

Doing Business in Mexico Workshop

October 13 - 15, 2020, 12:00 PM - 1:00 PM

DOING BUSINESS IN MEXICO

Through trade missions to Mexico over the past six years, we have identified a number of opportunities for BC's value-added wood manufacturers. We will be bringing the experts to help you learn more about the current and growing opportunities, and getting your product to the Mexican market.

Nora Gonzalez of G&G Gestoria, our expert on Mexico's wood products industry, will be joining us from Guadalajara to share her insights on the opportunities and challenges for BC's value-added wood manufacturers. Nora recently brought a number of enthusiastic buyers to the Global Buyers Mission and together with our last successful trade mission to Mexico, we are very optimistic that the interest from the market will continue to grow. Participating B.C. companies have already seen sales growth and our goal is to continue the momentum, while finding further new opportunities.



THE DETAILS

COME JOIN US ON **ZOOM** FOR EITHER OR ALL PARTS OF THIS INTERACTIVE NOON HOUR WORKSHOP SERIES:

PART 1: MEXICO'S INDUSTRIAL WOOD MARKET

TUESDAY, OCTOBER 13, 2020, 12:00PM - 1:00PM PST

In part one of this workshop series, Nora will cover the various industrial sectors where wood products currently go to in Mexico, and their growing opportunities and challenges. This workshop will feature **Jonathan Steblin, Vice-Consul and Trade Commissioner at the Consulate of Canada in Guadalajara, Mexico**, who will provide an overview of Trade Commissioner Services in Mexico, general import/export statistics (pre-COVID and current snapshot up to Q2), general Mexico market info, and an overview of the CUSMA/CPTPP and impact on the lumber sector.

PART 2: MEXICO'S RESORT & ARCHITECTURAL MARKET

THURSDAY, OCTOBER 15, 2020, 12:00PM - 1:00PM PST

In part two of this workshop, Nora will cover current resort development trends in Mexico, and the opportunities and challenges for future wood applications. This workshop will feature a presentation by a **renowned Architect-Specifier** who will discuss their projects, architectural concepts, and wood use in resort developments in Mexico.

ADDITIONAL FEATURE TARGETING FIRST TIME EXPORTERS: Industrial Wood Buyers' Perspectives Round Table

WEDNESDAY, OCTOBER 14, 12:00PM - 1:00PM PST

Co-hosted by BC Wood and interpretation provided by G&G Gestoria, you will meet with Jonathan Steblin, Vice-Consul and Trade Commissioner at the Consulate of Canada in Guadalajara, Mexico, along with several established Mexican wood importers, who will interactively provide you an overview of their perspectives, the real challenges they face with importing wood products, and the potential opportunities for first time exporters. While the focus will remain on the experience of these importers, there will also be time for a virtual round table for your questions and discussion.

THE COST?

BC WOOD MEMBERS: \$49 FOR EITHER PART ONE OR PART TWO / **\$79** FOR BOTH PART ONE AND PART TWO

NON-MEMBERS: \$69 FOR EITHER PART ONE OR PART TWO / **\$99** FOR BOTH PART ONE AND PART TWO

ADDITIONAL FEATURE TARGETING FIRST TIME EXPORTERS: \$45 (FOR BC WOOD & NON-MEMBERS)

Following this program, BC Wood will be organizing our virtual trade mission to Mexico, including market assessment and development consultation, in-market B-to-B meetings, and promotional materials.

To register, please fill out the attached registration form and email it to khori@bcwood.com

FOR MORE **INFORMATION**: Contact Ken Hori at khori@bcwood.com or 604.317.3161

Doing Business in Mexico Workshop: Oct 13-15

Registration Form

To register, fill out the information below and email it to khori@bcwood.com

PLEASE CHECK WHICH OF THE FOLLOWING OPTIONS YOU WOULD LIKE TO JOIN

- PART 1: MEXICO'S INDUSTRIAL WOOD MARKET**
OCT 13, 12:00-1:00PM
- PART 2: MEXICO'S RESORT & ARCHITECTURAL MARKET**
OCT 15, 12:00-1:00PM
- INDUSTRIAL WOOD BUYERS' PERSPECTIVES ROUND TABLE**
OCT 14, 12:00-1:00PM

REGISTRATION INFORMATION

FIRST NAME (please print)

LAST NAME

POSITION/TITLE

COMPANY

ADDRESS

CITY

PROVINCE

POSTAL CODE

EMAIL

PHONE

FAX

PAYMENT INFORMATION

- MASTERCARD VISA CHEQUE*

PLEASE CHECK ONE OF THE FOLLOWING OPTION

MEMBER RATE:

NON-MEMBER RATE:

- \$79 +GST** per person for part one PLUS part two
- \$99 +GST** per person for part one PLUS part two
- \$49 +GST** per person for part one OR part two
- \$69 +GST** per person for part one OR part two

- \$45 +GST** ADDITIONAL FEATURE

CARD NUMBER

EXPIRY

CARDHOLDER'S NAME

CARDHOLDER'S SIGNATURE

*PLEASE MAKE ALL CHEQUES PAYABLE TO --

BC Wood Specialties Group

MAIL CHEQUES TO --

BC Wood Specialties Group
200 - 9292 200 St.
Langley, BC, V1M 3A6



Zoom link will be sent in the confirmation email

FOR MORE INFORMATION

Contact Ken Hori at khori@bcwood.com or 604.317.3161