



For Immediate Release

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Mexico Electronics Supply Chain Organization, CADELEC, and ROC Exhibitions, Inc. launch joint marketing / business development effort

5/3/2007, Guadalajara—Ing. Octovio Parga Jimenez, incoming president of CADELEC, says his organization, together with ROC Exhibitions, the producers of Mexitronica, will collaborate on a marketing program to promote the advantages of manufacturing in Mexico.

“Our alliance with ROC Exhibitions allows us to leverage their many media relationships, promote Mexico on the global stage, and communicate the unique benefits of designing and manufacturing electronic products here in Mexico,” said Ing. Parga Jimenez, who is also Vice President of Manufacturing and Services for Sanmina-SCI Mexico.

CADELEC, was formed in 1997 by the leading electronics companies in Mexico. Its mission is to promote Mexican industry and to foster development of a robust, state-of-industry supply chain.

Founding companies include Jabil Circuit, Hewlett Packard, IBM, Intel, Solectron and SCI-Sanmina among others. Electronic industry exports of CADELEC members represent more than 75 percent of the total export volume of Jalisco, the Silicon Valley of Mexico.

In addition to their co-marketing efforts, the two organizations will organize a buying center to operate during Expo Mexitronica, Mexico’s national electronics industry event taking place in October. The buying center will function as a working environment where CADELEC member companies, and other in-country, high-volume manufacturers, can conduct scheduled business meetings with component and equipment suppliers during exhibition hours.

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CADELEC / ROC Exhibitions Collaborate/Add One

"Many of our member companies are in a cycle where production lines are being refreshed with new equipment, and new capacity is being planned. Based on current trends, CADELEC expects significant capital spending to be approved over the course of this year," says Ing. Sánchez Proal, explaining the rationale behind the Mexitrónica buying center.

"An expanding design community, growing factories, and the opening of several new enclosure facilities contribute to a scenario for continued and sustainable growth in Mexico's electronics output. Anyone whose products are sold in North or South America should consider Mexico for their development work and volume manufacturing," Ing. Sanchez asserts.

"We are excited to be working with CADELEC to promote electronics design & manufacturing in Mexico," says Marc Rosenstock, president of ROC Exhibitions. "Mexico has a great story to tell about the resurgence of its electronics manufacturing business. Mexico's impressive growth, in the face of intense global competition, is remarkable."

For information about information about services provided by CADELEC, contact Ana Lorena Velasquez, marketing and PR manager, avelazquez@cadelec.com.mx.

For information on Mexitrónica, Oct 23-25, 2007, contact Jerry Carter, director of exhibitions, ROC Exhibitions, jcarter@rocexhibitions.com, or telephone 630.271.8228.