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MORE THAN 470 PARTICIPANTS SIGNED UP FOR THE 2008 NAFTA INSTITUTE/SUPPLIER MEET THE BUYER CONFERENCE

SANTA TERESA, NEW MEXICO—More than four hundred and seventy participants from Mexico, Canada, the U.S., and Europe have registered to participate in the 2008 NAFTA Institute/Supplier Meet the Buyer conference, which will take place on June 26 and 27, 2008 at the Sunland Park Racetrack and Casino in Sunland Park, New Mexico. Experts from the public and private sectors of Mexico, Canada and the U.S. will be presenting on international trade topics including: “NAFTA: Then and Now”, cross-border initiatives, identifying your global market, product development & engineering; multi-media marketing in North America; financing international operations; cultural considerations; trade & business development services; visas; and protecting intellectual property rights.

In conjunction with the conference, organizers have scheduled business-to-business (B2B) sessions for approximately 250 participating companies. These will take place concurrently with the conference. Some of the major buyers that have confirmed their participation include: Johnson & Johnson, Delphi Automotive, Bombardier, Electrolux, Foxconn, General Electric, Visteon and Regal Beloit.

In addition to these major original equipment manufacturers, a wide variety of buyers/suppliers have registered for the B2B sessions in areas including: metals, logistics, arts & crafts, foods, machinery, contract manufacturing, chemicals, plastics, tool & die, consumer products, computer systems, legal services, environmental services, real estate, industrial machinery and tourism, among others.

“Border trade with Mexico is growing at an unprecedented rate in our state and the NAFTA Institute provides New Mexico businesses a great opportunity to learn how to take advantage of the booming Mexican border market,” said Juan Massey, Director of the Office of Mexican Affairs and Trade for the New Mexico Economic Development Department.

Economic Development Department Cabinet Secretary Fred Mondragón said “We are really excited about the sold out attendance for this year’s conference. We believe this a great way to get our state businesses focused on what we can be doing to work with Mexico to create a better economic climate. ”

The International Business Accelerator, the New Mexico Economic Development’s Office of Mexican Affairs, the Mesilla Valley Economic Development Alliance, the State of Chihuahua, the City of Juarez, the New Mexico Small Business Development Network, and Western New Mexico University are the co-organizers of this conference.

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