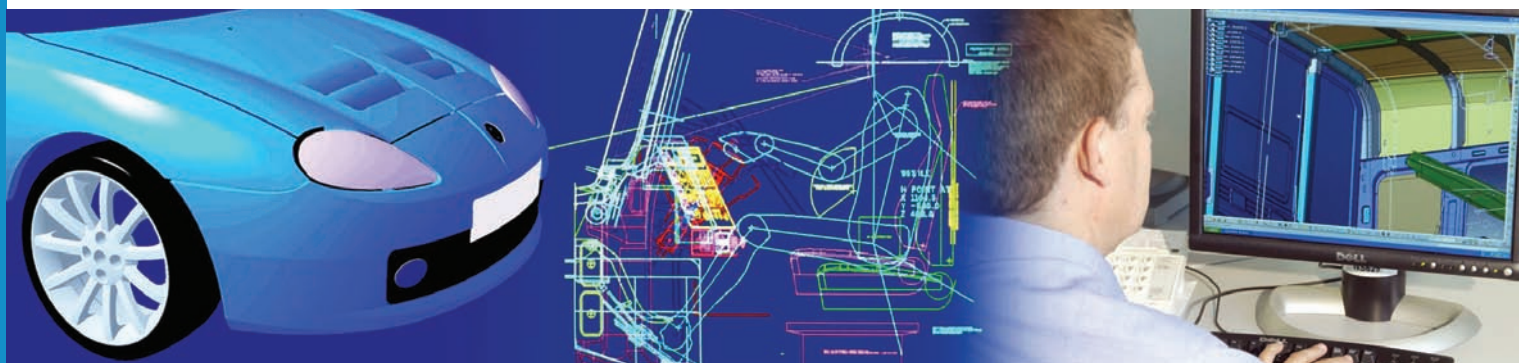


ARGENTINA AND MEXICO

BUSINESS OPPORTUNITIES IN THE AUTOMOTIVE SECTOR

FREE SEMINAR: Thursday 5 March 2009



Argentina – the “land of silver”. **Mexico** – home of the legendary Aztec gold! Unfortunately, today, neither country can offer quite the same level of riches that attracted C16th European explorers. But they are still two relative bright spots amid the global gloom surrounding the automotive industry.

WHAT CAN ARGENTINA AND MEXICO OFFER?

Argentina produced a record number of vehicles in 2008, and, despite the worldwide economic downturn, the economy is still expected to show positive growth in 2009. It remains the UK's third largest market in Latin America, with over 200 British companies doing business there on a regular basis.

Mexico is the world's eleventh largest automotive manufacturer, turning out 2.1 million vehicles in 2008, of which almost 80 per cent were exported. It is also home to a world-class component sector, which forms an integral part of the North American automotive manufacturing industry.

Although geographically separated by 4000 miles, Argentina and Mexico share some key business advantages :

- hosts to a broad range of international vehicle makers
- strong government support for the auto industry
- an open business environment and a wish to forge closer ties with European partners
- preferential access to neighbouring markets (Brazil and USA respectively) which account for over 25 per cent of global vehicle sales

To help UK companies to understand more about and the practicalities of doing business in these markets and to exploit potential opportunities UK Trade & Investment and SMMT are jointly staging a **one-day seminar and workshop on Thursday 5 March 2009**. The event will be held at the central London offices of SMMT, with registration commencing at 9.30 am. During the morning delegates will hear presentations and case studies from local market experts and companies who are successfully doing business in Argentina and/or Mexico. Following a networking lunch, delegates will have the opportunity for one-to-one discussions with the speakers and other market experts.

Confirmed speakers include Juan Cantarella, Executive Director of AFAC Association, Alfredo Fierro from the British Embassy in Buenos Aires, and market specialists from Mexico. The event will be chaired by Alastair Kitson from GKN Driveline.

In addition, delegates will receive **free electronic copies** of UKTI's new, specially commissioned survey of the Argentine automotive sector and SMMT's acclaimed report on the Mexican motor industry (first published last year).

To book your place at this unique event, please contact **Pat Shaw at SMMT** on **+44 (0)20 7344 9260** or email **pshaw@smmt.co.uk**



SMMT, Forbes House, Halkin Street
London SW1X 7DS
www.smmt.co.uk

PRO México
Trade and Investment
www.promexico.gob.mx