

NEWS RELEASE

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FOR IMMEDIATE RELEASE
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WNMU CO-HOSTS ANNUAL NAFTA INSTITUTE

Silver City, NM – The annual NAFTA Institute is returning to Sunland Park, NM on June 16 for a one-day event.

Created in 1995 by Western New Mexico University, the NAFTA Institute has been held each year, for several years at the WNMU campus in Silver City, and now at Sunland Park.

The event is also a supplier/buyer conference. In 2009, at least 700 individuals and 300 companies were in attendance, making it the largest such conference in the Southwest.

WNMU plays a primary role in organizing the event through the International Business Accelerator (IBA), a part of the New Mexico Small Business Development Center (SBDC) network, administered by WNMU. All three entities and many others help bring the event together.

“The NAFTA Institute is the single most important event that brings buyers and sellers together under one roof to develop partnerships in international trade,” said Michael Rivera, New Mexico SBDC Network State Director. “International trade is becoming a huge initiative for this country and we must be a big part of it.”

The conference combines the activities of the NAFTA Institute and the supplier-meets-buyer aspect bringing trade opportunities for small businesses in the southwest and Mexico.

WNMU has increased its relationship building with Mexico through education and economic development initiatives. The New Mexico Basic Economic Development Course is offered each year in Silver City and has been taught in Mexico. WNMU was recently designated as the first university authorized to administer advanced economic development courses in Mexico.

The cost to participate in the NAFTA Institute is \$99, which includes entry, meals and materials.

The event’s agenda is available at www.nafta-institute.com

Located in Silver City, New Mexico, Western New Mexico University has served the people of the state of New Mexico and its surrounding areas as a comprehensive, regional, rural, public coeducational university since 1893 and caters to a student body diverse in age, culture, language and ethnic background.

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