



Organization of Women in International Trade BUSINESSWOMEN'S TRADE MISSION



Monterrey, Mexico February 26 – March 2, 2018

Automotive • Aerospace • Information and Communications Technology

Monterrey: "The Industrial Capital of Mexico" located in Northern Mexico, one of the regions with the largest presence of automotive and aerospace manufacturing companies and home of notable Software and ICT companies in Latin America.



MISSION OBJECTIVE

This distinctive businesswomen's trade mission will present an ideal platform to meet with representatives of clusters, industry executives and government officials who are instrumental in the business community.

The aim of the mission is to exchange trade intelligence and knowledge, and connect with prospective clients and business partners through meetings tailored to each company's individual needs.

This is a women's trade mission designed to assist early stage and growth-oriented manufacturing and service provider companies in getting an inside perspective on supply chain opportunities.

PARTICIPATION FEE

OWIT Members: C \$600

Non-members: C \$750

Includes:

- Seat at the Plenary Roundtable Sessions
- Individual Matchmaking Agenda
- Transportation to Clusters Tours
- Networking Lunches
- Cocktail Evening Reception
- Optional Complimentary Group Tour
- Preferential Hotel Rate

Mission participants are responsible for their own travel and accommodation costs and local ground transportation to and from tailored matchmaking meetings and networking events.

Participation is limited to a select number of companies, associations and agencies. The closing date for registration is December 29th, 2017.

To register, email Fawzia Sheikh at fawzia@idirect.com.

Please send your cheque or money order to:

OWIT-Toronto
P.O. Box 715
31 Adelaide Street East
Toronto, ON M5C 2J8

For questions and inquiries please contact Alma Farias, Trade Partners at afarias@tradepartners.ca Tel. 416 458 6852.

PROGRAM

Monday, Feb 26

Arrival in Monterrey
Briefing session

Tuesday, Feb 27

Official Opening
Plenary Roundtable Sessions by Sector
Networking Lunch
B2B Appointments with prospective clients and Business Partners- Individual Matchmaking Agenda

Wednesday, Feb 28

Automotive Cluster tour
Aerospace Cluster Tour
Software and ICT Cluster Tour
Networking lunch by groups
B2B Appointments with prospective clients and Business Partners- Individual Matchmaking Agenda
Cocktail evening reception hosted by Canadian Chamber of Commerce and Consulate General of Canada

Thursday, March 1

Optional Complimentary Group Tour to Grutas de García (Garcia Caves)- Beautiful rock formations inside a mountain
Lunch included

Friday, March 2

Return to Toronto

WHY MEXICO MATTERS

- Market Opportunities in Mexican Automotive Supply Chain for Tier 2 and 3 suppliers: The best opportunities for Canadian companies may lie in the stamping, foundry, forging, die casting, tooling and automation equipment, and machining subsectors; in plastics; injection, extruded and blow molded parts; and in electronic assemblies and wiring.
- Growth of 11% is expected in Mexico's aerospace industry this year to bring the total value of annual exports to US \$8 billion, also with opportunities for Tier 2 and 3 suppliers
- Over the next decade, the country is planning to spend \$600-billion in infrastructure investment
- The ICT sector in Mexico is worth \$46.6 billion and 42% corresponds to telecommunications services. The IT sector alone is worth close to \$27 billion. Mexico is a gateway to Latin America, and can therefore provide a base for Canadian ICT firms that want to open up new markets in South and Central America, and the Caribbean.

