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News

Mexico looks to World Expo to tap Chinese investors and promote trade

Eager to promote international trade between Mexico and China (and Asia more generally), ProMexico – the government institution responsible for strengthening Mexico’s participation in the global economy – has entered into an exclusive agreement with Diaz Reus & Targ LLP, under which the firm will serve as legal advisors to the Mexican delegation during the World Expo in Shanghai. The Florida-based law firm operates full-service offices in both Shanghai and Mexico City (in addition to various other cities in Latin America, Europe, and the Middle East), and through a presence in the Mexican Pavilion will offer advice to Mexican investors looking to do business in China, and vice-a-versa.

Established in 2007, ProMexico fosters, promotes and supports import-export activities for Mexico. Created as a public trust under the Mexican Ministry of the Economy, the Mexico City-based organisation operates a network of 52 offices in Mexico and abroad to coordinate the successful expansion of Mexican companies into foreign markets. ProMexico also promotes and markets Mexico as a premier international location for companies seeking to expand their international operations. Accordingly, it is keen to reach out to attendees of the World Expo in Shanghai. The Expo, which runs until 1 October 2010 and is themed "Better City, Better Life", is expected to attract over 70 million people worldwide who will visit exhibitors from more than 200 countries. The expected attendance will make this event the largest ever in the 150 year history of global expositions.

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