



INTERNATIONAL STANDARDS FOR QUALITY

And

Doing Business with Mexico

By

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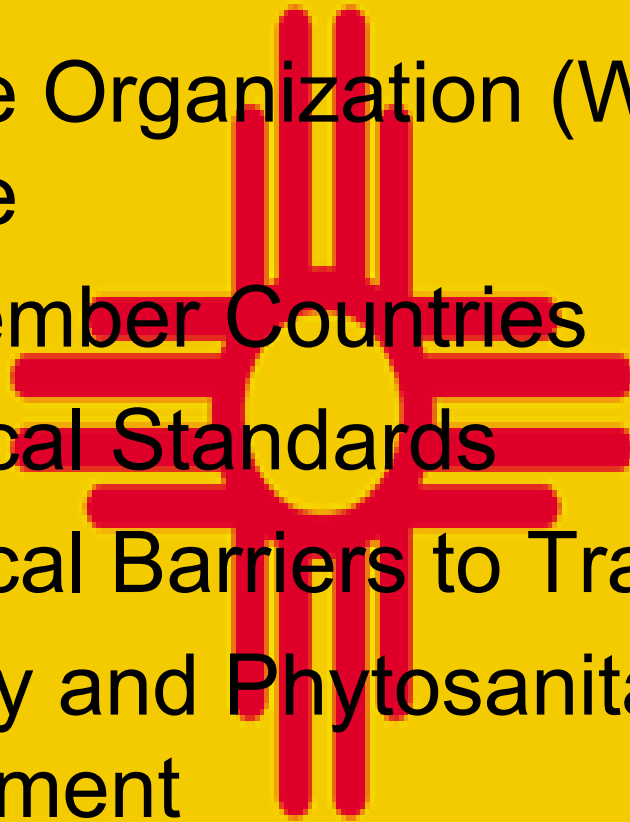
BASIC CONCEPTS

- Understand Country History, Economy, and Business
- Understand Country Culture
- Understand Country Language



International Commerce and Trade

- World Trade Organization (WTO) – Rules of the Game
 - 146 Member Countries
 - Technical Standards
 - Technical Barriers to Trade
 - Sanitary and Phytosanitary Agreement



North American Free Trade Agreement (NAFTA)

- U.S., Canada and Mexico
- Investment & Services
- Standards and Labeling
- Subsidies
- Anti-dumping
- Maquiladoras



Free Trade Area of the Americas

- Strengthening Democracies
 - Economic Integration and Free Trade
 - Eradicating Poverty
 - Sustainable Development
 - Negotiating Groups
 - Market Access
 - Dispute Settlement
 - Great Controversy
- 

PUBLIC CITIZEN VIEWS

- Rich Countries grow richer, poor countries grow poorer
- Good U.S. jobs leaving overseas
- U.S. trade deficit growing
- Income losses for U.S. citizens without college degrees
- Environmental issues
- Increased poverty for many

U.S. TRADE OFFICE VIEWS

- NAFTA trade has more than doubled
- NAFTA has resulted in higher wages
- Free trade has helped fight poverty
- Free trade has increased U.S. jobs
- Free trade promotes higher environmental standards
- Free trade promotes more democracy

International Organization for Standardization

- Established 1947 – Geneva, Switzerland
- 149 Member Countries
- Many Technical Committees and Standards
 - Quality Management Systems
 - Environmental Management
 - Information Technology
 - Food Safety

ISO 9000 QUALITY MANAGEMENT SYSTEMS

- Worldwide Use
- Companies Improve Performance
- Process Approach
- Dependability and Reliability
- Improved Organizational Results
- Ensure Customer Satisfaction
- Voluntary Implementation (driven by market requirements)



ISO 9000 REQUIREMENTS

- Quality Manual and Quality Procedures
- Defined Policies, Processes, Objectives
- Management Commitment and Review
- Customer Focus
- Measurement, Analysis, Improvement

ISO 9000 REQUIREMENTS (Continued)

- Control of Non-Conforming Product
- Monitoring and Measurement of Processes and Products
- Corrective and Preventive Action
- Internal Audits
- Verification and Validation of Systems

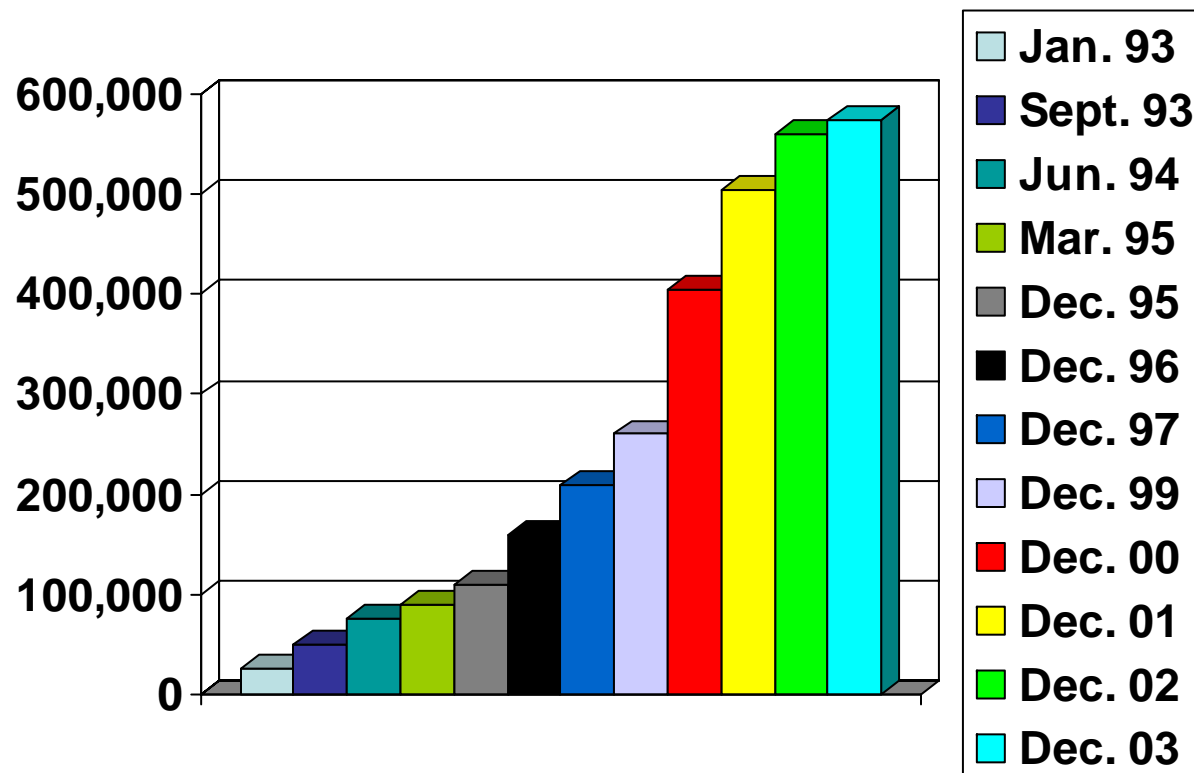
ISO 9000 REQUIREMENTS (Continued)

- Certification audits by accredited third-party Registrars
- Auditors trained and certified
- Bi-Annual audits required
- Company/organization can promote certification for marketing purposes

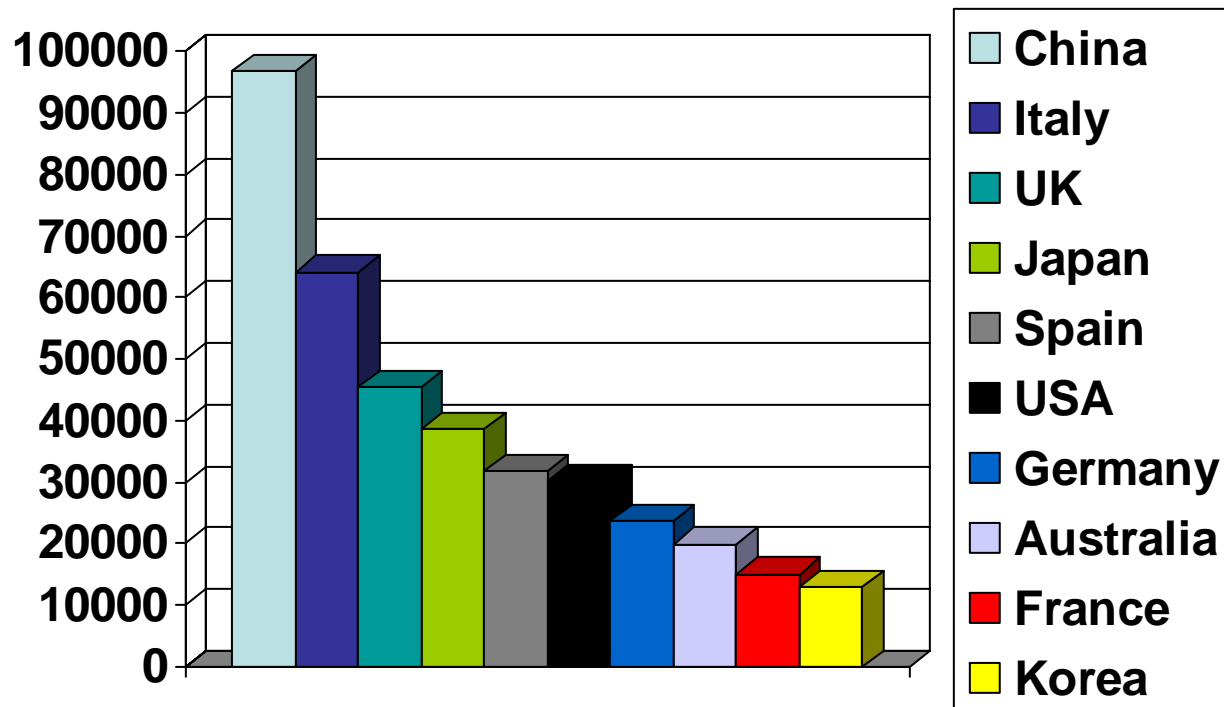
ISO 9000 BENEFITS

- Conformance to Customer Requirements
- Improved Working Conditions
- Improved Results and Market Share
- Stability and Growth including Suppliers
- Societal Benefits – Improved Quality of Products and Services

Worldwide Total ISO 9000 Certificates



TOP TEN COUNTRIES ISO 9000 CERTIFICATES - 2003



NEW MEXICO NM 9000 PROGRAM

- New Mexico Department of Economic Development Training Program
- Collaboration between NMEDD, Los Alamos Lab, Sandia Lab, Honeywell
- Approximately 133 NM Companies certified
- Gap Analysis prior to Certification
- Council of State Governments Award-2004

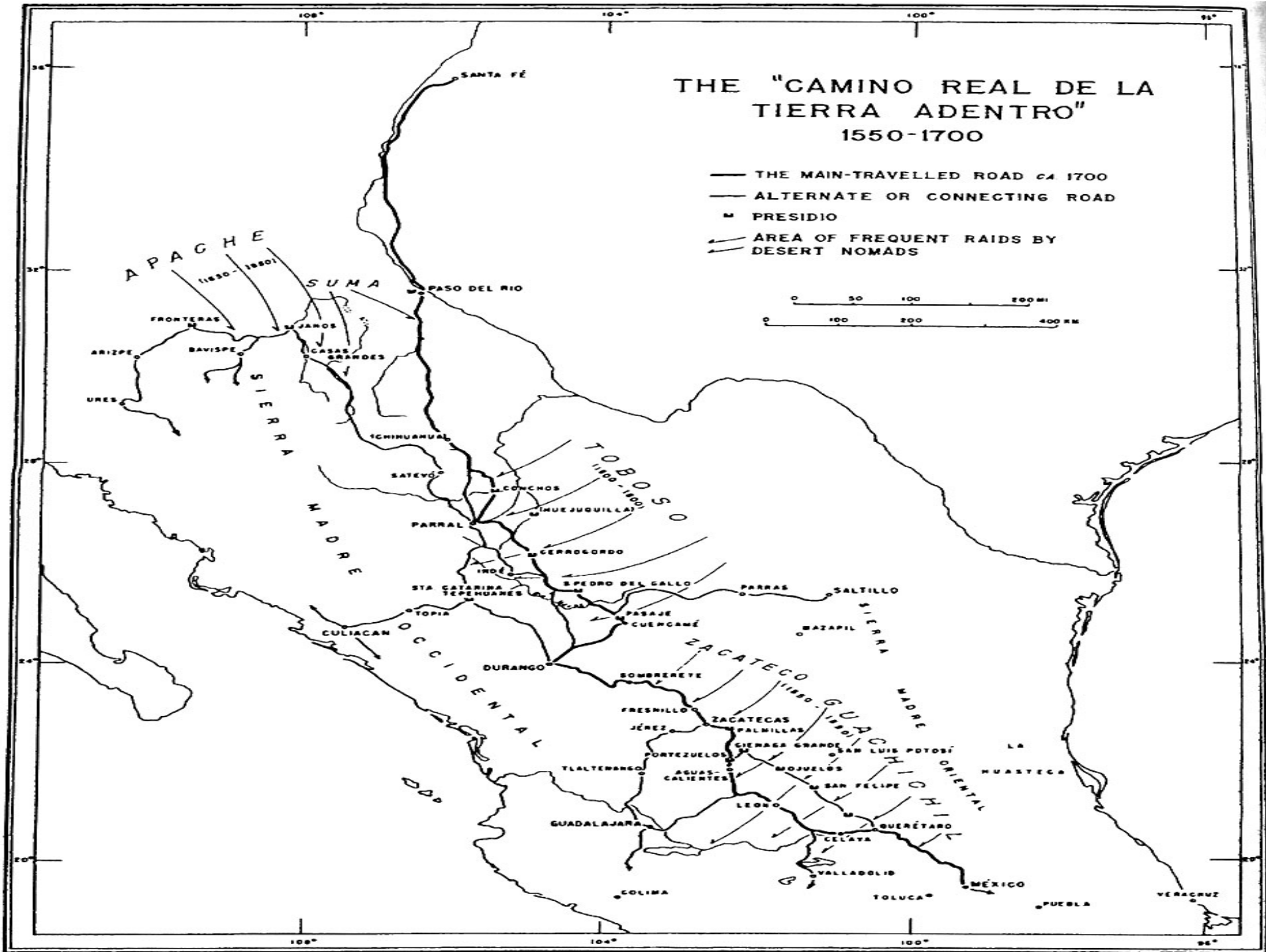
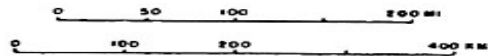
NEW MEXICO/MEXICO ECONOMIC COOPERATION

- NM Economic Development Dept.
 - Office of Mexican Affairs and International Trade
- New Mexico/Chihuahua Agreement
 - Business and Cultural Exchanges
 - Maquiladora Suppliers
 - Santa Teresa Entry Port
- Re-establish El Camino Real



THE "CAMINO REAL DE LA TIERRA ADENTRO" 1550-1700

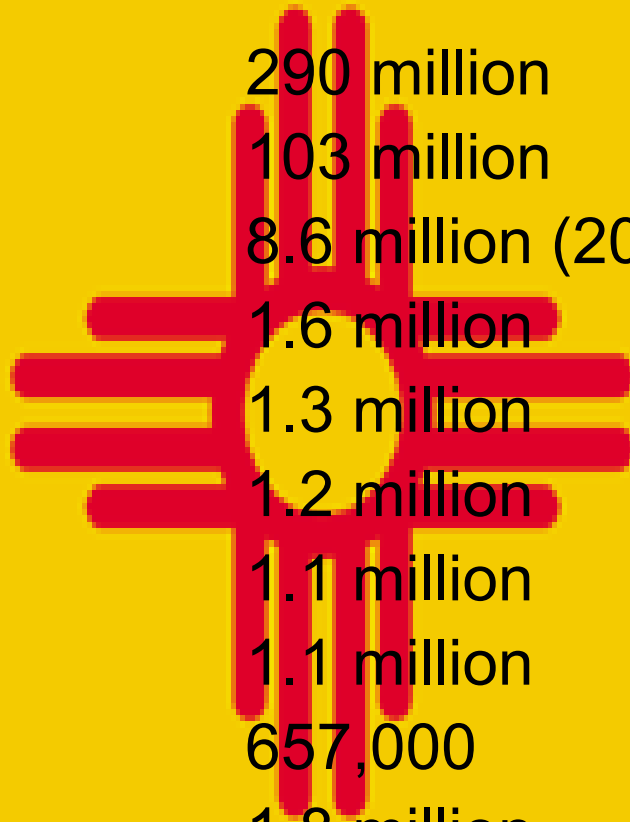
- THE MAIN-TRAVELLED ROAD ca 1700
- ALTERNATE OR CONNECTING ROAD
- PRESIDIO
- ↔ AREA OF FREQUENT RAIDS BY DESERT NOMADS





POPULATION COMPARISONS

- U.S. 290 million
- Mexico 103 million
- Mexico City: 8.6 million (20 M metro)
- Guadalajara: 1.6 million
- Puebla: 1.3 million
- Ciudad Juarez: 1.2 million
- Tijuana: 1.1 million
- Monterrey: 1.1 million
- Chihuahua: 657,000
- New Mexico: 1.8 million
- Albuquerque: 450,000



NEW MEXICO EXPORTS

- Phillipines
- South Korea
- Mexico (biggest growth)
- Malaysia, China, Taiwan
- Canada
- Costa Rica
- Ireland
- Thailand



NEW MEXICO EXPORTS

- Computers and electronic products
- Transportation equipment
- Machinery
- Fabricated metal products
- Fabric mill products
- Non-metallic minerals
- Processed foods



POTENTIAL NM SERVICES

- Tourism
- Science and Technology
- Medical Practice
- Educational Practices



Doing Business in Mexico

- Observe Holidays
- Good Personal Relationships
- Confirm Appointments
- Business Dress
- Respect for Mexican culture and institutions
- Professional Titles
- Negotiating Skills
- Business Entertainment
- Public Behavior



INFORMATION SOURCES

- USDOC – Office of NAFTA and Inter-American Affairs
- U.S. State Dept. – Country Background
- American Chamber of Commerce – Mexico
- Mexico Watch (Politics, Business, Economy)
- BANCOMEXT (Business and Legal)
- New Mexico Economic Development Department
- Newspapers
 - Excelsior
 - El Universal
- TV - CNN en Español
- TV - Galavisión

BOOKS TO READ

- The Epic of Latin America – John Crow
(history, politics, economics)
- Mexico, Biography of Power – Enrique Krauze
(history and politics)
- The Buried Mirror – Carlos Fuentes
(Spain, Latin America, Mexico)

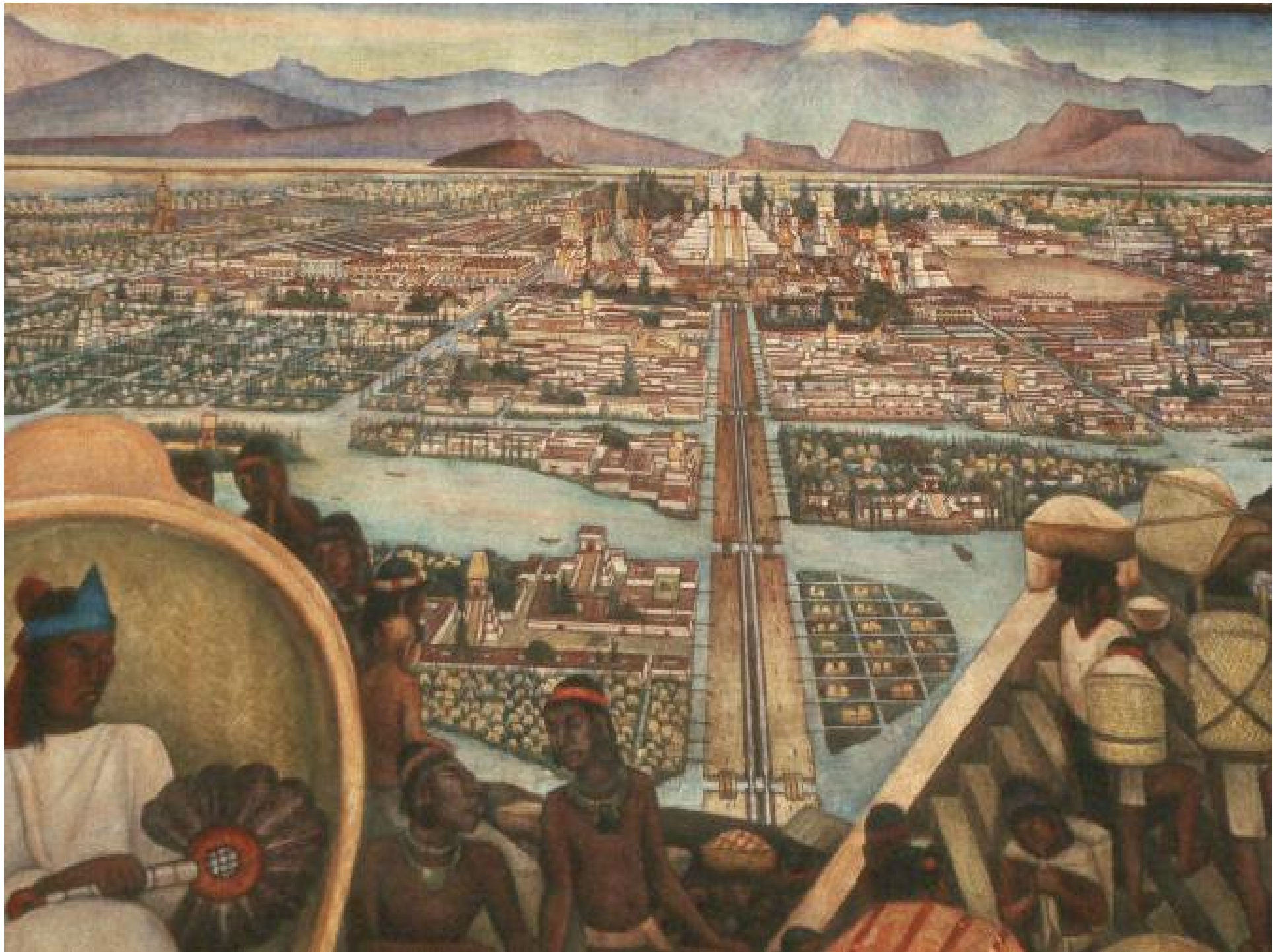


DOING BUSINESS IN SPANISH

- 500 Million people speak Spanish*
- Second most used international language
- U.S. Hispanic Population – 35.5 M
- Growing demand in business, entertainment, education
- Increasing need for bi-lingual professionals
 - Examples: Miami, Los Angeles, San Antonio
- Growing opportunities in U.S., Mexico, Latin America, Spain

*Instituto Cervantes













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