“Export or Fail!”—
is what top worldwide economic developers are saying.
Export Ready will put your company on the fast track to international success!
Experience the best of old and new Mexico as you learn how to do business in this fast-growing international market.

“This is one of the most impressive programs I’ve seen, not only in content, but practical application as well.”
—William Fenn, Chairman Emeritus, N.C. Home Furnishing Export Council

“Since the trip, my employer, Sumitomo Electric, has reaped rewards in many ways especially through product sales and increased market share in Mexico.”
—Joshua Seawell, Supervisor Sumitomo Electric Lightwave, Inc.

“Ford’s Gourmet Foods of Raleigh is famous for their “Bone Suckin’ Sauce”. We are now exporting to twenty six (26) countries worldwide and the Wake Tech Export Ready Training Program was the catalyst for taking our business international.”
—Pat Ford, Vice President

“The Doing Business in Mexico program was of great help to me with logistics, contacts and understanding the importance of culture. My trip was of significant help in expanding my export capability”.
—Peter Naylor, President Naylor Technical Services Group

Did You Know?

• According to the N.C. Department of Commerce, “Mexico is North Carolina’s number-three trade partner.”

• In 2005 North Carolina exported almost $1.5 billion in goods to Mexico.

• N.C. is the #1 state for Textile Production Employment and #4 for Apparel Production in the U.S.

• North Carolina export growth to Mexico increased over $120 million in 2004–2005.

• International trade creates jobs, roughly one job per $67,000 in export sales.

• The Mexican Consulate is located in Raleigh.

• Major exports include textiles, machinery, vehicles, plastic and chemicals

• N.C. Department of Commerce International Trade Division provides export sales assistance on location in Mexico.

• N.C. is home to over 1,500 companies in the textile complex employing over 135,000 people, generating over $35 billion in annual revenues.

• Successful exporters meet their buyers “eye-to-eye”!
Register Now for the March 4–10, 2007 Export Ready Program in Mexico

Please reserve _______ places.

(If sharing a room, see below.*)

Contact name: 
Company name: 
Address   City State, Zip:   Telephone: 
Fax:   E-mail:   Web site:

*Name of person sharing room, if applicable.

Registration Fees (estimated):
$2,250 per person, single occupancy
$1,875 per person, double occupancy

A deposit of $750 per person is due Dec. 1, 2006. The remainder is due Jan. 15, 2007. Payment may be made by Visa/Mastercard or check payable to Wake Tech Export Outreach Fund.

Mail completed form and deposit to: 
Ken Dillo, Small Business Center Director 
Wake Tech Western Wake Campus 
3434 Kildaire Farm Road, Suite 207 
Wayne Loots, Dean 
Wake Tech Business & Industry Services 
919-363-3673, waloots@waketech.edu

Total amount of deposit
Credit Card number: 
Expiration Date: 
Signature: 

A passport is required.
Due to advance purchase requirements for group fares, no refunds can be issued after Jan. 15 2007, except in the event of serious illness of the participant, death in the immediate family or cancellation of the trip due to insufficient enrollment.

Sign up early so we may begin arranging your one-on-one meetings!

For more information, call
Ken Dillo, Director 
Wake Tech Small Business Center 
919-363-3360 
kldillo@waketech.edu
Wayne Loots, Dean 
Wake Tech Business & Industry Services 
919-363-3673, waloots@waketech.edu

Mexico is open for business!
Participants spend a full week in Puebla and Mexico City, Mexico. You will learn strategies for exporting goods from North Carolina to Mexico.

You will learn:
• How to market your product in Mexico
• How to capitalize on the services of the N.C. Department of Commerce International Trade Division
• How to profit from U.S. Embassy Foreign Commercial Service
• What motivates the Mexican consumer
• Mexican business protocol
• How to locate foreign agents and distributors
• Channels of distribution
• NAFTA benefits
• Shipping and documentation

¡Bienvenidos!

What’s included in the cost?
• Round-trip airfare from selected N.C. airports
• Deluxe accommodations for six nights
• Conferences with local Mexican business leaders
• Ground transportation to program events
• Valuable networking events
• Participants will experience cultural events.

Participants are responsible for some meals and personal expenses incurred.

The tentative itinerary includes:
Meetings with:
• U.S. Embassy and U.S. Consul General
• U.S. & Foreign Commercial Services
• American Chamber of Commerce in Mexico (AMCHAM)
• N.C. Department of Commerce Mexican Trade Representative
• One-on-one with Distributors, Manufacturers and Buyers
Visits to:
• EXINTEX Expo Trade Show
• Cultural and historical sites

All activities are offered as schedules permit.

Mail completed form and deposit to:
Ken Dillo, Small Business Center Director 
Wake Tech Western Wake Campus 
3434 Kildaire Farm Road, Suite 207

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