



M E X I C O  
CUMBRE DE NEGOCIOS  
BUSINESS SUMMIT®

GUADALAJARA, JAL. 20-22 OCT. 2013



Mexico  
The 360° Vision

## On the agenda

- How can Mexico leverage better its sound economic fundamentals?
- Energy: Where do we go from there?
- Mexico's place in the world's new geography of wealth.
- Repositioning Mexico in the global manufacturing map.
- Nurturing the Mexico middle class.
- A stronger connection with Asian dynamics as a "Must" for Mexico.
- What education reform could mean for Mexico's growth and social cohesion?
- What E-commerce can do for Mexico's economy?
- Expanding the Health sector as a new driver of growth.
- Mexico as a player in the new global food security problematic.
- Beyond the horizon line; A look into the next technology/science breakthroughs that will change the way we live and operate?
- How will real competition breed real entrepreneurship.
- Walking the talk on tax and fiscal reform.
- Strengthening the financial service sector.



## Going beyond discussions, the Mexico Business Summit offers

- A privileged framework to identify and generate new business opportunities.
- A time-efficient way to corroborate and fine tune business strategies, to expand one's business horizon.
- An exclusive, peer-to-peer, platform for creating new business relationships.
- An open exchange of analyses and insights on the crucial issues relevant to business, society and the political scene in Mexico.
- An opportunity to be involved in a positive dialogue with political leaders and public personalities from Mexico and abroad.
- The excitement of brainstorming on new approaches and possible initiatives to improve Mexico's business and social environment.
- Exposure to new insights and updates on relevant business, economic, technological and management issues.
- The thrill of vibrant, outcome-oriented interaction among peers from Mexico and abroad.
- A full Report that captures the contents and the outcome of the premier business event in Mexico.



"I am convinced that Mexico is a country with huge potential and the first thing we Mexicans have to assume is to give credit to the potential value we have ... Let us be part of the Mexico we all want to see..... Let us be part of the energy for developing Mexico".

**Enrique Peña Nieto**



## For our 11<sup>th</sup> edition: **Mexico: The 360° vision**

Mexico is on the move. The new momentum generated by the initial decisions of the Peña Nieto administration and the renewed interest from the international business community for Mexico's potential, at a time when other emerging market countries are slowing down, are creating a new positive context. As the value of the country's strong fundamentals is increasingly recognized and as Mexico asserts its role and ambitions in the new constellation of growth comprising a number of emerging market countries that are coming to the fore, Mexico has a "good hand" to play.

**The 11th edition of the Mexico Business Summit is scheduled at the right time to assess and discuss:**

- What has been achieved by the administration in its first year?
- How can Mexico leverage its competitive advantages on an international scene shaped by mega-competition?
- What are the next moves to be expected from the Peña Nieto administration after the first wave of reforms?
- What sectors of the Mexican economy have the greatest potential for growth and what kind of opportunities do they offer to domestic and foreign investors?
- What issues and challenges require priority attention and what can government and business do about them?
- In what ways can Mexico expand its economic and political footprint on the global scene?
- What are the assets the country can leverage more optimally?



# The Mexico Business Summit constituency

- Top business leaders from Mexico and abroad
- Political leaders and government officials from Mexico and abroad
- Global thinkers and academic experts of international renown
- Media leaders and opinion makers
- Personalities from civil society and relevant NGOs
- The next generation of leaders

## For more than ten years the Mexico Business Summit has delivered:

- An impactful annual platform that addresses the key issues shaping Mexico's future and its relationship with its key partners in an outcome oriented way.
- A non-profit, non-partisan, privately led event.
- An exclusive, high profile, high prestige national and global event providing multi-angled perspectives on the most relevant issues and challenges for Mexico and beyond.
- An event connecting Mexico with the global environment in which businesses have to operate and compete, and creating the context for a fruitful dialogue with Mexico's economic partners.
- A unique range of speakers and participants comprising top-level business leaders, political personalities, and renowned experts from Mexico and abroad.
- Innovative discussion formats conducive to recommendations and new initiatives that positively impact Mexico's future and help meet the country's challenges in a global world.

## The next generation of leaders

### The Mexico Future Group

The Mexico Future Group was initiated in 2011 to bring together young entrepreneurs who have already begun to make their mark in business or politics and who are showing their sense of involvement in and commitment to Mexico's Future. This privileged meeting is structured to encourage networking and brainstorming on themes that carry over into the Mexico Business Summit.

### MBS Talented Graduates

Every year, the Mexico Business Summit invites a group of selected graduates from Mexico's top academic centers to participate in the Summit discussions, allowing them to interact with leading personalities, contribute their views to the discussions and be exposed to leading sources of knowledge and expertise from Mexico and abroad.



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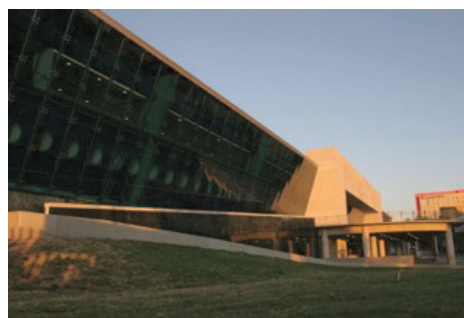
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