

# Wisconsin Economic Development Corporation: Wisconsin companies invited to take part in global trade venture to Mexico in February

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**MADISON, WI. DEC. 7, 2018** – The Wisconsin Economic Development Corporation (WEDC) is inviting Wisconsin companies seeking to establish or expand their exporting efforts to participate in a global trade venture to Mexico from Feb. 16-22. The registration deadline is Dec. 21.

The weeklong trade venture will include visits to Mexico City and Monterrey, which are markets of particular opportunity for Wisconsin companies. In each city, participating companies will be scheduled for customized business meetings with potential local partners handpicked for their companies by Wisconsin's authorized trade representatives in the markets, based on the company's needs.

"Trade pathways between the U.S. and Mexico are well traveled. Geographic proximity and a long history of trading between the countries and significant opportunities make Mexico a market to consider for Wisconsin companies," said Katy Sinnott, vice president of international business development for WEDC, the state's lead economic development organization. "This trade venture directly connects Wisconsin companies with potential customers, distributors and partners in Mexico to build the relationships necessary for increased international sales."

WEDC's trade ventures offer companies a way to make connections in markets that lead to new exports. The trips represent an excellent value since they are offered at a subsidized rate, and with logistics taken care of, participants can focus on business.

The trade venture begins Feb. 16 with departure from the U.S. The trip will begin with a segment in Monterrey, which is Mexico's third-largest city by population and second-largest in terms of its contribution to GDP, and has a high concentration of manufacturing facilities aligned with Wisconsin's key industry sectors.

The delegation will then travel to Mexico City, one of the world's largest cities and home to many corporations' worldwide or regional headquarters.

Each participant in the global trade venture will also receive a customized Mexico market assessment specific to his or her company, detailing considerations to keep in mind when introducing the company's product or service into the market. WEDC also has an authorized trade representative in Mexico who can make it easier for Wisconsin companies to find local partners and can take some of the guesswork out of launching in a new market.

The venture includes three nights in Monterrey and three nights in Mexico City before returning to the U.S. on Feb. 22. The cost to attend for a Wisconsin exporter of goods or services is \$1,000, which includes the market assessment, hotel accommodations, interpreter services, scheduled ground transportation and airfare between the two program cities, but does not include international airfare or most meals. WEDC is able to offer this venture at a low price for Wisconsin exports thanks in part to a grant from the U.S. Small Business Administration.

The registration deadline is Dec. 21. To learn more or register, please visit [wedc.org/mexico19](http://wedc.org/mexico19).