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## **2009 NAFTA Institute/Supplier Meet the Buyer Conference Scheduled for June 11<sup>th</sup> and 12<sup>th</sup>**

**SANTA TERESA, NM**—The New Mexico Economic Development’s Office of Mexican Affairs, the North American Institute, the City of Juarez, the Mesilla Valley Economic Development Alliance, the New Mexico Small Business Development Network, Western New Mexico University, and the International Business Accelerator have joined together to co-host the “2009 NAFTA Institute/Supplier Meet the Buyer Conference,” which will take place on June 11 and 12, 2009 at the Sunland Park Racetrack and Casino in Sunland Park, New Mexico.

This unique event combines the activities of the NAFTA Institute and the Supplier Meet the Buyer Trade business-to-business sessions. The conference is designed for business people interested in selling their products to the North American market, importing products from Mexico and/or becoming a supplier to Mexico’s maquiladora industry. The organizers of the conference will match potential Mexican buyers/sellers with participants in private business-to-business sessions. Anybody interested in learning the mechanics of doing business with Mexico or Canada will benefit from the NAFTA Institute sessions. During the event, topical experts will be discussing the various aspects of conducting cross-border business.

According to Economic Development Cabinet Secretary Fred Mondragon, “Last year’s NAFTA Institute/Supplier conference was a very successful event, providing a platform for hundreds of important connections that have helped boost our cross-border trade. We had record attendance last year and I think this year has the potential of being even more successful. Every year the event has expanded, and the benefits that are provided to businesses that attend continue to grow as well.”

The event will begin with business-to-business sessions on June 11, followed by dinner and live entertainment that evening. On June 12, various experts will give presentations on cross-border trade topics.

The cost to participate in this event is \$79, which includes meals, materials and entry to all sessions. A special rate of \$49 will be charged to companies only wishing to participate in the business-to-business sessions.

Interested parties are urged to sign up quickly, as space is limited. Special hotel rates for conference participants have been arranged with area hotels. A limited amount of scholarships providing special pricing for this event is available on a first-come, first-serve basis.

Detailed information on the agenda can be found at [www.nmiba.com](http://www.nmiba.com) . For questions or specific information, please contact the International Business Accelerator at 575-589-2200 or [info@nmiba.com](mailto:info@nmiba.com).

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