

**PRESS
RELEASE**



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**SOUTHWEST VIRGINIA HIGHER EDUCATION CENTER
SPONSORS
STUDY IN MEXICO PROGRAM FOR AREA COLLEGE
STUDENTS**

The Southwest Virginia Higher Education Center will host the third-annual Study in Mexico program from May 23 - June 2, 2007. The program for area college students and instructors will be based at the Tecnologico de Monterrey. The Tec is the largest private university in Mexico.

Participants will study Mexican history, culture, and business practices. A special feature of the program will be meetings with local business partners of key Tri-Cities employers. Participating companies include: Bristol Compressors, Strongwell, Inc., and Eastman Chemicals. All three companies are exporters of products to Mexico.

The program is co-sponsored with UVA-Wise, Emory & Henry College, Virginia Intermont College, Virginia Highlands Community College, and East Tennessee State University. Both the Higher Education Center and its partner schools, as well as ETSU, have received grant funding from the U.S. Dept. of Education's Business and International Education program to support the Study in Mexico program.

George Hiller, Director of International Programs at the Higher Education Center noted: "Study abroad programs and international courses are critically important for area college students. It is a competitive global job market, and international skills are much in demand. This is a great opportunity to learn

about Mexico, one of the U.S.'s largest trading partners. Plus, we have a lot of fun."

For more information and application forms for the Study in Mexico program, please consult the SW Virginia Higher Education Center's international website: www.globalvirginia.com. The Center's international business outreach and education programs are also funded by a grant from the Virginia Tobacco Commission's Southwest Economic Development Fund.

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