

Office of the Governor

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NEWS RELEASE

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Governor to Lead Business Delegation on Trade and Investment Mission to Mexico, September 20-25

Gov. Christie Whitman will lead a trade and investment mission to the Republic of Mexico, September 20-25 aimed at expanding trade opportunities between New Jersey and Mexico. The Governor will be joined by Commerce Commissioner Gil Medina and a delegation of approximately 30 corporate leaders from small, medium and Fortune 500 New Jersey firms with trade and investment interests in Mexico.

The trade delegation will include corporate executives representing New Jersey Fortune 500 companies including AT&T, Lucent Technologies, Fleet Bank, Prudential, Citibank, Continental Airlines and Bristol Myers Squibb. Executives from smaller and mid-sized New Jersey firms who are looking to establish or expand trade with Mexico will also take part in the trade mission. A tentative listing of small and mid-sized businesses is attached. A final listing of delegation participants will be released prior to the trade mission.

Mexico is New Jersey's 5th largest trade and investment partner. In 1997, New Jersey exports to Mexico reached \$993 million, an increase of 31 percent over the previous year.

"Since NAFTA was enacted in 1994, New Jersey's exports to Canada and Mexico have climbed dramatically. Last year we sent \$4.8 billion in exports to our NAFTA partners - supporting more than 70,000 jobs in this state," said Gov. Whitman. "This trade mission will help us solidify and expand our strong trading relationship with Mexico and generate more jobs for New Jersey. It will create greater opportunity for New Jersey firms vying for trade and investment in Mexico."

During the trade mission, Gov. Whitman will meet with His Excellency, Mexican President Ernesto Zedillo, U.S. Ambassador to Mexico Jeffrey Davidow, Mexican Minister of Finance Jose Angel Gurria, and Mayor of Mexico City Cuauhatemoc Cardenas. While in Mexico, the Governor will also address the American Chamber of Commerce and will meet with the Honorable Alberto Cardenas, Governor of Jalisco, and the Honorable Fernando Canales, Governor of Nuevo Leon.

The members of the trade delegation will participate in a series of meetings with Mexican business leaders to discuss trade and investment opportunities. In addition, the delegation will receive a trade briefing from Mexican Secretary of Commerce Herminio Blanco.

A tentative schedule for the trade mission is attached. A more detailed schedule, including daily press availabilities, will be released prior to the trip. Members of the media interested in accompanying the Governor on the trade mission should contact the Governor's press office for details of travel, hotel and ground transportation arrangements.

GOVERNOR'S TENTATIVE SCHEDULE TRADE AND INVESTMENT MISSION TO MEXICO

Sunday, September 20, 1998

Travel to Mexico City
Tour Pyramids of Teotihuacan
Tour Art Exhibits in the Palace of Fine Arts
Attend Delegation Dinner at the Palace of Fine Arts

Monday, September 21, Mexico City, Mexico

Meet with U.S. Ambassador Jeffrey Davidow
Address Traveling Delegation at the United States Trade Center
Delegation Briefing w/ Secretary of Commerce Herminio Blanco

Meet w/ Mexican President, Ernesto Zedillo
Luncheon Hosted by CEMAI (Mexican Business Consul)
Reception at Residence of U.S. Ambassador Jeffrey Davidow

Tuesday, September 22, Mexico City, Mexico

Meet w/ Minister of Finance, Jose Angel Gurria
Meet w/ Mayor of Mexico City, Cuauhtemoc Cardenas
Luncheon Hosted by the American Chamber of Commerce
Delegation Dinner

Wednesday, September 23, Guadalajara, Mexico

Travel to Guadalajara
Meet w/ Governor of Jalisco, Alberto Cardenas
Meet w/Mayor of Guadalajara Francisco Ramirez Acuna for Presentation
of Keys to the City
Tour Institute Cultural Cabanas
Luncheon Address to Senior Corporate and Public Sector Leaders,
hosted by the State of Jalisco
Tour of Tlaquepaque
Return to Mexico City

Thursday, September 24, Monterrey, Mexico

Travel to Monterrey
Meet w/ Governor of Nuevo Leon, Fernando Canales
Business Briefing with Governor of Nuevo Leon, Fernando Canales
Visit Mano Amiga Santa Caterina Elementary/Secondary School
Luncheon Address to American Chamber of Commerce
Tour of Monterey Institute of Technology
Delegation Dinner hosted by Industrialist David Garza

Friday, September 25, Monterrey, Mexico

Travel to New Jersey

Governor's Trade Mission to Mexico
Tentative Delegation List

Small and Mid Size New Jersey Companies

1. Absecon Mills, Inc.
Cologne, NJ
2. Margus Company, Inc.
Edicon, NJ
3. Riverdale Color Manufacturing, Inc.
Westfield, NJ
4. SGI International, Inc.
Lawrenceville, NJ
5. Colormax Corp./CSD Group
Ocean, NJ
6. Spectra Colors Corp.
Kearney, NJ
7. Watson Machinery
Paterson, NJ