



Invisible fence keeps furry pals safe

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# BUSINESS WEEKLY

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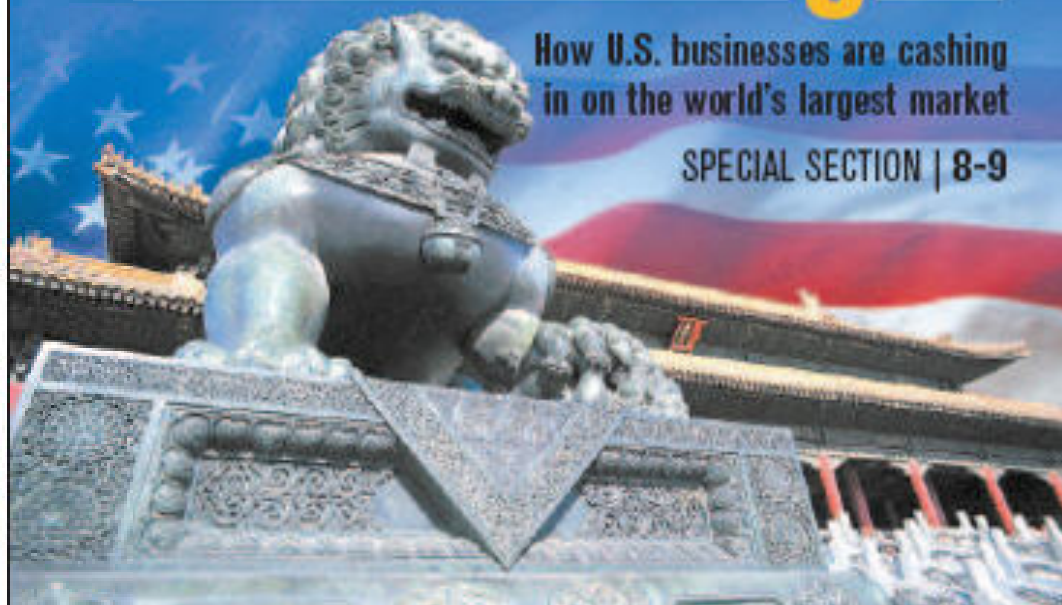
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## Enter the dragon

How U.S. businesses are cashing in on the world's largest market

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## China entices NM businesses

BY CLAY HOLTZMAN | NEWS STAFF

New Mexico's top five export recipient countries for 2004  
(in thousands of dollars)

	1999	2000	2001	2002	2003	2004
<b>TOTAL</b>	<b>\$3,133,455</b>	<b>2,300,543</b>	<b>1,404,620</b>	<b>1,196,144</b>	<b>2,325,609</b>	<b>2,045,806</b>
Mexico	49,936	126,612	111,704	116,613	242,018	357,569
Costa Rica	38,348	57,147	86,890	122,588	103,868	231,875
Malaysia	389,141	359,133	167,904	91,715	224,860	224,757
<b>China</b>	<b>220,400</b>	<b>118,927</b>	<b>34,728</b>	<b>47,713</b>	<b>206,750</b>	<b>220,975</b>
Philippines	1,020,982	416,933	258,514	180,434	441,114	203,077

SOURCE: U.S. DEPARTMENT OF COMMERCE

William Lunsford is probably one of the few New Mexicans who can say he knows China like the back of his hand.

The president of Roswell's Lunsford Companies Inc. took his first business trip to the country's mainland in 1990 to start a joint venture selling fire resistant chemicals. Since then, Lunsford has visited China more than 50 times, once shipping his own Cadillac by air so he could tour the country in comfort and style.

"China [has changed] quite a bit in the last two or three years" since it joined the World Trade Organization, says Lunsford.

Lunsford's latest visits to China assisted in establishing relations with New Mexico companies and politicians as well as in promoting his other joint venture, Jade Gate Co. Ltd. One Jade Gate goal is to export handmade goods to the U.S. through Roswell's Foreign Trade Zone (FTZ). That

city's FTZ, established in late 2002 through the U.S. Foreign Trade Zones Board, offers foreign companies a place to park their goods and to distribute them in the U.S., with some tax exemptions.

"It's going to help the state of New Mexico," says Lunsford, who wants to market Roswell's FTZ as an alternative to West Coast Foreign Trade Zones, which have stricter limits on how long goods can be stored.

But Lunsford is hardly the only New Mexican cashing in on the near double-digit growth of China's red-hot economy. Because the nation of 1.3 billion is facing spiraling

demand for energy, construction, transportation and communications, New Mexico companies are increasingly looking at the opportunities created by the mass industrialization.

"If you get with the right people, good people, you will never have any problems over there," advises Lunsford.

In 2004, New Mexico businesses exported \$220 million worth of goods and services to China — the fourth highest country on the state's export list, according to the U.S. Department of Commerce.

SBS Technologies Inc. (NASDAQ: SBSE), makers of

SEE CHINA | 9

### DEVELOPMENT

## Historic bank morphing i

BY DENNIS DOWRZALSKI | NEWS STAFF

The old First National Bank building in downtown Albuquerque is getting another shot at life.

The 1920s-era, eight-story building, which was once to be converted into a boutique hotel, is being renovated into a \$15 million luxury lofts/condominium project that will feature doormen, valet parking, a rooftop patio and a host of other services and amenities.

Downtown Lofts LLC, which purchased the building in 2003, is planning to build between 36 and 42 units from the third to eighth floors of the building, and will try to put in retail projects in the lobby and sec-



(From L) partners

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Lofts Ma  
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### TECHNOLOGY

## New FAA proposal commercial entry

BY CLAY HOLTZMAN | NEWS STAFF

The Federal Aviation Administration's proposal on Feb. 24 calling for upgrades to commercial aircraft "black box" flight recorder systems came at an unexpected time Albuquerque's Management Sciences Inc.

The maker of an advanced flight recorder for Navy aircraft always thought the FAA would propose stricter require-

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