



NAITA
North Alabama International Trade Association



Alabama Opportunities in Mexico

Friday • April 20, 2007 • Registration: 8:45 a.m.
Program: 9:00 – 11:00 a.m. at BizTech • 515 Sparkman Drive

NAITA and the Birmingham Export Assistance Center welcome **Ernesto de Keratry, Senior Trade Specialist U.S. Commercial Service Monterrey**. Mr. de Keratry will present firsthand information on doing business in Mexico and export opportunities for Alabama companies. Ernesto is a member of the U.S. Department of Commerce Automotive/Transportation team, and he specializes in Export Regulations & Licensing, Import/Export Process, and Market Research. He speaks Spanish and is fluent in English as well. Industries covered: Air Conditioning/Refrigeration Equipment, Automotive Parts/Services Equipment, Automobile/Light Truck/Vans, Forestry/Woodworking Machinery, General Industrial Equipment/Supplies, Mining Industry Equipment, Machine Tools/Metalworking Equipment, and Plastics Production Machinery.

Ernesto de Keratry joined the U.S. Commercial Service in Monterrey in 1991, putting his vast experience in the Mexico City and Monterrey industrial communities and extensive list of business and government contacts to work for American exporters. Although born in Mexico City, Mr. de Keratry lived for over 17 years in the United States. He served 3 years in the U.S. Army, then attended the University of Texas, graduating with a degree in Business Administration and a major in International Trade. Upon graduation he moved back to Mexico and worked for several entities there until he joined the Commercial Service.

Mr. de Keratry has been an active participant in a number of social and business organizations including the Chamber of Commerce and CAINTRA (the industrial chamber). He currently serves as an Adjutant with the American Legion Post of Monterrey.

Nelda Segars, Sr. International Trade Specialist, U.S. Department of Commerce in Birmingham, will provide an overview of the U.S. Government services available to exporters. **Ed Deitz**, Vice President, First Commercial Bank, will highlight financial services to assist companies involved in international business, and **Guy Falkenberry**, Senior Account Executive, Panalpina, will discuss the logistical side of doing business in the NAFTA region and beyond.

BRIEFING RESERVATION FORM - Mexico

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There is no charge to attend this briefing; however, reservations are requested. • Seating is limited.

- I will attend the briefing on April 20.
 I cannot attend but would like to schedule a one-on-one appointment to discuss trade opportunities.

NAME _____ TITLE _____

COMPANY _____ PHONE _____ FAX _____

ADDRESS _____ email _____

CITY _____ STATE _____ ZIP _____

Please return this form to **NAITA**, P.O. Box 2457, Huntsville, AL 35804, Fax: 256.532.3704, or email info: rsvp@naita.org. Questions? Contact NAITA at 256.532.3505 or naita@naita.org.