GUADALAJARA BUSINESS DEVELOPMENT TRIP

April 23rd to 27th

Purpose, Top Industries, and Agenda
Purpose of This Trip

As part of our efforts to **align our clients with the right partners, contacts, opportunities and resources in key foreign markets**, we (the San Antonio MBDA Export Center) conduct business development trips to critical foreign markets.

It is our pleasure to officially announce our **Guadalajara (Mexico) Business Development Trip (April 23\textsuperscript{rd} to 27\textsuperscript{th})**. We will be meeting with U.S. Commercial Service officials, American and Mexican trade entities, industry groups, and potential clients/partners with the goal of assisting participants in their expansion into this market.

Here are some of the **benefits participants can expect**:
- Experience the Mexican market first-hand by joining the San Antonio MBDA Export Center staff
- Expand your market sector knowledge through pre-arranged meetings in a safe, controlled business environment
- Forge win-win collaborative relationships
- Establish the foundations for the successful expansion into Mexico
- Receive the San Antonio MBDA Export Center advisors’ assistance before, during and after the trip

**Why exporting to Guadalajara?**
Guadalajara's commercial activity is **second only to Mexico City**. Otherwise known as **"Mexico's Silicon Valley"**, Guadalajara boasts a vibrant economy, openness to American products and services, and multinational investments from powerhouses such as GE, IBM, Intel, HP, Flextronics, Jabil, and Oracle. Guadalajara is a tremendously attractive market for American exporters.

**Top U.S. Export Prospects to Guadalajara**

Below are the most attractive industries in Guadalajara for U.S. exporters, according to the U.S. Commercial Service office in Mexico (click on the hyperlinks below for more information):
- [Automotive Parts and Supplies](#)
- [Agricultural Products](#)
- [IT and Internet Services](#)
- [Construction and Engineering Services](#)
- [Safety and Security](#)
Agenda

April 23rd
We plan to arrive in Guadalajara on Monday, April 23rd. Participants will be picked up at the airport and taken to the hotel. Dinner includes a cultural and program briefing.

April 24th
We will meet in the morning with the U.S. Commercial Service’s Guadalajara office staff at their facilities. Linda Caruso, Principal Commercial Officer, will welcome the group and provide a commercial debrief for exporters about Guadalajara and the region.

The U.S. Commercial Service (www.trade.gov) is the trade promotion arm of the U.S. Department of Commerce. Located in U.S. Embassies in nearly 80 countries, its global network of trade professionals connects U.S. companies with international buyers, providing them with market intelligence, trade counseling, and advocacy/commercial diplomacy support.

To make the most of your trip, we highly recommend using the Gold Key Service! Through this service, the U.S. Commercial Service interviews participants prior to the trip to understand their business objectives (such as identifying potential clients).

Then, the U.S. Commercial Service staff will schedule your appointments for face-to-face meetings that will happen during your stay in Guadalajara. For more information about this service, please visit www.export.gov/Gold-Key-Service.

For participants that chose to use the Gold Key Service, the afternoon and the next two days could be spent meeting with potential clients/partners. The San Antonio MBDA Export Center staff will be available to accompany you on any meetings you would like them to attend.

Bilingual representatives from the U.S. Commercial Service will travel with you to your meetings to help facilitate and contribute their market intelligence.

Note: The San Antonio MBDA Export Center staff also plans to meet with American and Mexican trade agencies and industry groups. All participants are invited to those meetings.
April 25th
For participants using the Gold Key Service, the San Antonio MBDA Export Center staff will be available to attend any meetings you would like them to attend.

The San Antonio MBDA Export Center staff will be meeting with American and Mexican trade entities and industry groups (TBD). All participants are invited to those meetings.

April 26th
For participants using the Gold Key Service, the San Antonio MBDA Export Center staff will be available to attend any meetings they wish us to attend.

The San Antonio MBDA Export Center staff will be meeting with American and Mexican trade entities and industry groups (TBD). All participants are invited to those meetings.

April 27th
The San Antonio MBDA Export Center staff returns to the U.S.

**Deadlines and Enrollment Fee**

Participants are in charge of making their own travel arrangements and covering their travel expenses.

We have a limited number of spaces. There is an administrative fee of $200 per company.

**Registration will close on Friday, March 9th.**