



Metropolitan Milwaukee Association of Commerce's
WORLD TRADE ASSOCIATION

WTA Virtual Global Business Series

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Efren Flores
Director
Trade Representative for the State of
Pennsylvania
Mexico

Efren holds degrees from California State University Northridge and ITESM in Monterrey, Mexico. As an international business development consultant, he travels widely throughout the U.S. and Latin America addressing marketing strategies and opportunities to do business in Mexico. He's consulted with federal and state governments in Mexico and overseas, as a representative of the World Trade Organization for the Ministry of Economy, a member of APEC negotiation board and a senior trade specialist for a recognized consulting firm. He is General Director of Global Business Partners Mexico, S.C., a firm he founded in 2006. GBP Mexico is the authorized trade and investment contractor for the states of Pennsylvania, Michigan, Ohio, New York, and Wisconsin. He's been recognized internationally because of his skills in negotiation, international business development, market strategy, strategic planning, and international sales and business management. His consulting and business coaching services have helped more than 1700 U.S. companies to have a successful entry to Mexico. After being in 52 trade missions, Efren Flores is a strong believer that businesses must be conducted face to face and support business partners in full. Efren's expertise has spans a range of industry sectors including: automotive, environmental, agricultural products and equipment, heavy machinery, telecommunications, civil and general security, medical, plastics and chemicals.

In addition, Efren has been elected as president of Asom (Association of State Office in Mexico) in July 6th. Since then, he has participated in different webinars with

Mexican state government institution with the objective to increase trade and investment between U.S and Mexico.