

ALERT

CALIFORNIA CHAMBER OF COMMERCE



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Chamber Trade Mission to Mexico a Success

California Chamber Chairman Philip J. Quigley led a 25-member business delegation to Mexico City January 21-24. The purpose of the mission was for California government and business leaders to meet with Mexico government and business leaders to discuss the proposed North American Free Trade Agreement (NAFTA); bilateral relations between California and Mexico; and general trade and investment opportunities.

The agreement, among the United States, Canada and Mexico, will create the world's largest free trade area, comprising more than 360 million people with a combined annual output of \$6 trillion.

The state government delegation included Governor Pete Wilson, several members of the Governor's Cabinet and senior staff. The business delegation was made up of members of the California Chamber Board as well as other business representatives.

During the leadership mission, delegates met with Mexico President Carlos Salinas de Gortari, Mexico Secretary of Commerce Dr. Jaime Serra Puche, as well as members of the American Chamber of Commerce in

Mexico City and the Mexico Business Coordinating Council for Foreign Trade.

To honor the Governor during his visit to Mexico City, the California Chamber hosted a reception at the residence of U.S. Ambassador John D. Negroponte for California and Mexico business and government leaders.

Mexico is engaged in a trade liberalization policy that includes 1986 entry

into the worldwide trade organization, the General Agreement on Tariffs and Trade (GATT), increased trade relations with the United States and Canada, and increased activity in the "maquiladora" concept allowing for the assembly of finished products using

Mexican labor for duty-free re-entry into the United States.

Simply by virtue of the 2,000-mile common border, Mexico is strategically important to the United States. The United States is Mexico's largest trading partner. And through immigration into the United States, legal and otherwise, Mexicans are having a growing impact on U.S. domestic affairs. Already, the United States is one of the largest

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Business Executive Calls for Further Reforms in Air District



William T. Huston

Reasonable checks and balances need to be placed on the South Coast Air Quality Management District (AQMD), a

Southern California business leader told an Assembly subcommittee this week. Excessive regulation has caused businesses to leave the area covered by the South Coast AQMD, said William T. Huston, chair of the California Chamber's Economic and Job Development Committee and chairman and chief executive officer of Watson Land Company, a major developer of industrial and office parks in Los Angeles County.

Despite recently announced reforms in the South Coast district's permitting procedures — changes that have been favorably received by business — surveys of business leaders show a continuing concern about air quality regulations.

Huston testified before the Assembly Utilities and Commerce Subcommittee on International Trade and Business Development, chaired by Assemblyman

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Chamber Delegates Complete Successful Mexico Trade Mission

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Spanish-speaking countries in the world.

President George Bush notified Congress formally on September 25, 1990 of the intent of the United States and Mexico to negotiate a free trade agreement. On February 5, 1991, the presidents of the United States and Mexico, and the prime minister of Canada, announced their intention to begin negotiations on a North American Free Trade Agreement that will promote economic growth through expanded trade and investment.

The proposed agreement will include the staged elimination of barriers to the flow of goods, services and investment, coupled with strong intellectual property rights protection (patents, trademarks and copyrights).

U.S. Trade Representative-Ambassador Carla Hills and her Canadian and Mexican counterparts have agreed to create working groups that are meeting on a regular basis in the United States, Canada and Mexico to cover the following areas of discussion: market access;

trade rules; services; investment; intellectual property; and dispute settlement.

Sponsors of the reception were: Bank of America; California Wine Institute; Carlsmith Ball Wichman Murray Case Mukai & Ichiki; Del Monte Foods; Mission Viejo; and TCS Enterprises, Inc. Co-sponsors were Blue Diamond Growers; and Southern Pacific Transportation Company.

Staff contact: Susanne Stirling



Meeting with the President. Following a private meeting, California Governor Pete Wilson (left) and Mexico President Carlos Salinas de Gortari (at microphone) gather with members of the California delegation including (from right): Duane Zobrist, U.S.-Mexico Chamber of Commerce/Carlsmith Ball Wichman Murray Case Mukai & Ichiki; Philip J. Quigley, California Chamber/Pacific Bell; Kirk West, California Chamber; Henry Voss, California Department of Food and Agriculture; James Strock, California Environmental Protection Agency; and Carl Covitz, California Business, Transportation and Housing Agency.



(Left photo) California Office. California Chamber Chairman Philip J. Quigley (left) discusses the operation of the California State Trade and Investment Office in Mexico City with Director Carlos Valderrama.

(Right photo) Trade Negotiation Update. Governor Pete Wilson and the California business delegation met with officials from the Ministry of Commerce and Industrial Development. Pictured from left are: James P. Miscoll, member, California Chamber Board/vice chairman, Bank of America; Francisco Herrera, assistant to the Governor for international affairs; Dr. Jaime Serra Puche, Mexico secretary of commerce and industrial promotion.





Mission to Mexico. Learning more about California-Mexico business opportunities was one goal of the California Chamber mission to Mexico City. Chamber business delegation members included the following. *Front (from left):* J. Fernando Niebla, president and chief executive officer, INFOTEC Development, Inc.; Denman K. McNear, member, California Chamber Board/retired chairman and chief executive officer, Southern Pacific Transportation Company; James P. Miscoll, member, California Chamber Board/vice chairman, Bank of America; E. Jane Arnault, Ph.D., member, California Chamber Board/president and chief executive officer, JurEcon, Inc. *Second Row:* George C. Reid, member, California Chamber Board/president, Con-Way Western Express (a subsidiary of Consolidated Freightways); John Kinley, president, P&D Technologies Inc.; Philip J. Quigley, 1992 California Chamber chairman/president and chief executive officer, Pacific Bell; John H. Kautz, president, California State Board of Food and Agriculture/chairman, Kautz Vineyards, Inc.; Enrique A. Melendez, Melendez Associates/member, California State World Trade Commission; Kenneth G. Docter, member, California Chamber Board/vice chairman, Price Waterhouse; Manuel Antonio Rosales, president, California Hispanic Chambers of Commerce; Susanne T. Stirling, vice president, international affairs, California Chamber. *Third Row:* Duane Zobrist, founder and past national president, U.S.-Mexico Chamber of Commerce/senior partner, Carlsmith Ball Wichman Murray Case Mukai & Ichiki; Kirk West, president, California Chamber; James G. Gilleran, member, California Chamber Board/president and chief executive officer, Mission Viejo Company; Robert T. Monagan, chairman, California State World Trade Commission; Willard Z. Carr Jr., 1991 California Chamber chairman/partner, Gibson, Dunn & Crutcher; John V. Diepenbrock, member and past chairman, California Chamber Board/partner, Diepenbrock, Wulff, Plant & Hannegan; Tom C. Stickel, member, California Chamber Board/chairman and chief executive officer, TCS Enterprises, Inc.; Lee Grissom, president, Greater San Diego Chamber; John E. Rogers, partner-in-charge, Carlsmith Ball Wichman Murray Case Mukai & Ichiki, Mexico City; Robert J. Harter Jr., vice president-general counsel, Rykoff-Sexton, Inc. *Not pictured:* Philip F. Anschutz, chairman, Southern Pacific Transportation Company; Ron Fuller, vice president of governmental regulatory services, San Diego Gas & Electric; Daniel Pegg, president, San Diego Economic Development Corporation/past chairman, Border Trade Alliance; Mario A. Tello, managing director, Mexico, Central America and Panama, Del Monte Foods; James M. Tobin, chairman, Southern Pacific Telecommunications Company/partner, Morrison & Foerster.



Chamber Contacts. The California business delegation received an in-depth briefing from members of the American Chamber of Commerce in Mexico City. Pictured from left are: John Bruton, executive vice president, American Chamber of Commerce in Mexico City; Wesley Wolfe, vice president, American Chamber of Commerce in Mexico City; R.G. "Chris" Marshall, president, American Chamber of Commerce in Mexico City; Kirk West, California Chamber president; and Philip J. Quigley, 1992 California Chamber chairman/president and chief executive officer, Pacific Bell.



Business to Business. Discussing California and Mexico business opportunities are (from left) Willard Z. Carr Jr., 1991 California Chamber chairman/partner, Gibson, Dunn & Crutcher; Governor Pete Wilson; and Juan Gallardo Thurlow, chairman, Mexican Business Coordinating Council for Foreign Trade.