



**Greater Austin Hispanic  
Chamber of Commerce**

*Your Resource! Your Future! Your Voice!*

FOR IMMEDIATE RELEASE

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## **The Greater Austin Hispanic Chamber of Commerce prepares for its Economic Development Trade Mission to Mexico**

**AUSTIN, TEXAS**—The leadership of the Greater Austin Hispanic Chamber of Commerce (GAHCC) is set to travel to Guadalajara and Saltillo, Mexico later this month on its Economic Development Trade Mission. With preparations underway, the goal is to forge business ties and promote a collaborative agreement between the GAHCC and the Cámaras Nacionales de Comercio, Servicios y Turismo, abb. CANACO.

The GAHCC will familiarize itself with the creative digital industry, manufacturing sector and technological innovation hub in the state of Jalisco. Furthermore, the delegation will meet with Arca Continental and tour one of the largest beverage manufacturing centers in Latin America, Arca Continental recently acquired Coca-Cola Southwest Beverages in Texas. Entrepreneurs who are established in the creative digital, communication and marketing sectors who have operations in Austin will have the opportunity to forge bilateral relationships and potentially new investments with Mexican companies.

In Saltillo the trade mission will continue to work on strengthening our relationship with the City of Saltillo by visiting with their economic development department, business and political leaders, the automotive industry and commemorating the 50<sup>th</sup> anniversary of the Austin Saltillo Sister Cities agreement established in 1968. This Sister Cities relationship has allowed for the City of Austin to grow our historical, business, political and diplomatic ties with Mexico. Currently, the tech industry has seen significant growth in both markets due to this evolving relationship and continued dialogue.

The Chair of the GAHCC International Committee, [Eduardo Contreras](#) stated “The trade mission to Guadalajara and Saltillo that the GAHCC is enabling will help to unite our regional economies further. We have been working very diligently on building commercial relationships between our chambers of commerce and diverse industries. This visit will prove to be one of the most successful in recent history, and I am honored to be part of this group.”

Support of the community has been pivotal for the Chamber. Contreras stated that he is “very pleased that there are several members of the Austin business community that will be participating along with representation from the City of Austin. The relationships that will be built during this visit will serve to create new opportunities for investment, collaboration, and innovation. Most of the business owners and investors I have spoken with have no idea that Mexico has developed robust startup communities, innovation centers, and business hubs bilaterally between our community and other key Mexican markets.”



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“Our joint resolve between Austin and Mexico is strong because of the mutual innovation we share in diverse business sectors,” said Luis A. Rodriguez, President, and CEO of the GAHCC. “We must continue to grow international foreign direct investment in the Austin business community from our neighbors to the South. Together, we complement one another in history, culture, innovation and business practices. Our Mexican counterparts are ready to work with us on the international stage and our GAHCC mission, leadership, and membership are ready and willing to embrace them at multiple levels.”

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### **About the Greater Austin Hispanic Chamber of Commerce**

The Greater Austin Hispanic Chamber of Commerce's (GAHCC) primary goal is to continue the advancement and progression of a strong and stable economic culture for Hispanic Businesses. The Chamber strives to reach these goals by developing business and management skills and bridging access to financial capital and maintaining our cultural values and integrity. The mission is to be the leading resource and advocate for the Hispanic business community. The vision is to have a continued focus executing our five pillars, ensuring our members thrive building their personal, business, educational, and financial wealth through our programs.