

Consumer Technology AssociationTM

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21 April 2020

Via e-mail

C. Graciela Marquez Colin
Secretary of Economy

C. Javier Jimenez Espriu
Secretary of Transportation and Telecommunications

Dear Secretary Marquez and Secretary Jimenez,

On behalf of the Consumer Technology Association (CTA), I am writing to express our support for measures to protect the health and safety of workers at manufacturing and assembly facilities in the border region and throughout Mexico, while maintaining production where feasible for products in high demand to support stay-at-home and work-at-home requirements across North America, such as televisions and monitors.

CTA is North America's largest technology trade association. Our 2000+ members are the world's leading innovators – from startups to global brands. CTA owns and produces CES® – the largest, most influential tech event on the planet.

We are aware of last month's declaration by the Government of Mexico of extraordinary measures in response to the COVID-19 pandemic, which established the shutdown of non-essential businesses, including many maquiladoras and other production facilities throughout the country. Included in these operations are facilities for the manufacturing or assembly of televisions and monitors for a large share –up to 50 percent in some cases– of the North American market.

We also appreciate the recent formal communication from Mexico's Ministry of Transportation and Communications, Ministry of State, and the Ministry of Economy to all state governors and local mayors with information regarding "essential services" – clarifying that telecommunications and radiobroadcasting are considered essential.

Producer of



We strongly support continued efforts to enable production, where feasible and safe, for television and monitor products as essential services.

Such products support the operation of organizations, government and companies related to the pandemic emergency, including hospitals and health and security monitoring centers. Furthermore, such products are in high demand to support stay-at-home and work-at-home requirements across North America, including Mexico.

Currently, hundreds of millions of people are under stay-at-home orders with an unprecedented number working from home to maintain their professional employment, home schooling, and ensuring family preparedness. Televisions and monitors are instrumental for broadcasting important public health news, enabling video conferencing to connect families, and facilitating business, schoolwork and entertainment while at home. In many jurisdictions, televisions are also part of emergency alert broadcast systems. The consistent availability of these essential products to consumers during this unprecedented time is of paramount importance to individuals, households and communities.

Thank you for your leadership in protecting the health and safety of Mexican citizens while facilitating essential production of televisions, monitors and components. Please let us know if we can be a helpful resource during this time and in the future.

Sincerely,

A handwritten signature in black ink, appearing to read "Gary Shapiro".

Gary Shapiro
President & CEO
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