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**For Immediate Release**

**Mexitrónica Features Technical Workshops and Conference Sessions**

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

**GUADALAJARA, Mexico (Sept. 12, 2007)** – High-tech workshops and conference sessions provide career enhancement as part of 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.

Twelve full and half-day workshops – presented by Robert Hanson, industry consultant, and Tino Gonzales, master IPC trainer – focus on design for high-speed circuits and systems, and on IPC design and manufacturing standards. An additional 14, one-hour technical sessions are presented by a mix of industry users and suppliers.

Technical session topics cover a range of subjects, including converting to lead-free, statistical process control; softbeam soldering process; complaint pin technology and the growing threat of counterfeit components. A \$50 conference registration provides full, three-day access to the technical sessions. Workshops each carry an individual fee.

Mexico's National Chamber for Electronics, Telecommunication and IT Industries (CANIETI), in partnership with ROC Exhibitions, Inc., presents the conference as part of Mexitrónica, which last year drew more than 5,000 attendees. The conference and trade show is part of Mexico's International Design and Manufacturing Technology Week. Indium Corporation and Tyco Engineered Products & Services also are session sponsors.

Now in its 13<sup>th</sup> year, Mexitrónica 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.

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## **Mexitrónica Technical Workshops, Sessions//Add One**

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 collocation has the effect of bringing the country's top buyers of components and equipment to the Mexitrónica 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 a complete conference schedule and detailed course descriptions. To arrange for an exhibit, contact Jerry Carter at [info@rocehibitions.com](mailto:info@rocehibitions.com).

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