

ALERT



CalChamber Joins Governor on Trade Mission to Mexico

California Chamber of Commerce President Allan Zaremborg joined Governor Arnold Schwarzenegger, members of the press and a business delegation reflecting the diversity of California businesses on a two-day trade mission to Mexico to strengthen ties and increase economic opportunities in the state.

“The mission provided an excellent forum for the Governor to promote business investments in California and encourage tourism from Mexico to California destinations,” said CalChamber President Allan Zaremborg upon returning from the November 9-10 visit.

“As California’s top export market, Mexico has a big impact on our economy,” Zaremborg noted. “The nearly \$18 billion in California products exported to Mexico in 2005 supported nearly 200,000 jobs in California. Strengthening ties between California and Mexico is good for both nations.”

The Governor led the delegation of 60 California employers representing a cross section of the state’s leading industries, including agriculture, tourism, energy technologies, entertainment, manufacturing and financial services, among others.

The trip included meetings with Mexican business leaders and key government officials to discuss ways in which California can help meet the needs of Mexico’s growing economy.

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The delegation's itinerary also included a briefing by the U.S. Ambassador, a roundtable discussion with Mexican state governors, a special IMAX screening and an environmental technology trade show in Monterrey.

Renewing Business Ties

On November 9, President Vicente Fox hosted Governor Schwarzenegger and a number of other guests, including CalChamber President Zarembeg, at an intimate breakfast.

In May, the CalChamber hosted a breakfast for President Fox, who was greeted by more than 100 guests, including a delegation of officials from Mexico, representatives of California's state government and business people from California and Mexico, including representatives of agriculture, the service industry and manufacturing.

Later on November 9, the Governor and the delegation were guests at a luncheon in Mexico City hosted by the American Chamber of Commerce and sponsored by the CalChamber.

Governor Schwarzenegger addressed more than 500 people at the luncheon, including representatives from California companies in Mexico and Mexican companies interested in the California market.

The Governor noted that common bonds and trade between California and Mexico translate into billions of dollars in business for both. "As we work on both sides of the border to save energy, protect the environment and manage our water supplies, there is so much more that we can do together," the Governor said.

Focus on Tourism

The Governor announced the creation of a tourism office in Mexico City to increase California's visibility as an international travel destination.

The focus on tourism continued in the evening at the IMAX premiere of a film by the California Travel and Tourism Commission. The film, "Adventures in Wild California," promoted California services and products.

Mexico is the leading source of international tourists to California. The commission reports there were approximately 8.6 million Mexican visitors to California in 2005 who spent an estimated \$1.6 bil-



Governor's Office Photo by Duncan McIntosh

Governor Arnold Schwarzenegger and Mexico President-Elect Felipe Calderón pose for media photographers during the two-day trade mission.

lion. A large portion of these visitors are Mexican day visitors.

Environment

On November 10, the Governor met with incoming Mexico President Felipe Calderón, discussing efforts to facilitate lifting the ban on importing California-grown spinach. The Governor then joined the delegation at the environmental technology trade show in Monterrey that highlighted California's leading-edge environmental technology.

From solar power technology to high-efficiency pumps for use in wastewater treatment and other industrial applications, the expo featured almost 30 California companies and other employers at the Cintermex convention complex.

The products and services displayed will help meet a growing demand in Mexico for energy and environmental technologies. Over the past two decades, Mexico has focused increasing attention



Photo by Larry Dicke

CalChamber President Allan Zarembeg and Charlotte Shultz, head of the Governor's Office of Protocol, pause following a breakfast meeting with Mexico President Vicente Fox.

on reducing environmental impacts to its air and water from economic and population growth.

Mexico's participation in the North American Free Trade Agreement (NAFTA) also has spurred the country to adopt tighter environmental controls and pursue cleaner alternative energy sources.

CalChamber Position

In keeping with long-standing policy, CalChamber supports free trade worldwide. It also encourages the expansion of trade and investment, fair and equitable market access for California products abroad and the elimination of disincentives that impede the international competitiveness of California businesses.

More information about CalChamber positions on international trade issues is available at www.calchamber.com/international.

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