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BIO – MARTA GOMEZ-WU

As Trade Development Officer for Mexico, Marta's role is to provide information on market trends and opportunities to Alberta agri-food companies interested in expanding to the Mexican market, as well as develop business trade relations with key business people in that market.

Equipped with a Bachelor of Arts in Political Science from the University of Alberta, an International Trade Diploma from the Forum for International Trade Training and a Project Leadership Certificate from the Northern Alberta Institute of Technology, Marta comes to us from the private sector with extensive experience working one-on-one with entrepreneurs, finding solutions for industry stakeholders and supporting client success.

Having started and managed her own small company, worked directly with not-for-profit organizations in developing countries and coordinated competitive bids for an oil and gas service provider in Alberta, Marta is motivated to develop Alberta's agri-exports to Mexico and utilize her Spanish language. Belgium, Mexico, Peru, Venezuela, Ecuador and Colombia, are just some of the countries where her work has been recognized. Marta is currently pursuing her Project Management Certificate at NAIT in Edmonton.