

September 29th. - October 1st., 2014 Expo Guadalajara, Guadalajara, Jalisco / Mexico

Tijuana, Mexico. 4 August 2014.

Esteemed colleagues,

The Mexican National Chamber for the Electronics, Telecommunications and Information Technologies Industries (CANIETI) is co-organizing the 19th *World Congress on Information Technology (WCIT)* to be held from September 29th to October 1st 2014 in Guadalajara, Jalisco, Mexico. Under the theme “*Building the Digital Age Together*”, the 19th WCIT will be the most important Information and Communications Technologies (ICT) industry event in 2014. You can see the latest information online at <http://wcit2014.org/>.

As Regional President for CANIETI in Baja California, we are organizing a delegation from Baja California, San Diego and Imperial Counties under the CALI BAJA BI-National Mega-Region commitment to joint efforts in marketing and trade shows. This is an excellent opportunity for us to showcase and market our region on the global stage. **Specifically, we would like to invite you and your network to join us at this event as part of the delegation.**

We have already secured a booth with support from the Baja California State Government and about 15 people have already registered with the delegation. Beyond the potential business opportunities, this request has specific strategic importance given the Mexican-U.S. Entrepreneurship and Innovation Council (MUSEIC) initiative which is being prototyped in our region and is featured at the WCIT event. Furthermore, there are Conferences regarding Protecting Infrastructure, Smart Cities, and eHealth that may be of interest to you.

About the event

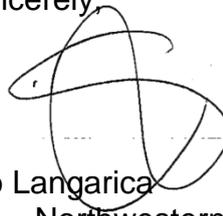
The WCIT is a biannual, flagship event organized by WITSA, a consortium of over 80 leading ICT associations representing over 90% of the ICT industry. We anticipate that the WCIT 2014 will attract over 2,000 senior level industry executives, government officials, media members, academia and civil society representatives from more than 60 countries. In addition to a world-class conference program, there will be B2B meetings designed for small and medium sized businesses and an innovation showcase, as well as several social events for business networking and special events for strategic sectors. We trust that this *19th World Congress on Information Technology* will

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represent a transcendent platform for knowledge multiplying, experience sharing and business networking. Attached is the latest version of the program.

For further information and to discuss this in more detail, please do not hesitate to contact me at +1 858 518 6943 or Ms. Karla Bautista at direccion@canietinoroeste.com.

Sincerely,



Sergio Langarica
Regional President – Northwestern Region
CANIETI