



PRESS RELEASE - FOR IMMEDIATE RELEASE

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**1ST INTERNATIONAL AEROSPACE FORUM IN BAJA CALIFORNIA
ANNOUNCED AS “ARRIVING ON-TIME” THIS MARCH 17-18 BY
TIJUANA EDC, CITY AND MULTI-NATIONAL INDUSTRY LEADERS**

Industry experts from the U.S., the United Kingdom, and Mexico, as well as top aerospace manufacturing representatives, will take part in Baja California’s first “International Aerospace Supplier Forum” – a free B2B conference in Tijuana on March 17 and 18, 2010. Conference highlights will include keynote presentations, case studies for operating in Mexico, and networking opportunities – as well as information on the new U.S.-Mexico Bilateral Aviation Safety Agreement (BASA), ITAR and AS9100 registration, and how to benefit from this lower-cost aerospace manufacturing hub next to Southern California.

Tijuana, Baja California, March 3, 2010 – Reflecting both the 100 year anniversary of the aerospace industry in Mexico, and Baja California’s own leadership as one of Mexico’s aerospace manufacturing hubs, the 1st *International Aerospace Supplier Forum* was announced this week by representatives from the Tijuana EDC (known in Mexico as DEITAC), the Tijuana Economic Development Council, the City of Tijuana, and aerospace and trade organizations from Baja California, Mexico, the U.S. and the U.K.

The two-day event will be held from Wednesday, March 17 through Thursday, March 18, 2010, at the upscale Grand Hotel Tijuana, marking the first time that such a range of international businesses, government officials, and industry professionals will meet to discuss Mexico’s increasing role as an aerospace and defense manufacturing location in North America; to hear success stories from companies like Bombardier, Honeywell, Eaton and C&D Zodiac; and to learn about business opportunities and the finalization in 2009 of the U.S.-Mexico BASA treaty

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governing aerospace suppliers. “This event not only facilitates meetings between over 24 established aerospace companies in Baja California and potential suppliers, it also fosters stronger supply chains throughout the Southern California-Baja California region and the world,” commented Gerardo Brizuela, Chairman of the Tijuana EDC.

Baja California is already home to one-third of Mexico’s aerospace companies, with approximately 40 firms – half of which are located in Tijuana. Representatives from some of these companies, including Eaton Aerospace, HST Aerospace, Parker, Tyco Electronics, Lockheed Martin, and many more, will be present. In addition, key speakers will include Mayor Jorge Ramos of Tijuana; Bruno Ferrari, the CEO of Mexico’s trade promotion agency, PROMEXICO; Eugenio Lagarde, Under Secretary for Investment for the State of Baja California; and representatives from the U.S., the United Kingdom, Canada and France.

“The 1st International Aerospace Supplier Forum is an incredibly informative way to showcase both the aerospace and defense companies that are already here in Tijuana and Baja California, and the industry’s potential to grow more in Mexico,” said Roberto Sierra, Logistics Manager for Eaton Aerospace, and the President of the Baja California Aerospace Industry Cluster.

The Forum starts at 8am on Wednesday, March 17, with speakers and one-to-one meetings until 4pm. Activities resume at 9am on Thursday, March 18, ending with an afternoon of tasting Baja California wines at Tijuana’s Cultural Center (CECUT) and “El Cubo” art exhibition space. From 8am to 2pm on Wednesday, March 19, a Business Tour to three of Tijuana’s aerospace companies has been added, followed by a hosted lunch with business leaders. Online registration is free at <http://bit.ly/bOo9gS>, and U.S. visitors can take advantage of a free shuttle service from the Santa Fe Trolley Station in Downtown San Diego directly to the Aerospace Forum in Tijuana (shuttle departs each day at 7am, returning at 4pm). Note: **U.S. Passports are now required for U.S. citizens to re-enter the United States.**

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For more information about the 1st International Aerospace Supplier Forum, contact the Tijuana Economic Development Corporation toll free from the U.S. at 1-888-TIJU-EDC, visit the Tijuana EDC’s updated website at www.Tijuana-EDC.com, or visit the City of Tijuana’s Aerospace Forum website at: http://www.sedeti.tijuana.gob.mx/aerospace_2010.asp