Arras**, President, ARSA (WTC ELP-JZ success)

Speakers: **Rafael Portillo**, President, Industrias Portillo and **Carlos Lomeli**, Director of Business Investments, City of Juárez Economic Development Office (City of Juárez success)

12:45 - 1:15 Closure

1:15 - 2:15 Lunch