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NEWS RELEASE

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PARTNERSHIP, MAYOR PARKER TO LEAD MISSION TO MEXICO FOCUSED ON ENERGY, EDUCATION, TOURISM AND HEALTHCARE INNOVATION

HOUSTON, TEXAS (U.S.A.) – The Greater Houston Partnership and Mayor Annise Parker will lead a trade and investment mission to Mexico City from Sept. 28 to Sept. 30. The mission will be focused on promoting Houston's advantages for Mexican investment and trade and enhancing key government and business relationships between the Houston region and Mexico. Targeted business sectors include energy, education, tourism and healthcare.

"Houston is proud to be Mexico's top trading partner within the United States," said Mayor Parker. "Our region is also a global business hub and strategic gateway to Mexico and the rest of the Americas."

More than 1,000 Houston companies report doing business with Mexico and total trade between Houston and Mexico was valued at almost \$30 billion in 2014. The region also offers 425 non-stop flights per week from Houston to 27 Mexican airports.

To capitalize on this key relationship, the delegation will host a series of forums to exchange best practices and intellectual capital in energy, skills development, and innovation in the medical field. Additionally, delegates will meet with senior government officials and corporate decision-makers.

Despite the price of oil, the reforms have already impacted a wide array of sectors and services and opened doors for companies around the world.

"All eyes are on Mexico as it undergoes a historic energy reform process that is changing the way foreign companies do business in the nation," said Partnership President and CEO Bob Harvey. "Houston



is uniquely positioned to lead the way in the exchange of technology, knowledge, and workforce development practices.”

The Partnership’s [UpSkill Houston](#) initiative will also be a focus of the mission’s exchanges. The initiative is the first business-led, community-wide, integrated workforce effort in the United States, and is focused on closing the skills gap in Houston by increasing the number of Houstonians trained for careers across the region.

“UpSkill Houston is designed to serve as a blueprint for other cities, and nations, who are facing a shortage of skilled workers,” said Gina Luna, Chair of both the Partnership Board of Directors and the UpSkill Houston initiative.

The Partnership’s [Houston: The City With No Limits](#) campaign will also be promoted during the mission. The campaign highlights the limitless opportunities available in Houston. Houston’s quality of life and cultural assets also resonate with Mexican travelers. Each year, more than 1.9 million travelers from Mexico visit Houston to experience sports, world-class museums, arts, entertainment and a number of the city’s cultural amenities.

“With more than 100 languages spoken, Houston is truly a global city,” said Jamey Rootes, Partnership Vice Chair and President of the Houston Texans. “Houston has a well-earned reputation as a great place to do business, but it also features world-class amenities and an amazing quality of life. In Houston, the opportunities are limitless for businesses, residents and tourists alike.”

The delegation will also include Eduardo Aguirre, former U.S. Ambassador to Spain and Andorra and the Chairman and CEO of Atlantic Partners Group; and representatives from Baylor College of Medicine; Texas Medical Center; TMCx; National Oilwell Varco; Houston Airport System; Translation Source; Hess Corp.; Cameron International; Tietronix Software, Inc.; McDermott; GE Mexico; and Shell Mexico.

For more information on business and trade opportunities in the Houston region, visit www.houston.org.

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Greater Houston Partnership works to make Houston one of the world’s best places to live, work and build a business. It represents 11 counties: Austin, Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery, San Jacinto, Walker and Waller. With more than 1,200 member organizations, the Partnership represents approximately one-fifth of the region’s workforce. Visit the Partnership at www.houston.org.