



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Center for International Trade Development Hosts World Trade Week Orange County Event *US Embassy, Mexico City, Incoming Minister Counselor of Commercial Affairs Provides Mexico Trade Outlook on May 26*

(*Santa Ana*)—The Orange County Center for International Trade Development (CITD) celebrates World Trade Week with a special event, “Mexico Trade Outlook,” on **Tuesday, May 26**, from **7:30 a.m. to 10:00 a.m.** at 2323 N. Broadway, room 107, Santa Ana.

The seminar features a guest appearance by Ann Bacher, a foreign commercial service officer with over 25 years of service to U.S. exporters. Bacher is currently working in the Office of Corporate Partnerships in Washington D.C. and is poised for her next assignment as minister counselor for commercial affairs at the U.S. Embassy in Mexico City in the summer of 2009. In her most recent overseas assignment as senior commercial officer in Bangkok, Thailand, she worked with U.S. companies interested in doing business in Thailand, Cambodia, and Laos. Earlier, she served as director of the U.S. Trade Center in Mexico City, at the time, the only U.S. government exhibition facility in the U.S.’s second largest export market.

Mario Juarez, investment trade commissioner in California for PROMEXICO, the Mexican government’s agency in charge of strengthening Mexico’s participation in the international economy, will also make a presentation.

Today’s global economy poses unprecedented challenges. For California, global trade represents one of the most promising routes to economic revitalization. Since the passage of North American Free Trade Agreement (NAFTA) in 1994, Mexico has replaced Japan as the leading trade partner for California. Fostering trade with Mexico makes good business sense. According to the Foreign Trade Division, U.S. Census Bureau, the Mexico-California commercial relationship was worth approximately \$20.5 billion in 2008.

“Trade with Mexico offers tremendous opportunities for Orange County companies,” said Enrique Perez, director, CITD. “It’s vital that businesses here stay on top of current and emerging potential for growing business through international trade.”

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Topics to be discussed include:

- The U.S. Embassy in Mexico City
- PROMEXICO in California
- The status and impact of NAFTA
- Green industry and related business prospects
- Franchising opportunities
- Security measures in Mexico
- Upcoming CITD events

The morning event is presented by the OC CITD in partnership with the Department of Commerce-U.S. Commercial Services, the U.S. Small Business Administration, Rancho Santiago Community College District, the Consul General of Mexico, Anaheim Visitors and Convention Bureau, Orange County Hispanic Chamber of Commerce, and the Orange County Small Business Development Center. To reserve your space, contact the CITD at (714) 564-5414 or visit www.buyusa.gov/newportbeach.

About the Center for International Trade Development

The Center for International Trade Development (CITD) was established to enhance the competitive strength of Orange County-based businesses in the international marketplace. Funded through the Economic Development Network of the California community colleges, the center provides existing businesses with a broad range of resources. The Orange County CITD, hosted by Rancho Santiago Community College District, provides free or low-cost programs and services to assist small- and mid-sized companies in conducting international business. Assistance includes one-on-one technical assistance and consulting, market research, trade leads, identification of potential partners, distributors and suppliers, seminars and special events.

About the Rancho Santiago Community College District

The mission of the Rancho Santiago Community College District (RSCCD) is to respond to the educational needs of an ever-changing community and to provide programs and services that reflect academic excellence. Santa Ana College and Santiago Canyon College are public community colleges of RSCCD, which serve the residents of Anaheim Hills, East Garden Grove, Irvine, Orange, Santa Ana, Tustin and Villa Park. Both colleges provide education for academic transfer and careers, courses for personal and professional development, customized training for business and industry, and programs to train nurses, firefighters and law enforcement personnel.

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