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**Lawyers and Entrepreneurs to attend Cross-Border Conference in Long Beach to discuss today's Global Marketplace**

**Conducting Cross-Border Business in Mexico and the Americas**

*Learn how to generate new business in today's global marketplace*

February 11, 2013 – The Affiliated Lawyers of the Americas (“ALTA”) announces its 2013 conference entitled “Conducting Cross-Border Business in Mexico and the Americas.” Attendees will learn about the present day legal and business opportunities and issues raised by international commerce and cross-border business, including areas such as the current investment environment, relevant trade agreements, tax implications, imports and exports, family and immigration issues, and marketing and ethics, from experienced attorneys, successful entrepreneurs, and other preeminent professionals.

The conference is scheduled for Thursday, February 28th – Saturday, March 2nd at the Long Beach Hilton, Executive Meeting Center, in Long Beach, California.

Important topics that will be addressed are how to engage in responsible, sustainable investing and wealth creation around the world; important tax strategies when forming businesses across borders; and the ethics of multi-jurisdictional practice and co-counsel agreements. These, and the additional topics that will be covered, will give attendees a deeper understanding of the current landscape of cross-border business transactions.

Consul General of Mexico David Figueroa Ortega will share opening remarks and set the tone of the conference. Mr. Figueroa Ortega is a prominent speaker on immigration and human rights and labor rights of Mexican migrants, and has significant experience relating to finance, population, and borders and migration affairs in Mexico.

Among the speakers will be Nelson Castillo, a past President of the HNBA, and Luis Felipe Aguilar, a prominent corporate attorney and law professor from Mexico. Mr. Castillo will address the U.S. immigration issues in conducting cross border business. Mr. Aguilar will address the legal structure and investment climate in Mexico. In addition, Retired Rear Admiral Jose Betancourt former Commander of Navy Southwest Region, CEO of Global Source Energy will present the importance of implementing renewable utility scale solutions in Latin America and the benefits of Global Green Tech initiatives.

Myrna Rivera, Certified Investment Management Consultant and CEO of Consultiva International, Inc. of San Juan, Puerto Rico, and Miguel Tinker Salas, PhD., Arango Professor in Latin American History and Professor of History and Chicano/a Studies at Pomona College, California will explore the current investment climate and opportunities, and trade agreement developments in Mexico and the Americas.

Mario Juárez, Trade & Investment Commissioner of ProMéxico in Los Angeles, will be a speaker in “The Future of Mexico as a Destination for Business and Investment” panel. Mr. Juarez has worked extensively on Export, Foreign Direct Investment and Industrial Policy for every Mexican Government level (Federal, State and City) in the last 18 years. As Trade & Investment Commissioner for ProMexico in Los Angeles, his office oversees California, Arizona, Nevada, Utah and Hawaii.

These are just a few of the many prominent speakers in a packed agenda. The Entrepreneurs’ roundtable will feature business owners who are actively engaged in business dealings in Mexico.

LexisNexis, the lead sponsor of the conference, will provide attendees with the latest tactics for generating clients using the web and social media.

ALTA President Walter Rivera said, “We are excited to host the 2013 ALTA conference in Long Beach, California, and to expand the ALTA network on the west coast and Mexico. The topic of the conference, “Conducting Cross-Border Business in Mexico and the Americas”, is both relevant and in

keeping with our mission to promote business development, trade relations and international alliances in the Americas.”

The 2013 ALTA Conference is designed to highlight the cutting-edge legal and business issues posed by doing cross-border business in Mexico and the Americas. The aim of the conference is to help attendees increase their expertise and to provide the opportunity to network with professionals and business people from across the country.

For more information about this event, visit <http://affiliatedlawyers.org>.

About the Affiliated Lawyers of the Americas:

The Affiliated Lawyers of the Americas (“ALTA”) is a national and international alliance of preeminent law firms, professionals, and business owners from diverse ethnic and racial backgrounds. ALTA’s purpose is to promote the growth and expansion of business opportunities and trade relations throughout North, Central, and South America and the Caribbean through collaborations and partnerships with each other and alliances with major regional, national and international interests. ALTA seeks to enhance and promote the administration and delivery of legal services throughout the Americas and the Caribbean and address legal and business development issues impacting historically underrepresented communities within the rule of law.

Date: Thursday, February 28th – Saturday, March 2nd, 2013 (3days)

Location: Long Beach Hilton, Executive Meeting Center, Long Beach, California

Who’s Invited: Attorneys, accountants, business owners, realtors, paralegals, institutional and individual investors, government and education professionals, manufacturers, distributors, students and anyone interested in doing business, increasing trade or establishing relationships in Mexico and the Americas.

More Info: <http://affiliatedlawyers.org>.