

Lt. Gov. Kleefisch: To lead global trade mission to Mexico

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WEDC-sponsored trip will help open doors for Wisconsin businesses

MADISON, WI, Feb. 27, 2017 - Lt. Governor Rebecca Kleefisch is inviting Wisconsin companies who are new to exporting or looking to expand their efforts to join her and the Wisconsin Economic Development Corporation (WEDC) on a global trade mission to Mexico from June 11-16.

The trade mission will travel to Mexico City, the nation's largest city, and Monterrey, which is Mexico's third-largest city and has a high concentration of manufacturing facilities aligned with Wisconsin's key industry sectors, including food and food production equipment.

"As Wisconsin's second-largest export destination, Mexico is an ideal market for Wisconsin companies of all sizes and all industries seeking to grow their business," Lt. Governor Kleefisch said. "I invite companies to join me on this trade mission for the opportunity to conduct in-person business meetings with potential partners and to establish new relationships that can lead to long-term success in exporting."

Since Mexico is one of the top export markets for U.S. companies across all sectors, Wisconsin companies from a broad range of sectors are encouraged to join this trade mission. Leading export categories from Wisconsin to Mexico include industrial machinery; electrical machinery; vehicles and parts; plastics; and medical and scientific instruments.

The trade mission comes as the number of goods and services exported from Wisconsin to Mexico continues to grow. In 2016, Wisconsin exports to Mexico increased by nearly 3 percent from 2015; by comparison, total U.S. exports to Mexico fell by 2 percent.

For the first time ever, Wisconsin exports to Mexico surpassed the \$3 billion mark, and exports to that country are up more than 50 percent since 2010.

“This mission will help continue the growth we have experienced in exports to Mexico, which will expand business and job opportunities in Wisconsin,” said Katy Sinnott, WEDC vice president of international business development, who will join the lieutenant governor on the mission. “This trip allows us to build on the strong ties Wisconsin has with Mexico and for us to demonstrate our global leadership in manufacturing, clean water and energy technology, and agriculture.”

In each city, participants will be scheduled for one-on-one meetings with potential partners who are hand-picked for each company. Each participant will also receive a custom Mexico market assessment detailing considerations to keep in mind when introducing a product or service into the market. WEDC will arrange appointments for participants, which will allow them to focus on business rather than logistics and scheduling.

Separate from the program for Wisconsin companies, Sinnott and Lt. Governor Kleefisch will meet with executives of major companies with operations or interests in Wisconsin as well as industry associations and cluster organizations aligned with Wisconsin’s strengths. During those meetings, the lieutenant governor will help raise awareness of Wisconsin’s key industries, business climate and support for companies seeking to grow their business in the US.

The fee for this program is \$1,650, which covers market research and one-on-one appointments, transportation to business meetings, hotel accommodations for the duration of the program and some group meals.

The registration deadline is May 12. For more information, visit InWisconsin.com/mexico2017.