Invites you to join
Automation Alley's Trade Mission to Mexico
(Mexico City, Monterrey and Queretaro)
October 16-21, 2016

We're on a Mission to Grow Your Business

Supported by

Looking to boost your global competitiveness and expand into the world’s second-largest market for U.S. exports? If so, join Automation Alley's trade mission to Mexico, a nation with an extremely high demand for the following Michigan-made products, services, and technologies:

- Automotive
- Aerospace and defense
- Design, engineering and advanced manufacturing services
- Cleantech/environmental
- Healthcare and medical devices
- IT and information communication technologies

Why Mexico?

- Michigan’s second-largest market overseas (behind Canada) with $20.9B in exports being shipped to Mexico in 2015 alone
- Mexico’s 10 free trade agreements with 45 countries (including NAFTA) span three continents and provide U.S. companies with preferential access to an additional 1B consumers and 60% of global GDP
- Latin America’s second-largest economy and world’s eleventh most populous nation (122M)
- Major gaps in Mexico’s major industrial and manufacturing supply chains offer U.S. companies enormous opportunities for growth and expansion
- Competitive advantages include a highly-skilled yet low-wage workforce, excellent product quality, inexpensive transportation costs and geographic proximity to the U.S.
- The nation is a global manufacturing powerhouse in multiple industries including automotive and aerospace
As the world’s seventh-largest auto exporter, production of cars and light trucks in Mexico will grow to 4 million vehicles by 2017 as foreign auto makers scramble to invest in new plants to meet rising global demand.

**Reasons Why You Should Join Our Trade Mission:**

- Meet with buyers of your products. Matchmaking meetings will place you directly in touch with potential end users, agent/distributors, joint-venture partners, technology licensees, and the key players that you need to know to successfully expand into Mexico’s market.
- Attend business receptions and meet with government officials and business leaders whom will share their firsthand insights about the opportunities and challenges of doing business in Mexico.
- Automation Alley trade missions have thus far generated $558M in export sales for company participants while creating 3201 local jobs.
- Automation Alley received both the White House President’s “E Star” Award (2013) and the President’s “E” Award (2008), our nation’s highest and most prestigious international trade awards granted in recognition of our organization’s success in promoting U.S. exports overseas while producing new jobs at home.

**Participation is limited to 10 companies only and deadline to register is September 16, 2016. Cost to participate is $4995 for members/$5595 for non-members (subject to change based on availability).** Price includes international airfare, five-star hotels, internal transportation, matchmaking meetings, business briefings, welcome receptions, and tours. Automation Alley will take care of all your planning and details before, during, and after the mission. Be sure to ask us about the State Trade and Export Promotion Program (STEP) to see if your company qualifies for funding that can be applied toward the cost of our mission.

For more information or to register, please visit [www.automationalley.com](http://www.automotionalley.com), call 248-457-3283 or email Lisa Lasser at lasserl@automationalley.com