



EDD

ECONOMIC
DEVELOPMENT
DEPARTMENT

FOR IMMEDIATE RELEASE:

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Sponsorship grants available for Trade Winds Forum

Businesses can meet with potential international buyers

Santa Fe, N.M. – The New Mexico Economic Development Dept. Office of International Trade in partnership with the U. S. Small Business Administration and the U. S. Department of Commerce is sponsoring interested New Mexico companies who wish to participate in the Trade Winds Forum Indo-Pacific Region from April 20-27, 2020. 105 U.S. companies have already signed up for this event.

The forum is a versatile program that will allow NM companies to have pre-arranged meetings with pre-screened, pre-qualified potential buyers in their choice of 5 markets. Participating companies can select business meetings in either Tokyo or Vietnam from April 20-22; followed by a business forum in Hong Kong from April 22-24, and then choose pre-arranged business meetings in either Korea and Thailand from April 25-27. Meetings may also be arranged in Hong Kong.

Participating companies may elect to have meetings at their choice of country or attend the Trade Forum in Hong Kong only. An assessment will be performed by the U.S. Dept. of Commerce to determine if a businesses' product is suitable for the market.

Additional information on the Trade Winds Asia-Pacific Forum may be found at <https://live.eventtia.com/en/tradewinds2020/Home>

Sponsorship funds for the program will cover the entire \$4,600 entry fee through a State of New Mexico, SBA State Trade Expansion Program grant. The fee will cover all business to business meeting arrangements, breakfasts, lunches, and evening receptions at all of the aforementioned posts. Airfare and lodging expenses will be the responsibility of participating companies. The fee will also cover meetings with key U.S. Department of Commerce members from across the Asia Pacific region who will help you assess the potential for your products in their respective markets.

SBA eligible small business concerns in New Mexico are encouraged to participate. The Asia-Pacific region boasts the fastest developing economies in the world and are major importers of US goods and services.

Interested NM companies can receive the SBA application forms by contacting Edward Herrera at the Economic Development Dept. Office of International Trade at 505-827-0315 or by email Edward.Herrera@state.nm.us. Sponsorship requests must be submitted by February 14, 2020.

Businesses can register for the Trade Winds Forum through Mr. Robert Queen, Director, US Export Assistance Center (USEAC) in El Paso, TX at 915-629-6971 or by emailing Robert.Queen@trade.gov. Forum registration deadline is March 5, 2020.

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U.S. Small Business
Administration



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The Office of International Trade is a division of the New Mexico Economic Development Department's, whose mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.