

**Ontario International Marketing Centre in Mexico**  
in partnership with Durham, Waterloo and Windsor Region present:  
**Mexico: A World of Opportunities for the Automotive Sector**  
Learn how to survive the auto crisis by doing business with Mexico

Mexican SMEs do not have the know-how, the tooling and the equipment to efficiently serve the industry. Ontario is seen as a key partner.



In partnership with:



**JUNE 16: OSHAWA**  
University of Ontario Institute of Technology, 2000 Simcoe St. N  
E: rkeenan@oshawa.ca

**JUNE 17: Kitchener**  
Holiday Inn, Salon A  
30 Fairway Rd. South  
E: haynesj@cambridge.ca

**JUNE 19: WINDSOR**  
Fogolar Furlan Club  
1800 E.C. Row (N. Service Rd.)  
E: TPringle@chossewindsorsex.com

Pre-registration is required.  
No FEE

## Program

- 8:00**            **Breakfast and networking**
- 8:30**            **Greetings**
- 8:50**            **Javier Lopez, Ontario Senior Economic Officer- Mexico. The booming automotive industry in Mexico. Trends, opportunities and what Ontario companies could do to be part of it.**
- 9:10**            **Guillermo Larios, Trade Commissioner, Canadian Embassy, Mexico. What does Mexico need from Canada?**  
  
**Presentation of the cross-country study on Mexico's auto industry demand for Tool, Dye and Moulds.**
- 9:30**            **Armando Bravo, Director of the Mexican Centre for the Automotive Industry Development (CeDIAM): The case of the automotive clusters in central Mexico**
- 9:50**            **EDC. Special financing programs to assist Canadian companies in doing business with Mexico**
- 10:10**           **Q & A**
- Windsor Only: Case Study- Dan Moynahan, President Platinum. Sharing his experience in doing business with Mexico.**

## JOIN US FOR BREAKFAST

**8:00 am. Registration**  
**8:30 am. Presentations**