



LOOK | SOUTH

for your next customer | Spring 2014 Newsletter

Looking South for Your Next Business Opportunities

On January 9th, Commerce Secretary Penny Pritzker [announced](#) the [Look South Initiative](#), a movement to help American businesses leverage the Free Trade Agreements the United States shares with 11 countries in Latin America. [Read more...](#)

U.S. Secretary of Commerce Penny Pritzker Takes First Official Trade Mission to Mexico

U.S. Secretary of Commerce Penny Pritzker led a five-day trade mission to Mexico joined by representatives from 17 U.S. companies looking to expand partnerships and develop effective strategies for accessing and doing business in the Mexican market. [Read more...](#)

ITA Helps Business Look South with Market Research

Before entering a new market, companies should conduct thorough research on the characteristics of the market and the business environment in the target country to better understand their product's potential for success. Our U.S. and Foreign Commercial Service offers a number of resources to assist you and your business with conducting market research and due diligence in your target foreign market. [Read more...](#)

Gold Key Matchmaking Service helps Indiana firm to "Look South"

Indiana-based [Escalade Sports](#) is already looking south by using Mexico as a stepping stone to other Latin American markets. [Read more...](#)

Upcoming Events

[NAB Trade Show](#)—April 5-10, 2014

[Council of the Americas Annual Conference](#)—May 6-7, 2014

[Arizona Trade Mission to Mexico](#)—May 12-16, 2014

[Trade Winds 2014](#)—May 15-23, 2014

[The National Restaurant Association Restaurant, Hotel-Motel Show](#)—May 17-20, 2014

[Alabama Trade Mission to Peru, Uruguay](#)—June 1-6, 2014

[Caribbean Region Trade Mission and Business Development Conference](#)—June 8-12, 2014

[Mississippi Trade Mission to Central America](#)—June 9-13, 2014

[International Franchise Expo](#)—June 19-21, 2014

Utah, Idaho, and Montana lead Trade Mission to Colombia

A business trade mission from the Mountain West region explored business opportunities in Colombia in February. [Read more...](#)

Register Today for Trade Winds and Caribbean Trade Missions!

The April deadlines are quickly approaching for companies wishing to participate in the upcoming Trade Winds: The Americans and Caribbean Region Business Development Conference and Trade Missions. Learn more about [Trade Winds](#) and register today! Learn more about the [Caribbean Trade Mission](#) and register today!

Calling All Partners!

Does your organization engage in trade promotion to Latin America? Are you hosting an event in the region not show here? Contact us at looksouth@trade.gov for partnership opportunities!

Contact

For more information about Look South, please visit www.export.gov/looksouth

If you are a business looking to export please contact your local [U.S. Export Assistance Center](#).

If you are a trade promotion institution looking to partner with us, please email us at looksouth@trade.gov.

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