



## MEDIA ADVISORY

### FOR IMMEDIATE RELEASE

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### U.S. Commerce Under Secretary Sánchez to speak at Latin Chamber INSIGHT 2012 International Trade Conference about global trade opportunities for Southern Nevada

**WHO:** [Las Vegas Latin Chamber of Commerce](#) (LCC) and [Francisco Sánchez, Under Secretary of Commerce for International Trade](#)

**WHAT:** Coinciding with World Trade Month, INSIGHT 2012 is a first-of-its-kind conference for Southern Nevada, providing a comprehensive look at the region's international trade opportunities and their future direction. Discussions will address Nevada's new economic plan, the new regional development authority, Foreign Trade Zone 89 and international trade financing.

Luncheon keynote speaker Francisco Sánchez, Under Secretary of Commerce for International Trade, will discuss national initiatives critical to Southern Nevada including trade in the Americas and "Brand USA" global tourism promotion. A signing ceremony following the luncheon, which will include the Latin Chamber of Commerce, Under Secretary Sánchez and others, will emphasize the LCC's commitment toward improving international trade opportunities. The LCC is one of the first organizations in Nevada to partner with the International Trade Administration.

Featured speakers throughout the conference also include: Dr. Robert Lang, Brookings Institute; Steve Hill, Governor's Office of Economic Development; Erik Lee, Arizona State University; David Harlow, Southern California Foreign Trade Zone Association and others.

**WHEN:** Tuesday, May 22  
11:30 am to 5:30 pm – Luncheon starts at 11:30 am. For the complete event agenda, please visit the link below and click on the "agenda" tab:  
<https://www.lvcc.com/events/register/international/index.php?date=2012-05-22>

**WHERE:** [The Cosmopolitan of Las Vegas](#), Condesa 3 Ballroom  
3708 Las Vegas Blvd. South, Las Vegas, NV 89109

**COST:** Conference and luncheon registration is available for \$95. [Online registration](#) through the LCC website at [www.lvcc.com](http://www.lvcc.com). Working media admitted at no cost.

**PHOTOS:** Photo and interview opportunities with Under Secretary Sánchez and conference speakers are available. Announcement of new partnership and signing ceremony.

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