



**Arizona - Mexico Small and Medium  
Sized Business Connections**  
Discussion on the Thunderbird Recommendations  
January 8, 2013



# Initial Priorities (end of 2013)

- **Create a Working Group Team**
  - speaks with a unified voice
  - made up of various agencies that meet and communicate ideas
- **Create an "Awareness" Campaign**
  - dissemination of information
  - cross-cultural training for Arizona and Mexico small and medium-sized businesses
- **Engage Businesses by Working with the Appropriate Agencies on Trade Expos**
  - focus specifically to small & medium sized businesses





# Mid-term Priorities (2013 to 2015)

## ■ Build a "Center of Excellence"

- work with public and private organizations to create synergies to increase economic competitiveness
- build an economic mega-region with Sonora, Mexico and the Sun Corridor

## ■ Create a B2B Platform

- a tool that transforms data into a user-friendly format
- centralized database
- a partnership with local businesses to organize local business information

## ■ Promote the Creation of a PyME Business Association in Sonora

- link with the Arizona Small Business Association





# Long-Term Priorities (2015-2017)



- **Expand Strategies into the Rest of Mexico**
  - Mexico City
  - Monterrey
  - Guadalajara
  
- **Promote the "Brand"**
  - unified message regionally and nationally



## Next Steps



- **Meeting with WESTMARC, EVP, and Phoenix Chamber**
  - Friday, January 11, 2013 (tentative)
  
- **Sun Corridor Retreat**
  - Discussion on creating greater alignment and implementing the Freight Study planned for March 6, 2013 at the Wild Horse Pass
  
- **Nogales, Sonora, Mexico Trip**
  - Friday, March 22, 2013