



MEDIA ADVISORY  
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## Press Conference to Announce Tampa as 1<sup>st</sup> U.S. City to Host International Retailers Conference

**What:** Joint Press Conference – Hispanic leaders announce Tampa as the Bridge to the Americas. Tampa selected as the **first U.S. city** to host the 18<sup>th</sup> Annual Retailer's of the Americas Conference presented this year by the **United States Hispanic Chamber of Commerce (USHCC)**. The press conference will take place in English and Spanish.

**Who:**

- Derek Lloyd, President of Caribbean American Chamber of Commerce of Tampa Bay,
- Julio Fuentes, President of the Florida State Hispanic Chamber of Commerce
- Augustine Martinez, USHCC President & CEO
- Elliott Rivera, President of United Retailers Association in Puerto Rico
- David Hernandez, CEO of Florida based Liberty Power, USHCC Board member

**Why:** For three days, commencing November 20th, the Annual Retailers Conference of the Americas will take place to integrate the commercial sectors in the western hemisphere (The Americas). The conference's mission is to develop strategies and initiatives that promote and fortify economic and technological development in order to help face the challenges of a globalized market. Previous host countries include: Argentina, Brazil, Chile, Costa Rica, Panama, Peru, Puerto Rico, Mexico, Uruguay, and the Dominican Republic.

**When:** June 25<sup>th</sup> at 10:30 AM

**Where:** Embassy Suites, 513 S. Florida Ave (downtown Tampa).

Tampa was selected due to leading attributes such as its diverse Hispanic heritage and the opportunities that Tampa Bay region provides globally and locally for its cultural ties, airport facilities, port, industrial centers and distribution of goods. From a business perspective the Tampa Bay region provides more than just theme parks, it provides an industry that parallels the growth in global commerce and communication.

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**About the Annual Retailers Conference of the Americas**

The mission of Annual Retailers Conference is to integrate the commercial sectors in the western hemisphere in a collaboration effort to develop strategies and initiatives directed at fortifying technological know-how, economic development and the creation of jobs. Previous host countries include, Dominican Republic, Uruguay, Panama, Costa Rica, Brazil, Peru, Mexico, Chile and Argentina.

**About the United States Hispanic Chamber of Commerce**

Founded in 1979, the USHCC actively promotes the economic growth and development of Hispanic entrepreneurs and represents the interests of more than 2.5 million Hispanic-owned businesses in the United States that generate more than \$388 billion annually. It also serves as the umbrella organization for 200 local Hispanic chambers in the United States, Puerto Rico, Canada, Mexico, Bolivia and Uruguay.

For more info go to: [www.ushccretailersconference.com](http://www.ushccretailersconference.com)