

**Press Release**  
**Mexico City, December 4, 2009**  
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**PROMEXICO ORGANIZED THE FIRST REGIONAL MEETING OF THE NORTH AMERICAN CHAPTER OF THE WORLD ASSOCIATION OF INVESTMENT PROMOTION AGENCIES.**

- Representatives from Latin America and the United States attended the meeting
- The role of agencies in economic recovery and business aftercare was discussed

ProMexico organized and hosted the Regional Meeting of the North American Chapter of WAIPA (World Association of Investment Promotion Agencies). The event took place at ProMexico's headquarters in Mexico City.

For Bruno Ferrari, ProMexico General Director and current WAIPA Director for North America, investment promotion agencies (IPA) must be the catalyst that restarts the engine of global productive investment.

To that end, Ferrari emphasized that we must strengthen promotion entities and implement the knowledge gained through information exchange, in order to get better results both locally and globally.

During the meeting, representatives from different promotion agencies discussed their role in economic recovery as well as the various strategies that will lead to constant and specialized aftercare for businesses that are already established in various countries.

Alessandro Teixeira, WAIPA President and APEX Brazil President, said that this meeting is an opportunity to transfer knowledge of best practices among promotion agencies. He stated that while in 2000, Europe attracted 50 percent of foreign investment, by 2009 the number had dropped to 30 percent; the rest is now attracted by several Latin American countries, and African and Asian countries.

This type of agreements have reinforced ProMexico's effort because there is now better coordination and bilateral support in the area of international business, as well as support to overcome any obstacle that may affect trade and investment.

Among the attendees were representatives from IPAs from Brazil, Colombia, Nicaragua and Belgium; representatives from the states of Florida, Texas, Georgia, Massachusetts, Missouri, Iowa, Idaho and Washington; and representatives from the state governments of Hidalgo, Zacatecas, Puebla, State of Mexico, Chiapas, Chihuahua, Campeche, Jalisco,

Tabasco, Durango, Baja California, Guanajuato, Nuevo Leon, San Luis Potosi,  
Tamaulipas and Michoacan.

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