

# RICHARD VILLASANA



## Introduction for Richard Villasana

I would like to introduce tonight's speaker, Richard Villasana (Vee-yah-sah-nah).

(Pause slightly between each item)

- For almost fifteen years, he has helped U.S. companies penetrate the trillion dollar economy in Mexico.
- His company, Marketing to Mexico, provides training, consulting and educational resources on cultural, communication, and business practices in Mexico.
- His clients include companies such as AT&T and Cisco Systems, Comet AG (Ay-Gee) of Switzerland and truck manufacturer, Foton of China.
- He is author of "Insiders Guide to Doing Business in Mexico".
- He is an international speaker giving presentations in the U.S. and Mexico in both English and Spanish.
- He will be available at the back table to answer questions after the presentation.

Now, please help me welcome... Richard Villasana (Vee-yah-sah-nah).

**(You were excellent. Thank You.)**