

THE U.S. TRADE AND DEVELOPMENT AGENCY PRESENTS
A Business Briefing for U.S. Companies
Highlighting Opportunities in
Mexico's Intelligent Transportation Systems



U.S. TRADE AND DEVELOPMENT AGENCY, ARLINGTON, VA • WEDNESDAY, MARCH 14, 2012 • 8:15 A.M. – 4:30 P.M.



USTDA invites you to participate in a business briefing with a delegation of senior Mexican officials responsible for **intelligent transportation systems (ITS)**. This unique business development opportunity will connect U.S. providers of ITS technologies with Mexican public and private sector decision-makers as the country moves forward with ambitious plans for infrastructure modernization. The business briefing will also be an opportunity for U.S. companies to learn of upcoming procurements in the tolling, signal control and public transit areas, and to have one-on-one meetings with the delegates, whom USTDA is hosting on a 10-day reverse trade mission.

Mexico's large territory, economic development, and rapid population growth have led to a steady demand for road infrastructure and increased urban mobility. Most toll-roads are administered by Mexican government agencies, and all of them include electronic toll collection using U.S. standards. Over the last few years, a renewed interest in highway concessions has led to a number of new toll-roads that require ITS equipment such as electronic toll collection, road safety equipment, and modern communications systems. The concession and government highways present opportunities for U.S. equipment vendors and engineering firms. Mexico's government has also deployed security technologies along the U.S.-Mexico border designed to expedite truck security and customs inspections.

Finally, urban modernization and growth will require a number of traffic management system upgrades, as well as brand new systems. Together, these deployments will demand U.S. technologies including RFID tags and readers, vehicle detection, message signs, CCTV cameras, as well as opportunities for engineering service firms.

Mexico's large and open market, close proximity to and trade agreement with the United States, and alignment with U.S. standards present attractive opportunities for U.S. firms that offer superior technology and services.

Invited organizations include:

- ▶ Transport Department, Mexico City
- ▶ Transport Department, State of Mexico
- ▶ Transport Department, State of Jalisco
- ▶ Transport Department, State of Nuevo Leon
- ▶ Transport Department, State of Puebla
- ▶ Mexico City METRO System
- ▶ Red de Transporte de Pasajeros – public bus system in Mexico City
- ▶ Grupo ADO – concessionaire

Export Opportunities exist for:

- ▶ Engineering and design services
- ▶ Electronic tolling and systems integration
- ▶ Traffic safety systems
- ▶ Traffic management products and services
- ▶ Vehicle location, tracking and surveillance systems
- ▶ Integration of transit management
- ▶ Highway and bridge construction technologies
- ▶ Consulting services

WHAT

Don't miss this opportunity to meet with key Mexican ITS decision makers

WHERE

U.S. Trade and Development Agency
 1000 Wilson Boulevard, Suite 1500
 Arlington, VA 22209
 Tel: 703-875-4357

WHEN

Wednesday, March 14, 2012

8:15 – 9:00 A.M.

Registration and Continental Breakfast

9:00 A.M.

Welcome and Introductions by USTDA

9:10 A.M. – 12:00 P.M.

Presentations by the Mexican delegates

12:30 – 1:30 P.M.

Networking Luncheon

2:00 – 4:30 P.M.

One-on-One Meetings

COST: \$45 per person

includes briefing book, lunch and one-on-one meetings. Registration required online. (see page 2 for instructions)



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The National Export Initiative was launched in 2010 in order to create jobs for Americans by doubling U.S. exports in five years. As a member of the Export Promotion Cabinet, USTDA supports the NEI by opening new markets for U.S. firms

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TO REGISTER Registration is limited to U.S. companies only. USTDA reserves the right to qualify all registrants.

NAME _____ TITLE _____

COMPANY _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

PHONE _____ FAX _____

E-MAIL _____

Are you a small business? Yes No

REGISTER ONLINE AT: www.kealtd.com (recommended)
 OR REGISTER BY E-MAIL TO: mak@kealtd.com
 OR FAX THE COMPLETED FORM TO: Koeppen, Elliott & Associates, Ltd.
 at 202-429-9574
 OR MAIL THE FORM TO: Koeppen, Elliott & Associates, Ltd.
 1875 "I" Street, N.W., Suite 500
 Washington, DC 20006

For more information on USTDA please visit www.ustda.gov
 If you have any questions on this event, please contact us at (202) 429-5245.

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