

# Arizona-Sonora Business Resource Guide

## Meeting the critical need for cross-border connections

The \$11.9 billion Arizona-Sonora cross-border trade boom is one of North America's great success stories. Yet despite the remarkable growth, something has been missing: a comprehensive directory of the pivotal businesses, trade groups, economic development entities and government agencies on both sides of the border.

The Arizona-Sonora Business Resource Guide, a joint effort of the Arizona Daily Star and the Tucson Hispanic Chamber of Commerce, will fill that gap. The Guide will be an exhaustive directory backed up with economic data and profiles of key players, as well as tips from cross-border trade pros on how to get started or expand.

English and Spanish editions of the 70+ page Guide will be distributed in Arizona and Sonora in the spring of 2014. Category-exclusive sponsorships, by level, for the project are now available.

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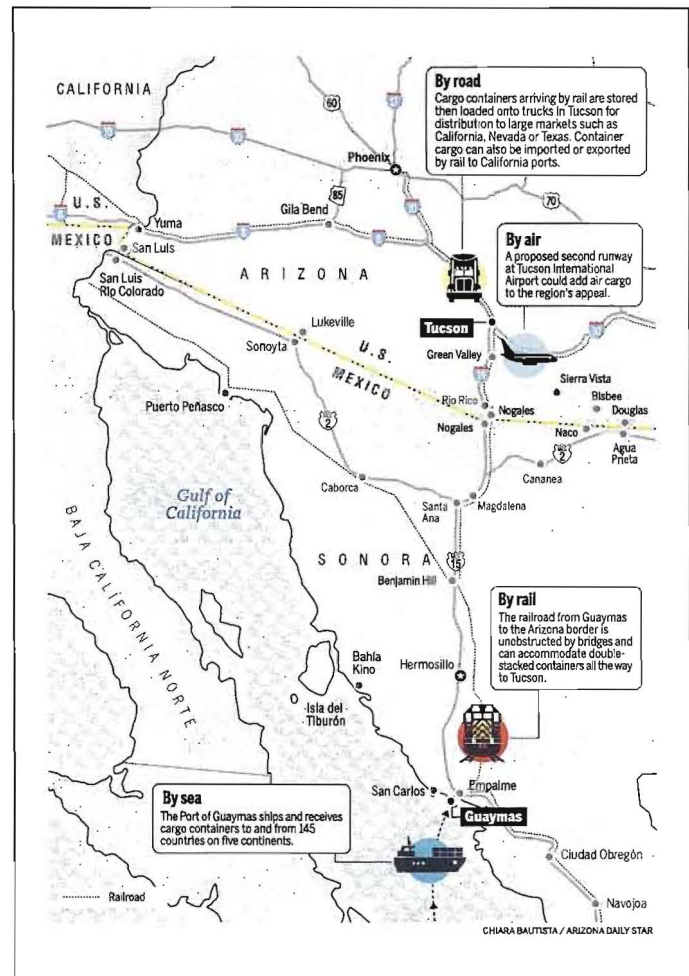
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### **Dates:**

Publication Date: March 2014

Sponsor Reservation: November 1, 2013



### **To Participate:**

Contact the Arizona Daily Star or the Tucson Hispanic Chamber of Commerce to become a Sponsor in this comprehensive resource guide for doing business between Arizona and Sonora, Mexico.

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