



State of New Mexico

Office of the Governor

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Governor

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Governor Bill Richardson Makes Strong New Mexico Pitch To Top European Executives in Paris

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Governor delivers keynote address at Forbes conference, teams with NM trade delegation on several promising business opportunities

PARIS, FRANCE - New Mexico Governor Bill Richardson today held back-to-back meetings with European leaders to aggressively promote New Mexico as a place that is advancing the latest technologies, promoting international partnerships, and offering a pro-business environment for business expansion and relocation. The Governor also delivered the keynote address to the prestigious Forbes European CEO Conference.

Governor Richardson first met with CEO's at a breakfast at the residence of Ambassador Constance Morella of the OECD, which was hosted by the French nuclear engineering company AREVA.

He then led a private meeting with another group of CEO's where he was joined by Forbes Magazine Editor-in-chief Steve Forbes. One of the CEO's in the meeting was Tomas Ericson, President and CEO of Volvo North America, who graduated from the University of New Mexico in 1971 on a four-year athletic scholarship.

Governor Richardson then spoke to over 200 CEO's at the Forbes Conference and delivered a speech on U.S. relations with Europe, and how New Mexico can be viewed as a model for new types of partnership, collaboration and next-generation technology. Steve Forbes has openly praised the Governor for his "tax cutting, pro-business"

approach to growing New Mexico's economy. Mr. Forbes introduced the Governor at the conference, saying "I like people who get things done. This governor is a doer."

Governor Richardson is being joined on this trade mission by New Mexico Economic Development Secretary Rick Homans, Tourism Secretary Mike Cerletti, New Mexico Economic Development Partnership President and CEO Jim Colson, Albuquerque Mayor Martin Chavez, and other New Mexico business and civic leaders.

"I am here to personally deliver the message that New Mexico is a land of opportunity for businesses looking for a pro-business climate, a qualified workforce, and tremendous quality of life," said Governor Richardson. "The change that is reshaping Europe has opened the door to new partnerships that would be a great fit for New Mexico, and will create high-wage jobs and new opportunities for business in our state."

Governor Richardson met with six major aerospace companies that Homans and Colson had met during the Paris Air Show earlier in the month.

One of these meetings was with the North American president of a French company that is a supplier to Airbus, Boeing, Embraer and Bombardier. The company is expanding into the United States, and is now considering New Mexico as a location for its manufacturing facility. The president of the company has agreed to visit New Mexico in August to look at possible sites for the company.

The Governor also met with two solar manufacturing companies, and the president of one of those companies has agreed to make a site visit to New Mexico in August to review possible locations for a facility.

He told the top executives from international corporations at the Forbes CEO Forum that now is the time to strike directly at international partnerships for European interests and the U.S. – particularly in places like the State of New Mexico where entrepreneurial action is part of the landscape.

"We know people ultimately make deals work – not just policies, technology, or spread sheets," said Richardson. "We can ignite positive change if we focus more on what unites us -- like technology and trade, new discoveries and new ideas, and the common ideals of freedom, democracy, and market-driven economies."

Last year in New Mexico trade with France totaled \$13.5 million and \$27.4 million with Germany. Several of the European companies the Governor is meeting with during this trip have strong ties to New Mexico. The Governor also believes a strong European-US partnership is critical to the global economy.

"The U.S. and Europe are the world's two most important economic partners—accounting for half the world's economic output. Our two-way direct investment amounts to nearly \$2 trillion. Our economies—and our futures—are bound together," he said.

The New Mexico delegation also had the opportunity to promote New Mexico as a world-class tourist destination to a group of 30 of France's leading tour operators that specialize in international travel.

"Now, New Mexico is on the map as part of a regional, national and international business and tourism scene," said Richardson. We are a state filled with promise. A state that means business. And a state that is moving forward. We are an example that it can be done."

The companies Governor Richardson and the New Mexico delegation met with today include :

- **Areva:** This company is the result of a three-way merger between CEA-Industrie, COGEMA, and Framatome, formed in 2001 to combine the French government's interests in several nuclear power and information technology businesses. They are a leader in international nuclear activities.
- **BNP Paribas, Pierre Mariani:** They operate in New Mexico and the US as Bank of the West.
- **Alcatel Space:** One of the worlds leading satellite manufacturers. Alcatel Space actively controls space systems throughout the world.
- **EADS Space:** EADS Space is a prime contractor and global leader in the space industry, they engage in space transportation vehicles, orbital systems, satellites and satellites services. The company represents roughly 10% of the activities of EADS group.
- **STMicroelectronics N.V.:** Is one of the world's largest and most respected semiconductor companies; it is the #1 Europe-based chip maker.
- **Volvo Group:** - Leading maker of trucks, buses, aerospace and construction equipment
- **FMC Technologies:** Diverse corporation including oil and gas drilling systems, food technologies and airline ground-support systems.
- **SAP:** Leading provider of enterprise resource planning software.
- **Thales:** France's largest defense company; Defense Division includes airborne, land and joint, naval systems, air-defense; aerospace offerings include avionics, air traffic management, and aircraft simulators.
- **Eurocopter:** Largest helicopter designer/manufacturer in the world. #1 in worldwide sales of helicopters 3 years straight.
- **Arianespace Company:** Worldwide leader in commercial launch services, holding more 50 percent of the market for satellites to geostationary transfer orbit.
- **Schuco International:** A leading company in Europe that markets and distributes windows, doors, facades and solar systems.
- **Viveris:** A technology-based engineering firm that collaborates with multi-national companies to design and implement innovative technology solutions.