



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

Tapping into Mexico's New Sources of Growth



Queretaro, Qro.
October 26-28, 2014



"I recognize the effort made by the Mexico Business Summit to bring together representatives of our productive sectors. National and international businessmen, officials and academics are here to share experiences of how we should accelerate economic development and growth and to discuss all aspects needed for achieving a better nation, a greater social development, and creating the Mexico we all want to have."

Enrique Peña Nieto

12th Mexico Business Summit: "Tapping into Mexico's New sources of growth"



Despite the recent slow pace of economic activity in Mexico, President Peña's reforms, the steady US recovery, the improved economic prospects in Europe and Asia Pacific, as well as a re-assessment of competitive advantages among the new growth

countries, are creating propitious conditions for Mexico entering a new phase of business opportunities, economic dynamism, growth and job creation. The 12th. edition of the Summit will focus on analyzing the possible strategies that will leverage new resources for the growth of Mexico.



The value added:

- Peer to peer interaction and networking to create new relationships and business opportunities.
- Exposure to new insights and updates on relevant business, economic, technological and management issues.
- Being involved in a constructive dialogue with political leaders and public personalities from Mexico and abroad.
- Brainstorming on new approaches and possible initiatives to improve Mexico's business and social environment.
- A time-efficient way to corroborate and fine tune business strategies, to expand one's business horizon.
- A full report that captures the contents and the outcome of the premier business event in Mexico.





On the Agenda of the 12th edition of the Mexico Business Summit

The program of this edition of the Summit is organized around three underlying questions:

Where are the new sources of growth to be created or to be developed in the Mexican economy?

- Mexico as a near-shoring destination of choice
- The new activities that the energy revolution will unleash
- Developing the financial sector to meet Mexico's growth needs
- The business potential of social media
- Mexico as a logistics hub
- Connecting the dots for a more innovative Mexico
- 20 years later: Rebooting NAFTA beyond manufacturing
- Tourism: The Mariachis are not enough
- Managing competition and cooperation with China



What needs to happen for reforms to translate into sustainable growth

- Leveraging the energy revolution
- Winning the battle for Mexico's image
- Doing the right things for a faster growing domestic market
- What is needed to make the Pacific Alliance a new source of growth?
- Mexico as a more convincing investment proposition

Some elements we need to keep in mind:

- The trends to watch for
- The fight against crime: where the army and the navy come in
- Pact or not pact? what is the future of reforms
- When business leaders, political leaders and civil society leaders put themselves in the other guy's shoes: Creating a better culture of dialogue
- Beware the wealth divide: A more inclusive growth for Mexico



The Mexico Business Summit:

- An impactful annual platform that addresses the key issues shaping Mexico's future and its relationship with its key partners.
- A non-profit, non-partisan, privately led initiative.
- An exclusive, high profile, national and global gathering generating multi-faceted perspectives on the most relevant issues and challenges for Mexico and beyond.
- A privileged platform for an outcome-oriented dialogue among the key stakeholders in Mexico's future.
- A unique opportunity for looking at the future of Mexico in the global context, connecting Mexico's challenges, priorities and opportunities to the realities of the broader environment in which business and political decision-makers have to operate and compete.



And its Constituency:

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



The next generation of leaders

The Mexico Future Group

The Mexico Future Group was created in 2011 to bring together young entrepreneurs who have already begun to make their mark in business and who are demonstrating a sense of involvement in - and commitment to - Mexico's Future. The meeting of the Mexico Future Group is structured around opportunities to meet and dialogue with leading Mexican and foreign personalities, brainstorming on themes that carry over into the Mexico Business Summit and opportunities for creating new genuine relationships.

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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