



PRCB and PRFAA Host Top U.S. Executives with Forum on Hosting Conventions and Investing in Business in Puerto Rico

San Juan, January 31, 2011 – On Thursday, January 20th, the Puerto Rico Convention Bureau (PRCB) and the Puerto Rico Federal Affairs Administration (PRFAA) hosted the monthly meeting of PRIMER, a network of U.S.-based Latino executives representing many Fortune 500 companies, investors and entrepreneurs at the offices of the Commonwealth of Puerto Rico in New York City.

More than sixty decision-makers from major corporations, universities and non-profit organizations attended the event, where Luis Mendez, senior vice president, Puerto Rico Convention Bureau discussed the Bureau’s services available to facilitate meetings and conventions in Puerto Rico and introduced the highly-regarded Ambassador Program to PRIMER’s influential members. In addition, Luis M. Balzac, regional director, Puerto Rico Federal Affairs Administration, discussed current investment opportunities and incentives for conducting business operations in Puerto Rico.

“We are very excited about the opportunities that exist with PRIMER, not only for Puerto Rico as a meetings and business destination, but as being part of a community of high-level executives who share common values, a common background and who truly want to make a difference in the world,” stated Ramón Sánchez, executive vice president and COO, Puerto Rico Convention Bureau.

The co-hosted PRCB and PRFAA event featured a cocktail reception hosted by Rums of Puerto Rico and traditional Puerto Rican fare. PRIMER is a “business roundtable” organization which seeks to increase the number of Latino executives in corporate America and on corporate boards, as well as Latino entrepreneurs, while supporting the needs of the Latino community in the United States.

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PRCB and PRFAA Host PRIMER.../2



Pictured left to right: Daniel Gutierrez, PRIMER; Ramon Sanchez, Puerto Rico Convention Bureau; Luis M. Balzac, Puerto Rico Federal Affairs Administration; Luis Mendez, Puerto Rico Convention Bureau and Jesus Maldonado-Reyes, PRIMER

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Editor's Note:

The **Puerto Rico Convention Bureau (PRCB)** is a non-profit organization established in 1962 to drive meetings, conventions, trade shows and incentive groups to Puerto Rico. With offices in San Juan, Chicago, New York, Miami, and Washington DC, the Bureau strengthens Puerto Rico's competitive position in the Americas and abroad by increasing awareness of the Island's outstanding meeting facilities and services, and produces approximately \$97 million to the local economy. The Bureau can be reached electronically through the Internet at info@meetpuertorico.com or at its website www.meetpuertorico.com. The PRCB is the official marketing and sales agent for the new Puerto Rico Convention Center (PRCC) opened November 2005. For more information on the new Convention Center visit www.prconvention.com. The Puerto Rico Convention Bureau is the **only** Bureau to have certification by both Lloyds Registered Quality Assurance through the BestCities Global Alliance and accreditation by the Destination Marketing Association International (DMAI) as an elite destination marketing organization. The Puerto Rico Convention Bureau, representing the capital city of San Juan, is a proud member of Best Cities Global Alliance, the first convention bureau alliance that represents the highest standards of service in the meetings and convention industry. For more information, visit www.bestcities.net. DMAI is the world's largest association of CVBs, representing more than 600 destination management organizations in more than 25 countries.



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