



# Export Sales Mission

## February 23 - 24, 2009

*An Invitation to Northeast Wisconsin Companies To Explore the Excellent Business Opportunities In Mexico.*



### Informational Sessions

Presented by Dale Wright

**November 10, 2008**

**8:30 - 10:30 a.m.**

Northeast Wisconsin Technical College  
2740 W. Mason St. • Green Bay, WI

**November 11, 2008**

**8:30 - 10:30 a.m.**

Lakeshore Technical College  
1290 North Avenue • Cleveland, WI

*Take advantage of this rare opportunity to join the **Export Sales Mission to Mexico** and boost your sales potential! Find out how by attending one of the informational sessions.*

|                       | Date          | Time              | Room  | Location                 | Parking       | RSVP  |
|-----------------------|---------------|-------------------|-------|--------------------------|---------------|---|
| Informational Session | Nov. 10, 2008 | 8:30 - 10:30 a.m. | CB225 | NWTC Center for Business | Lot F         | <b>920.498.6384</b><br>kelly.holtmeier@nwtc.edu |
| Informational Session | Nov. 11, 2008 | 8:30 - 10:30 a.m. | LCR*  | LTC Lakeshore Building   | East Entrance | <b>920.693.1167</b><br>ruth.semph@gotoltc.edu   |

\*Lakeshore Conference Room

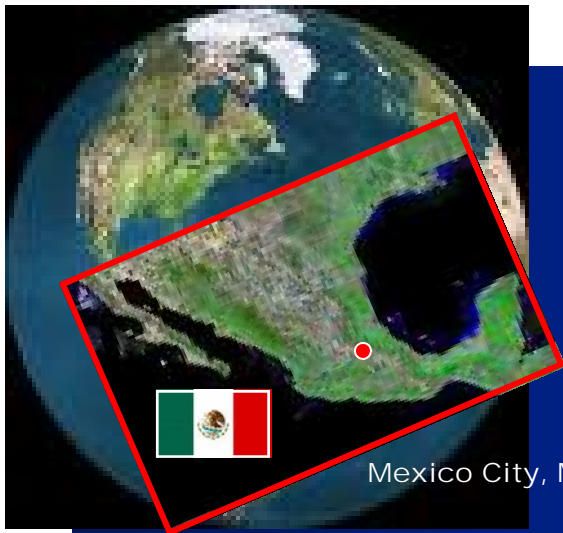
Learn the background on the Mexican economy, top sectors for U.S. exports, tips on doing business in Mexico and an overview of the Infrastructure Development Plan promulgated by President Calderon last year. All seminar attendees will get a personal review from Mr. Wright to assess your company's product or service for export to Mexico.

**Please RSVP to the number above by Friday, November 7, 2008.**

Based in Mexico City, Dale Wright is currently the Standards Attaché for Mexico, Canada, Central America, and the Caribbean, and Commercial Officer responsible for the medical equipment/pharmaceuticals and transportation portfolios.

He brings a wealth of international trade experience, having been in that field since 1983 when he went to work for the Mississippi Department of Economic Development as an international trade specialist for the Far East. Prior to joining the U.S. Commercial Service in 1998, he spent seven years as founding manager of the Sacramento Center for International Trade Development, an international trade consulting organization funded by the California Community College System. His private-sector experience includes four years as Senior Copywriter at an advertising agency in Tokyo, Japan.

A holder of a B.A. degree in East Asian Studies from Wittenberg University in Springfield, OH, and an M.A. in Japanese language from Washington University in St. Louis, Wright is fluent in Japanese and has a working knowledge of Spanish and Mandarin Chinese.



Mexico City, Mexico

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Northeast Wisconsin Companies  
To Explore the  
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*Sponsorship provided by NEWREP and  
Northeast Wisconsin Technical College.*

## You're Invited...

NE Wisconsin companies seeking to boost sales to Mexico are invited to join the Northeast Wisconsin Regional Economic Partnership (NEWREP), for an export sales mission to Mexico City, Mexico from February 23 - 24, 2009.

With the overwhelming amount of trade between Wisconsin and Mexico, there are abundant market opportunities for NE Wisconsin firms in Mexico.

## Grant Assistance Available

To make participation easier for NE Wisconsin businesses participating in this Mexico mission, there are grant opportunities (call for details) available to offset most of the mission costs.

## Form Business Partnerships

All mission participants will take part in two full days of one-on-one personalized business appointments—prescreened according to your own company objectives—with potential sales partners (agents, distributors, reps, end-users, etc.) and networking events with local VIPs, government officials, and business partner organizations for

## Rare Opportunity

Mission participation is limited to 20 NE Wisconsin companies who best fit the market opportunities in Mexico. Final mission participation selection will be confirmed after a thorough review to ensure sufficient market potential for each mission participant.

## Register

**Registration deadline:  
December 12, 2008**

***Register early to ensure a spot in this  
rare business opportunity.***

We hope you will be able to join us on this important mission as we strive to strengthen business ties between NE Wisconsin and Mexico.

**Call Fred Monique  
920.496.2118**

**Email: [monique@titletown.org](mailto:monique@titletown.org)**

## For more information

Organized by the Northeast Wisconsin Regional Economic Partnership in partnership with Northeast Wisconsin Technical College, NEW International Business Development Program, Milwaukee Export Assistance Center, and grant assistance from Wisconsin Department of Commerce.