

For immediate release
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Trade venture to Mexico opens doors for Wisconsin businesses

WEDC invites companies to join for a trade venture to Mexico in June

MADISON, WI, Jan. 31, 2017 –The Wisconsin Economic Development Corporation (WEDC) is leading a global trade venture to Mexico from June 11-16.

Wisconsin companies, whether new to exporting or looking to expand their exports into Mexico, are invited to participate in this program, which will travel to Mexico City, the nation's largest city, and Monterrey, which is Mexico's third-largest city by population and second-largest in terms of its contribution to GDP, and has a high concentration of manufacturing facilities aligned with Wisconsin's key industry sectors.

Mexico City is one of the world's largest cities, with 21 million people in the greater metropolitan area. A key economic driver for the country, the metropolitan area is home to many corporations' worldwide or regional headquarters, and in particular is a hub for aerospace manufacturing.

Monterrey, in the state of Nuevo Leon in northeastern Mexico, has a population of 4.5 million in the greater metropolitan area. Major industries include automotive and food and beverage. Northeastern Mexico is a major agricultural region, and is also the location of many assembly plants for U.S. manufacturers.

Since Mexico is one of the top export markets for U.S. companies across all sectors, Wisconsin companies from a broad range of industries are encouraged to take part in this trade venture. Leading export categories from Wisconsin to Mexico include industrial machinery, electrical machinery, vehicles and parts, plastics, and medical and scientific instruments. U.S. products are already well represented in the market, and are perceived to be a good value for the price.

"With a growing middle class in Mexico, the demand for U.S. goods is going to continue to increase," said Katy Sinnott, WEDC vice president of international business development. "We have a robust and thriving relationship with Mexico. WEDC's international development team and local trade representatives can serve as a local intermediary so your company can expand into this growing market."

In each city, participants will be scheduled for one-on-one meetings with potential partners who are hand-picked for each company. Each participant will also receive a custom Mexico market assessment detailing considerations to keep in mind when introducing a product or service into the market. WEDC has eyes and ears on the ground in Mexico, in the form of Wisconsin's authorized trade representatives—thus making it easier for Wisconsin companies to find local partners they can trust, and taking some of the guesswork out of launching in a new market. WEDC will arrange appointments for participants, which will allow

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them to focus on business rather than logistics and scheduling.

The fee for this program is \$1,650, which covers market research and one-on-one appointments, transportation to business meetings, hotel accommodations for the duration of the program and some group meals.

The program registration deadline is May 12. For more information, visit InWisconsin.com/mexico2017.

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About the Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) leads economic development efforts for the state by advancing and maximizing opportunities in Wisconsin for businesses, communities and people to thrive in a globally competitive environment. Working with more than 600 regional and local partners, WEDC develops and delivers solutions representative of a highly responsive and coordinated economic development network. Visit www.inwisconsin.com or follow WEDC on Twitter [@ InWisconsin](https://twitter.com/InWisconsin) to learn more.