



USA Product Literature Center *MEXITRONICA 2004* co-located with Ensamblamex and TecnoCalidad

The US Commercial Service is pleased to support Mexico's leading electronic manufacturing expo **Mexitronica, Oct 19-21, 2004 in Guadalajara, Mexico**, and encourages US manufacturers of electronic components and related products and services to participate in our **USA Product Literature Center**. Mexitronica has an annual attendance of 6,200 people, of which 90% are purchasing decision-makers.

Guadalajara is considered the 'Silicon Valley of Latin America' with 80+ companies in the electronic industry. Mexitronica also attracts visitors from throughout Mexico including maquiladora companies located along the U.S.-Mexico border.

Participate in the USA Product Literature Center for only \$ 300

US Commercial Service staff will display your company's brochures in the USA Product Literature Center, and include your name in the USA Pavilion brochure, bringing your firm an added level of market exposure for a very low cost. In addition, we will collect trade leads for you on potential buyers who express an interest in your products or services. This is a potent tool for companies that will exhibit at the show as well as for those that can't do so this year.

For more information, please contact:

Gerardo Victorica
U.S. Commercial Service
Guadalajara, Mexico
Tel: (52) 33-3615-1140 / Fax: (52) 33-3615-7665
Gerardo.Victorica@mail.doc.gov
<http://www.buyusa.gov>



**MEXITRONICA 2004
PRODUCT LITERATURE CENTER
OCTOBER 19-21, 2004**

REGISTRATION FORM

Please submit your completed Registration Form to Gerardo Victorica:
E-mail: gerardo.victorica@mail.doc.gov or FAX: 011-52-33-3615-7665.

COMPANY: _____

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PAYMENT: () **CHECK** payable to “U.S. Department of Commerce”

Send checks via **DHL or FEDEX** to:

Gabriela Hernandez

Commercial Assistant

U.S. Consulate, U.S. Commercial Service

Lopez Cotilla 2032, Piso 4

44130 Guadalajara, Jalisco, Mexico

Tel: 011-52-33-3615-1140

Fax: 011-52-33-3615-7665

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