



AUTOMATION ALLEY'S VIRTUAL TRADE MISSION TO MEXICO

Trade Mission Dates: Sept. 21-25 | Registration Deadline: Aug. 7

It may not be the best time to travel internationally, but it is the best time to go global! Expand your business into the second-largest market for U.S. exports with help from Automation Alley!

Apply today and join Automation Alley's virtual trade mission to Mexico to meet directly with potential buyers and end-users of your products, services, and technologies. We will take care of all your business planning before, during and after the mission at significant savings.

Automation Alley's award-winning trade mission program has generated nearly \$1.5 billion in export sales for Michigan companies while creating 7,350 local jobs.

Mexico is a nation with a strong demand for the following Michigan-made products, services and technologies, including:

- Aerospace and defense
- Automotive components and supplies
- Design, engineering and advanced manufacturing
- Environmental technologies
- Health care and medical
- IT and information communication technologies

Why Mexico:

- \$20 billion in exports were shipped to Mexico last year, making it Michigan's second-largest market overseas.
- It is the world's 10th most populous nation with 132 million consumers
- Mexico is Latin America's second-largest economy
- Mexico's multiple free trade agreements with 46 countries (including the USMCA) spans three continents and encompasses 60% of global GDP
- The nation is a manufacturing powerhouse in aerospace, automotive and electronics
- Competitive advantages include a highly skilled yet low-wage workforce, excellent product quality, inexpensive transportation costs and geographic proximity to the U.S
- Wide gaps in Mexico's supply chains offer U.S. companies significant opportunities for expansion

Apply today

This trade mission is made possible in partnership with the Michigan Economic Development Corporation. Be sure to ask about Michigan's State Trade and Expansion Program (MI-STEP), which may qualify your company to receive up to a 50% reimbursement for the costs of participating in our mission.

Participation is limited to 10 companies and the deadline to register is Aug. 7. The cost to participate is \$1,000 for Automation Alley members and \$1,500 for non-members.

*For more information or to join our trade mission, contact International Business Services Manager
Lisa Lasser at 248-457-3283 or lasserl@automationalley.com.*

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