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**For Immediate Release**

**Electronics Suppliers, Manufacturers Get Connected @ Mexitrónica**

*Oct. 23-25, 2007, Expo Guadalajara, Jalisco, Mexico*

**GUADALAJARA, Mexico (Aug. 21, 2007)** – Mexico’s National Chamber for Electronics, Telecommunication and IT Industries (CANIETI), in partnership with ROC Exhibitions, Inc., presents Mexitrónica, Tuesday through Thursday, Oct. 23-25, 2007, at the Expo Guadalajara, Av. Mariano Otero No. 1499, Col. Verde Valle, Guadalajara, Jalisco Guadalajara, Jalisco, Mexico. The event, which drew more than 5,000 attendees last year, is part of Mexico’s International Design and Manufacturing Technology Week.

Now in its 13<sup>th</sup> year, the conference and trade show offers electronics suppliers opportunities to network with leading professionals operating Mexico’s electronics manufacturing facilities. Mexitrónica features the most advanced tools, materials, equipment, components, printed circuits, test instruments, connectors and cable.

New this year is a buying center that will function as a private working environment. CADELEC member companies and other in-country, high volume manufacturers can conduct scheduled business meetings with component and equipment suppliers during exhibition hours. For the second year, CADELEC will produce their supply chain conference, called PROVELEC, at the Hilton Guadalajara, in conjunction with Mexitrónica. This co-location has the effect of bringing the country’s top buyers of components and equipment to the Mexitronica exhibit floor.

Mexitrónica show hours are from 4 p.m. to 9 p.m. on Tuesday and Wednesday, and from 4 p.m. to 8 p.m. on Thursday. Visit [www.mexitronica.com](http://www.mexitronica.com) for conference and expo information and to register online. To arrange for an exhibit, contact Jerry Carter at [info@rocehibitions.com](mailto:info@rocehibitions.com).

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