

SAN DIEGO CHAMBER'S MEXICO BUSINESS CENTER TO LEAD DELEGATION IN MEXICO CITY ADVANCING EFFORTS IN CROSS-BORDER COMMERCE

Annual California-Mexico Trade Initiative Trip April 19-22 Will Focus on Key Issues Impacting Businesses; Chamber Adds Advocacy Staff to Mexico Business Center

SAN DIEGO and TIJUANA, Mexico – Feb. 23, 2015 – Aiming to advocate as a unified mega region, the San Diego Regional Chamber of Commerce's Mexico Business Center is reaching out to businesses throughout the binational region to extend an invitation to its 10th Annual California-Mexico Trade Initiative trip to Mexico City, April 19 – 22, 2015.

In a joint press conference with the Consejo de Desarrollo Economico de Tijuana (CDT) – a business organization focused on the economic development of its city – the Chamber's Mexico Business Center shared details of the trip, which will provide participants from California and Mexico an opportunity to meet and converse with key federal and other elected officials from both sides of the border, as well as representatives from select industries and organizations to discuss international commerce, foreign investment opportunities and policy. The conversations will center around the recent agreements signed between the State of California and Mexico, which highlights collaboration in the areas of cross-border trade, innovation and technology, border infrastructure, education, and water and energy.

"Our continued efforts to enhance cross-border business speaks highly about San Diego at a local and international level as we strive to showcase our mega-region as a global competitor," said Jerry Sanders, president and CEO of the San Diego Regional Chamber. "Our annual delegation trip to Mexico City will provide a valuable opportunity to raise our binational region's profile and that of our member businesses as we advocate for policies that enhance trade and commerce, while also strengthening our global competitiveness."

"CDT believes in the importance of fostering ongoing strategic partnerships with like-minded business organizations on both sides of the border," said Humberto Inzunza, president of CDT. "Our partnership on the Mexico Business Center's Trade Initiative trip underscores our commitment to strengthening our region's collective voice."

Last year, more than 75 businesses leaders and elected officials participated. To sign up for the California-Mexico Trade Initiative trip, interested participants are encouraged to visit SDChamber.org/mexicocity for more information and to register.

Following a commitment to increase the resources of the Mexico Business Center and further expand outreach efforts and opportunities for collaboration throughout the region, the Chamber recently created a new advocacy staff position.

— MORE —

Mayra Vazquez is the new Mexico Business Center coordinator. A San Diego native, born and raised in the South Bay, Vazquez previously worked as council representative in the office of San Diego City Councilman Mark Kersey where she was involved in leading various binational and general business outreach efforts. She graduated from California State University, Long Beach with a degree in International Studies (Latin America focus) and a minor in Spanish. She studied abroad in Argentina and Mexico, where she also had the opportunity to intern at the US-Mexico Chamber of Commerce. Vazquez will play a central role in supporting Mexico Business Center policy initiatives and related events in the promotion of cross-border trade and commerce.

"The Mexico Business Center aims to be the primary champion of cross-border trade and economic growth for the binational region," said Paola Avila, E-executive director of the Mexico Business Center. "With the addition of Mayra we will be able to further expand our outreach efforts and opportunities for collaboration throughout the region and especially with our counterparts to the south."

About The Mexico Business Center

As an integral component and advocacy arm of the San Diego Regional Chamber of Commerce, the Mexico Business Center focuses on domestic and international policies that enhance trade and strengthen the binational region's global competitiveness. Members of the Chamber benefit directly from the work being championed by the Mexico Business Center and have the unique opportunity to tap into the Center's growing influence throughout the binational region. Learn more at SDChamber.org/mexico-business-center.

###

Contact: Alison Phillips
San Diego Regional Chamber of Commerce
P: 619.544.1381
C: 805.886.8594
aphillips@sdchamber.org