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## **Cabinet Secretary Designate Fred Mondragón to Lead Trade Mission to Monterrey, Mexico**

*Eight New Mexico companies to be represented*

SANTA FE, NM – New Mexico Economic Development Department (NMEDD) Cabinet Secretary Designate Fred Mondragón will lead a delegation representing eight New Mexico businesses, the Department’s Office of Mexican Affairs and the International Border Authority to Nuevo León, Monterrey, MX beginning Tuesday, November 27 through Friday, November 30. The trade mission is designed to introduce New Mexico business leaders to their counterparts in Monterrey and orient them to the Mexican trade market.

“Monterrey is one of the largest industrial hubs in the Western Hemisphere,” said Secretary Designate Mondragón, “and there are plenty of companies in New Mexico that stand to benefit from breaking into this thriving market. For this trip, New Mexico and Monterrey have coordinated business meetings specifically between companies that are looking to buy and sell their products or services.”

In addition to participating in business-to-business meetings, networking sessions and presentations to the NMEDD delegation by Mexican business and industry representatives, Secretary Designate Mondragón and representatives from the New Mexico Economic Development Department will attend the Association of University Research Parks Western Regional Workshop, which features roundtable discussions and presentations on topics such as project management in a research park setting and renewable energy. Participating universities include Monterrey Tec, State University of Nuevo León and University of Monterrey.

Mondragón will meet personally with Alejandro Páez Aragón, Cabinet Secretary of Economic Development for Nuevo León on Thursday, November 29, and has been invited by the Monterrey Chambers of Commerce to provide a detailed economic profile of New Mexico.

On Friday, November 30, Secretary Designate Mondragón will travel to Guadalajara, Jalisco, MX to meet with Luis Guillermo Martínez Mora, Cabinet Secretary of Economic Promotion for the State of Jalisco.

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“New Mexico is in the enviable position of being a border state with the potential for dozens more New Mexico companies to trade directly with Mexico, and vice versa,” said Juan Massey, Office of Mexican Affairs Director. “We make the most of these trade missions by maximizing the amount of time spent networking, outlining opportunities and brokering agreements and Memoranda of Understanding between parties.”

New Mexico companies participating in the Monterrey Commercial Trade Mission include:

Honetreat Company

LaserShield Systems Inc.

Upsite Technologies

Lumidigm, Inc.

Monarch Litho, Inc.

ICX MesoSystems

AutoBrite, Inc.

Team Specialty Products Corporation

### **About Monterrey**

Monterrey is the third most populated metropolitan area in Mexico, has the highest GDP per capita of all metropolitan areas in the country and is the second largest urban area after Mexico City. Monterrey's metropolitan area has been ranked as having the highest GDP per capita, and as the most secure conurbation in Latin America in 2005.

Monterrey, a city of approximately 3.8 million people, was named by Fortune magazine as the best city in Latin America in which to do business. Some 13,000 companies in Monterrey produce 9.4 percent of Mexico's manufactured products. If you exclude the telecom and oil industries, Monterrey controls more than half of Mexico's total industrial assets.

With more than 30,000 firms, Nuevo Leon is the production leader in many important sectors of the Mexican economy controlling:

75% of the national production of glass containers

60% of national cement production

60% of national, artificial, and synthetic fiber production

50% of national beer production

50% of national ceramics production

40% of the national production of basic steel

40% of household appliances

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