

## Workshop on “Tapping into the Emerging Mexico and the Chinese Mainland Markets – Insights on Certifications, Export and Trade Practices”

### 「打進墨西哥與中國內地市場－探討兩地貿易模式」工作坊

Date 日期 : 14 October 2010 (Thursday)  
 Time 時間 : 3:30pm -5pm  
 Venue 地點 : Meeting Room S228, HKCEC  
 Language 語言 : Spanish (with English Consecutive Interpretation) 西班牙語 (提供英語傳譯)

Time 時間	Programme 程序表
3pm – 3:30pm	<b>Registration</b>
3:30pm – 3:35pm	<b>Opening Presentation Remarks and Introduction of the Speakers by Mexcham</b>
3:35pm – 4:50pm	<b>Session 1: Overview of the New Certification Regulations and Quality Standards for Electronic Products In Mexico</b>  By Carlos M. Pérez Munguía, Director General de NCYE– ( <i>Normalización y Certificación Electrónica</i> ). Normalization and Electronic Certification Association.  <i>This presentation will focus on the regulatory framework of the electronics, telecommunications and technology industries. Attendees will gain information on how to market their products and services in Mexico and how to raise their competitiveness while maintaining internationally accepted standards. Information on some new regulations applicable to electronic products and components and the importance of the certifications will be provided.</i>
4pm – 4:10pm	<b>Question and Answer Session 1</b>
4pm – 4:20pm	<b>Session 2: Practical Tips on Import and Export Trade between Mexico and the Chinese mainland</b> By Mario H Venegas Cubero. Customs Agent of Intertraffic  <i>The audience will be presented with insights into how to identify risk areas in the import and export operations when buying electronics in China and importing to Mexico, together with information on security issues, challenges, legal aspects when dealing with international business.</i>
4:20pm – 4:30pm	<b>Question and Answer Session 2</b>
4:30pm – 4:50	<b>Session 3: Doing Business between Mexico and China via Hong Kong’s business platform.</b> By Renee Rodriguez – Business Advisor for CWCC  <i>Information on business entry models and compliances to the Chinese mainland and Mexico markets will be disseminated. This session will focus on how the professional services and capital-raising platform in Hong Kong can facilitate the launch of business.</i>
4:50pm-5pm	<b>Question and Answer Session 3</b>

Remarks 備註:

- Free admission. Seats are granted on a **first-come-first-served basis**. 免費入場。座位有限，**先到先得**。
- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

## **About the Speakers 講者簡介:**

**Carlos M. Pérez Munguía** Director of the (NYCE) Normalization and Electronic Certification Association.

He was previously manager of planning and business development of this association.

The NYCE is a non-profit organization founded in November 1994 by a group of leading companies in the electronics, telecommunications and information technology industries—Compaq, Dell, Sony, Alcatel, Ericsson and Arrow, among many others. They were brought together by their need for an organization with nationwide jurisdiction that could represent their interests in relation to regulatory certification and compliance. The NYCE is accredited and authorized by the legal instances and agencies of the federal government and is part of the Mexican System for Metrology, Standardization and Evaluation of Compliance (Spanish acronym SISMENEC), which in turn is made up of agencies devoted to standardization, product certification, systems certification, personnel certification, verification, testing, metrology and accreditation, among other local organizations that help to coordinate efforts, balance interests and ensure transparency in standardization processes.

### **Mario H Venegas Cubero. Customs Agent of Intertraffic**

Mario H Venegas Cubero, founded Intertraffic, Inc. in December 2005 and up to date he is the company's registered customs agent. His broad experience in International Business has given him the opportunity to work with companies in the electronics field such as Philips, Disney Electronics, Batman Electronics, Trane, Audiovox, Robert Bosch and Waters. Also, he has collaborated with companies in other industries as clothes brands like Tommy Hilfiger and DKNY. For the Food Industry he has given services to Tetra Pack among others.

### **Renee Rodriguez Business Advisor Latin Desk of CWCC**

Renee Rodriguez was born in Mexico City with a Master of Science in Management from the Bordeaux Management School and Hong Kong University of Science and Technology. She is Business Advisor in CWCC the only CPA firm in Hong Kong that helps individuals and companies successfully establish and run businesses in Hong Kong and China and vice versa in Latin America.