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New Mexico's 2008 NAFTA Conference Announced

International Trade Potential Explored June 26 and 27th at Sunland Park

SANTA FE, N.M.- The New Mexico Economic Development's Office of Mexican Affairs is among the co-hosts of 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. Others helping to host the event include 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.

"Last year, we had over 400 attendees at the NAFTA Institute/Business Exchange and facilitated a number of business deals," said New Mexico Economic Development Department Cabinet Secretary Fred Mondragon. "This year we hope to increase the number of attendees as well as the results."

The conference allows interested businesses to explore the potential of selling their products across North America, as well as the mechanics of importing products from Mexico, and/or becoming a supplier to Mexico's maquiladora industry. The event also brings together the "NAFTA Institute" and the "Supplier Meet the Buyer Trade B2B Sessions" into one convenient and informational conference. Organizers will help match potential Mexican buyers/sellers with participants in one-on-one business sessions.

Juan Massey, the New Mexico Economic Development Department's Director of the Office of Mexican Affairs and Trade stated, "The NAFTA Institute/Supplier Meet the Buyer event is an exciting business forum not only because it allows companies to showcase their products to the largest manufacturers in the North American market but also because those companies who are interested in seeking opportunities in that market can learn how to do it."

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The conference will feature a wide range of events, beginning with an inauguration on the afternoon of June 26. This will be followed by a review of the North American Free Trade Agreement, as well as a look at the impact of border security on cross-border trade. A dinner accompanied by live entertainment will round out the evening. The following day, June 27, interested businesses will engage in business-to-business sessions with various buyers/sellers, and experts will address cross-border trade topics.

The Executive Director of the International Business accelerator, Jerry Pacheco, added, “The NAFTA Institute/Supplier Meet the Buyer Conference is the largest event of its type in the El Paso/Juarez/southern New Mexico region. The conference provides a great opportunity for businesspeople to learn the specifics of conducting business in North America and to interact with buyers/suppliers from Mexico, Canada, and the U.S.”

Space is limited, so please register quickly. The cost to participate in this event is \$79, which includes meals, materials and entry to all sessions. A special rate of \$30 will be charged companies only wishing to participate in the business-to-business sessions. Additionally, arrangements have been made with area hotels to give participants special rates. Scholarships providing special pricing for these events are available on a limited, first-come, first-served basis.

Please go to www.nmiba.com ([http://www.nmiba.com/](http://www.nmiba.com)) for the event agenda. For questions or specific information, please contact the International Business Accelerator at 505-589-2200 or info@nmiba.com.