

## WHY JOIN AN EXPORT SALES MISSION?

*"We at BSP are 120% satisfied with the results of the mission. Thanks for your hard work and effort. It was a complete success and we are sure it will pay off and bring additional business to BSP in Florida in the near future."*

Marco Matouk, The Business Strategy Partners, Inc.

*"I am extremely pleased with the mission and the opportunities it has created for my company."*

Melanie Carr, Olympic Steel Trading

*"Although I was skeptical initially, I am now convinced that this program is the way to go for my company. The organization, selection of prospects, location for meetings and attentive service provided by everyone involved was superb."*

Eduardo Rivero, XDL (USA), Inc.

*"Looking forward to the next mission. That itself means that I am a satisfied customer!"*

Manish Kothari, Prism Lighting Services

*"It is extremely difficult for a small business to position itself with new clients in a foreign country, but with the assistance of Enterprise Florida Inc. and the trade aides in country we were able to identify several potential new distributors in a market which we currently are not selling."*

Patricia Blasser, Collection 2000 Cosmetics, Inc.

*"Everyone within our organization is very optimistic about the results that could be achieved from our participation in the mission and we look forward to taking an active part in future missions."*

Gerardo Noguera, REIMEX International LLC

*"Thanks to organizations like yours, we are able to feel closer to the rest of the world making it so much easier to reach."*

Claudia Londono, EYMAQ. Inc.



305.808.3660



800 North Magnolia Avenue  
Suite 1100  
Orlando, Florida 32803



## YOUR INVITATION TO JOIN OUR EXPORT SALES MISSION TO MONTERREY & VERACRUZ, MEXICO

May 11-16, 2008

Florida is one of the largest and most important exporting states to Mexico.

*Don't let this opportunity to identify and establish new business relationships in two important markets pass you by.*

*Register today as space is limited!*



[eflorida.com](http://eflorida.com)

# EXPORT SALES MISSION TO MONTERREY & VERACRUZ, MEXICO

MAY 11–16, 2008

As a result of NAFTA, Mexico has become a top trading nation in Latin America & Mexican imports from the U.S. (and Florida) have increased exponentially.

Florida exports to Mexico are up an incredible 34% versus the overall U.S. increase of less than 2%, making our state one of the largest and most important exporting states to Mexico. Through November '07, Mexico imported almost \$3 billion worth of Florida origin exports.

Since business in Mexico is done on the basis of relationships, U.S. exporters will need to travel to Mexico frequently to develop and strengthen relationships in order to do business successfully. This mission is designed to help you to identify and establish business relationships with buyers in these two markets.

## Why Monterrey & Veracruz?

U.S. exporters often under appreciate Mexico's size & diversity. It can be difficult to find a single distributor or agent to cover this vast market, which is why we value the importance of targeting other regional cities in Mexico, outside of the capital.

Both Monterrey & Veracruz are important business centers. Monterrey is the capital of the State of Nuevo Leon and home to corporate headquarters for many important Mexican multi-national firms. Veracruz has a prominent industrial and manufacturing base and is also home to The Port of Veracruz – the largest cargo port in Mexico with strong relations with Florida.

## Best Trade Opportunities

Some of the best trade opportunities\* for Florida companies include:

- *Airport & Ground Support Equipment*
- *Automotive Parts & Supplies*
- *Education & Training Services*
- *Electronic Components*
- *Energy Sector*
- *Environmental Sector*
- *Franchising Sector*
- *Hotel & Restaurant Equipment*
- *Housing & Construction*
- *Plastic Materials & Resin*
- *Security and Safety Equipment & Supplies*
- *Telecommunication Equipment*
- *Transportation Infrastructure Equipment & Services*
- *Travel & Tourism Services*

\* Given the size of the Mexican market, there are numerous other promising prospects, including medical equipment, food processing equipment, architectural & engineering services and more. If an industry is not explicitly mentioned as a 'best prospect', it does not necessarily mean that there are not ample opportunities for you. Please consult with us and we will appraise your market opportunities, without any obligation.

## MISSION ITINERARY

### Sunday, May 11

- Depart MIA for travel to Monterrey

### Monday, May 12

- Breakfast briefing
- Full day of one-on-one personalized appointments
- Evening networking reception

### Tuesday, May 13

- Full day of one-on-one personalized appointments

### Wednesday, May 14

- Travel to Veracruz
- Lunch briefing
- Evening networking reception

### Thursday, May 15

- Full day of one-on-one personalized appointments

### Friday, May 16

- Flight home via Cancun



## Participation

Participation will be limited to a total of 15 Florida manufacturers, distributors with warehousing facilities, exporters and service companies who best meet the participation criteria. Selection of these firms will be on a first-come, first-served basis. Final selection will be confirmed after a review to ensure market suitability.

**Participation fee is \$1,495**, which covers all expenses in both countries except hotel, personal meals, airfare, & gratuity. Additional representative from same company: **\$450**.

## What is included in the fee?

Personalized appointment scheduling for one company representative and inclusion in all mission related activities, including:

- *One-on-one business appointments, in both markets*
- *Briefing in both cities*
- *Networking cocktail reception in each city*
- *Car & driver for appointments in Monterrey*
- *Tour of Port of Veracruz*
- *In-country airport transfers (must travel on official mission flights) and group ground transportation*

## Travel Arrangements & Estimated Costs

Special airfare discounts have been negotiated with Mexicana Airlines for round trip airfare to/from Miami. Special group rates have been arranged with top quality hotels.

For your guidance, approximate costs are as follows:

### ECONOMY CLASS ROUND-TRIP AIRFARE

from Miami via Mexicana Airlines \$ 490.00 plus taxes (approx. \$670)

### HOTEL ROOM RATE (Includes taxes)

Monterrey (Presidente Intercontinental) \$ 157.00

Veracruz (Hotel Diligencias) \$ 80.00

## REGISTRATION

To register or for more information  
please contact Julie Balzano

Tel 305.808.3660 • jbalzano@eflorida.com

To be considered for participation, full payment and all required forms  
must be received in our office by **March 31, 2008**.

Cancellations prior to April 8, 2008 incur a 25% penalty.  
No refunds will be made after this date. Space is limited.

Sponsorship opportunities available.