

## Designing the future: Mexico in a world of disruptions

Working program as of October 17, 2018

Mexico's new political era	Leveraging Mexico's competitive assets
The future of Technology / Mexico's e-economy	Mexico in the global context

Sunday 21 October	
11:30 onwards <i>Westin Hotel, Salon Agave (First Floor)</i>	Participant registration
15:15-15:30 <i>San Luis Potosi Salon</i>	<p>Welcoming remarks</p> <ul style="list-style-type: none"> <li>• <b>Miguel Alemán Velasco</b>, Chairman of the Mexico Business Summit, Mexico</li> <li>• <b>Aristóteles Sandoval Díaz</b>, Governor of Jalisco, Mexico</li> <li>• <b>Daniel Curiel</b>, Head, CCIJ, México</li> <li>• <b>José Mauro Garza Marin</b>, President, COPARMEX Jalisco, México</li> <li>• <b>Francisco Xavier Orendáin De Obeso</b>, President, CANACO Guadalajara, México</li> </ul>
15:30-16:40 <i>San Luis Potosi Salon</i>	<p>Mexico in the global context</p> <p><b>What does the new trade and geopolitical outlook mean for Mexico</b></p> <p>The global trade is today characterized by the rise of protectionism, increased questioning of the notion that free trade benefits everybody, the realization that the WTO as it was conceived is not equipped to deal with challenges arising from the fact that China - soon to be the number one economy in the world - will not evolve towards a market economy. The Trump administration approach to trade has generated a significant erosion of the way international trade had been functioning until now. On the geopolitical side, the increasing rivalry between the US and China, the putting into question of traditional relationships and alliances between the US and its North American, European, Asian partners are creating a context of uncertainty and volatility.</p> <ul style="list-style-type: none"> <li>• What does this new trade and geopolitical outlook mean for the way Mexico will need to protect and advance its strategic national interests and its international footprint?</li> <li>• How can Mexico nurture new - or strengthen existing – relationships and international networks on the economic as well as the geopolitical fronts?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Stéphane Abrial</b>, Deputy Chief Executive Officer, Corporate Office, Safran, France</li> <li>• <b>Manuel Herrera</b>, President, Asociación de Industriales Latinoamericanos, Mexico</li> <li>• <b>Valeria Moy</b>, Director, México ¿Como Vámos?, &amp; Professor of Economics, Autonomous Institute of Technology (ITAM), Mexico</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Claude Smadja</b>, Founder &amp; Chairman, Smadja &amp; Smadja Strategic Advisory, Switzerland</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Luis Miguel González</b>, Managing Editor, El Economista, Mexico</li> </ul>
<p>16:45-17:15</p> <p><i>San Luis Potosi Salon</i></p>	<p>Special Address</p> <p><b>Certainty or Unpredictability</b></p> <p>Speaker:</p> <ul style="list-style-type: none"> <li>• <b>Carlos Slim Helú</b>, Honorary Chairman, Grupo Carso, Mexico</li> </ul> <p>Chair:</p> <ul style="list-style-type: none"> <li>• <b>Miguel Alemán Velasco</b>, Chairman of the Mexico Business Summit, Mexico</li> </ul>
<p>17:30-18:30</p> <p><i>San Luis Potosi Salon</i></p>	<p>Mexico in the global context</p> <p><b>US/Mexico: Overcoming the obstacles on the path towards greater shared prosperity</b></p> <p>It is an understatement to say that the Mexico-US relationship has been quite strained since the election of Donald Trump. The question now is to see how the finalization of the USMCA agreement and forthcoming installation of the López Obrador administration will bring significant changes to the relationship between the US and Mexico. At the same time, there is no underestimating the depth and scope of this relationship not only on the economic and human sides but in almost every single domain.</p> <ul style="list-style-type: none"> <li>• How will contentious issues such as immigration be addressed in the coming period?</li> <li>• What kind of impact can the inflammatory rhetoric used by President Trump have on the future of the relationship?</li> <li>• How to ensure that shared interests and the benefits from economic interdependence and complementary prevail in shaping policies and attitudes in the coming period?</li> <li>• What can be done to pave the way to greater shared prosperity?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Rafael Fernández de Castro</b>, Professor and Director, Center for U.S.-Mexican studies, University of California San Diego, USA</li> <li>• <b>Roberta Jacobson</b>, former US Ambassador to Mexico, USA</li> <li>• <b>Stephen Moore</b>, Distinguished Visiting Fellow, The Heritage Foundation, USA</li> <li>• <b>Larry Rubin</b>, Managing Partner, THR International &amp; President and Chairman, American Society, Mexico</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Julio Millán Bojalil</b>, President, Grupo Coraza Corporación Azteca, Mexico</li> </ul>
<p>17:30-18:30</p> <p><i>Querataro Salon</i></p>	<p>The future of Technology / Mexico's e-economy</p> <p><b>What skills strategy for Mexico's 21<sup>st</sup> century economy</b></p> <p>According to research by Manpower, Mexico is facing increasing difficulties for companies to find the right skills. The percentage of companies surveyed reporting difficulties to fill positions has increased from 40% in 2016 to 50% in 2017. President-elect, Andres Manuel López Obrador, has promised \$7.5 billion for youth job training, a much-needed initiative given the country's acute skills shortage. Five years after the launch of the government's ambitious education reform program, Mexico still ranks last in education among the</p>

	<p>35 OECD countries. As the global economy transitions into the “Fourth Industrial Revolution”, the country’s educational system is in urgent need of reform so that both new entrants in the job market and existing workers are equipped with the skills necessary to adapt to the highly technical and Science, Technology, Engineering and Math oriented jobs of Industry 4.0.</p> <ul style="list-style-type: none"> <li>• What steps should be taken to address existing skill shortages and create a better match between the skills produced by the system and the ones needed by the economy?</li> <li>• How can the incoming administration further incentivize the development of work-based apprenticeships and improve training opportunities for informal workers?</li> <li>• What does Corporate Mexico need to do to develop a culture of permanent skills enhancement among its workforce?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Salvador Alva</b>, President, Tec de Monterrey, Mexico</li> <li>• <b>Raúl Beyruti</b>, Chief Executive Officer, GIN Group, Mexico</li> <li>• <b>Craig Breese</b>, President for Latin America, Honeywell, USA</li> <li>• <b>Frédéric Garcia</b>, President, Consejo Ejecutivo de Empresas Globales, Mexico</li> <li>• <b>Marcela Torres</b>, Co-Founder and Chief Executive Officer, Holacode, Mexico</li> </ul>
<p>18:45-19:45 <i>San Luis Potosi Salon</i></p>	<p>Mexico’s new political era</p> <p><b>What to expect of the first 100 days of the new administration?</b> In his third bid for the presidency, President-elect López Obrador focused heavily on crime, stagnant wages, and corruption. His historic victory has been seen as a broad rejection of the status quo by the electorate and a strong desire for decisive action in tackling these issues. How the President-elect decides to use his mandate has the potential of changing the Mexican political landscape radically.</p> <ul style="list-style-type: none"> <li>• What are the priorities on which we could expect the new administration to focus on in the first 100 days of its mandate?</li> <li>• Where could we expect significant changes and where could we see some continuity in government policies and actions?</li> <li>• How will the incoming administration reconcile demands for increased spending on health, education, social programs with the need to maintain sound macro-economic fundamentals?</li> <li>• In a July survey, 65 percent of participants said they expected security to improve under the new President and the new administration has pledged to “rewrite the rules of the drug war” by scaling back the role of the military in public security duties. Are the outlines of an action plan in this domain beginning to appear?</li> <li>• What will be the new administration’s priorities in terms of foreign policy?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Leonardo Kourchenko</b>, Political Analyst &amp; Journalist, Mexico</li> <li>• <b>Benjamin Lessing</b>, Assistant Professor of Political Science, University of Chicago, USA</li> <li>• <b>Duncan Wood</b>, Director, Wilson Centre, USA</li> <li>• <b>Alfonso Zárate</b>, President, Grupo Consultor Interdisciplinario, Mexico</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Alberto Bello</b>, Business and News Editor and Director, Grupo Expansion, Mexico</li> </ul>
<p>20:00-20:30</p>	<p>Cocktail reception</p>
<p>20:30-22:00</p>	<p>Official opening dinner</p>

<i>Guadalajara Salon</i>	Keynote address by: <ul style="list-style-type: none"> <li>• <b>Gerhard Schroeder</b>, Former Chancellor of Germany (1998-2005), Germany</li> </ul> Chaired by: <ul style="list-style-type: none"> <li>• <b>Andrés Rozental</b>, President, Rozental &amp; Asociados, Mexico</li> </ul>
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<b>Monday 22 October</b>	
08:45-10:00  <i>San Luis Potosi Salon</i>	<p>Mexico's new political era</p> <p><b>Defining a new era in the fight against corruption</b></p> <p>The issue of corruption is recognized as one of the key factors that ensured the victory of President-elect Manuel López Obrador building on popular frustrations as blatant corrupt practices have permeated almost all layers of the country's political, economic and social life. Each administration has proved, not only unable to stem the tide of this destructive practice but, in many cases, has seen it spread even wider with a more corrosive impact on Mexico's institutions and its social fabric. Mexico ranked 135 out of 180 countries in the latest global corruption index of Transparency International, making it the worst ranked country in both the Organization for Economic Co-operation and Development (OECD) and the G-20. The weakness of implementation of the National Anti-Corruption System, as well as the lack of a truly autonomous federal Attorney General's office and firm punishments in corruption cases have been harming any effort to address the problem in a significant way. However, as the fight against corruption is increasingly achieving an international dimension all sectors of society need to realize that corrupt practices will, in many cases, expose them also to penalties and punishment beyond the country's boundaries.</p> <ul style="list-style-type: none"> <li>• What lessons can be drawn from the failures of previous administrations to do it right this time in addressing corruption?</li> <li>• Are there some lessons to be learnt from what other countries have been doing in tackling this issue?</li> <li>• What needs to be done to strengthen the legal system, the compliance mechanisms and the penalties for non-compliance to increase the risk and the price to be paid for engaging in corrupt practices?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Max Kaiser</b>, Founder, Centro para la Integridad y la Ética en los Negocios, Mexico</li> <li>• <b>Juan Francisco Torres Landa</b>, Partner, Hogan Lowells, Mexico</li> <li>• <b>Álvaro Uribe</b>, former President of Colombia, Colombia</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Rafael Heredia</b>, Director, Heredia Rubio Abogados SC, Mexico</li> </ul>
10:00-10:30	Networking Break
10:30-11:45  <i>Queretaro Salon</i>	<p>Leveraging Mexico's competitive assets</p> <p><b>Dealing with the wealth distribution gap as a key obstacle to sustainable growth</b></p> <p>The President elect has made of addressing income inequality one of the key priorities of the new</p>

	<p>administration. Mexico's GINI coefficient which measures income inequality in a country is at 0.46 (0 indicating total income equality and 1 total income inequality). The wealth distribution gap in Mexico has in fact increased over the last six years with the income share of the top 10 percent of the population going from 34.9% percent in 2012 to 36.5% now. Beyond becoming increasingly un-sustainable from a political and social perspective, it is now a proven fact that a wide wealth distribution gap is an obstacle to achieving long-term high growth.</p> <ul style="list-style-type: none"> <li>• What can be expected from the new administration in terms of addressing the long-standing disparities between the "two Mexicos"—the increasingly industrialized and affluent economy in the northern and central regions of the country and the impoverished rural economy in the south?</li> <li>• What could be the changes to be made in the country's poverty reduction strategy outlined in the 2013-2018 National Development Plan?</li> <li>• What fiscal policies could/will the new administration use to narrow the wealth distribution gap?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Tomás Bermúdez</b>, Mexico Country Representative, Inter-American Development Bank (IDB), Mexico</li> <li>• <b>Leticia Jauregui</b>, Chief Executive Officer &amp; Co-Founder, Maquina, Mexico</li> <li>• <b>Vivian Lan</b>, Ambassador, Singularity University, Mexico</li> <li>• <b>Nicolás Mariscal Servitje</b>, Chief Executive Officer, Grupo Marhnos, Mexico</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Elisabeth Malkin</b>, Correspondent, The New York Times, USA</li> </ul>
<p>10:30-11:45 <i>San Luis Potosi Salon</i></p>	<p>The future of Technology / Mexico's e-economy</p> <p><b>Embarking on Industry 4.0: What disruptive technologies mean for my business?</b></p> <p>There is a general recognition that moving fast forward to implementing Industry 4.0 represents a major opportunity for the country to improve its competitiveness and its position in the global economy. A study by Siemens in February 2017 predicted that Mexico could become the fifth largest global economy in just ten years if it adopts the necessary measures for the digitization of its economy and society. However, while major Mexican corporations are already moving ahead in developing their smart manufacturing capabilities, most of the country's SMEs are still stuck in traditional and sometimes obsolete production models, mostly relying on low-cost labor.</p> <ul style="list-style-type: none"> <li>• What policies would help accelerate Mexico's move towards Industry 4.0 and how to integrate SMEs in that move?</li> <li>• What is needed for corporate Mexico to fully leverage the opportunities that AI and IOT provide in terms of productivity, cost efficiency and creation of new services and business models?</li> <li>• What are the obstacles to be addressed to create a truly synergetic collaboration between technology academic institutions and business to develop and leverage R&amp;D capabilities essential for Industry 4.0 to become a reality?</li> <li>• Should not Mexico adopt a full-fledged Industry 4.0 policy integrating the key components necessary to make it a success – as so many countries are now doing?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Pascal Cagni</b>, France Ambassador for International Investment &amp; Chairman of Business France</li> <li>• <b>Fernando Gordo</b>, Co-Founder &amp; General Manager, Service Management Business Unit, Volteo, Mexico</li> <li>• <b>Jaime Reyes</b>, Innovation Secretary, Jalisco, Mexico</li> <li>• <b>José Reynoso del Valle</b>, Director of IT Solutions, Telmex, Mexico</li> </ul>

	<p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Jesús Hernández</b>, Editor- in-chief for Industries, Expansión, Mexico</li> </ul>
<p>10:30-11:45 <i>Veracruz Salon</i></p>	<p>Leveraging Mexico's competitive assets</p> <p><b>Meeting the credit needs to sustain Mexico's growth</b></p> <p>Mexico has the lowest banking and credit penetration of all of Latin America. According to the latest estimates, close to 60% of the adult population still does not have access to a bank account, and those with access don't always use it, and the World Bank has reported that less than 14% of the population has access to formal savings. The picture is the same regarding banking services and credit availability for SMEs, and this despite reforms in the recent years aimed at improving conditions for increased private sector financing. Private sector credit as a percentage of GDP is about half in Mexico compared to what it is in Chile or Brazil. Banks remain a major source of funding to SMEs, as public financial institutions have funding difficulties to serve small enterprises. It is now admitted that a high penetration of banking and financial services is an important factor in promoting growth and social development.</p> <ul style="list-style-type: none"> <li>• What are the key reasons for the low banking and credit penetration in Mexico? And how to remedy them?</li> <li>• How is the increase of Open Banking in Mexico – especially the growing Fintech sector – could help boost the integration of a much larger segment of the population in the banking and credit sector?</li> <li>• How could the package of reforms introduced in March 2018 truly help addressing financial exclusion – especially in terms of offering innovative services to those underserved by the current system and helping small businesses access credit?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Lynne Bairstow</b>, Managing Partner, Mita Ventures, Mexico</li> <li>• <b>Alejandro Delgado Ayala</b>, President, INADEM, Mexico</li> <li>• <b>Fernando Montes de Oca</b>, Chief Executive Officer, HR Ratings, Mexico</li> <li>• <b>Enrique Zorrilla</b>, Chief Executive Officer, Scotiabank, Mexico</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Oscar Peralta Casares</b>, Chief Executive Officer, Ciinova, Mexico</li> </ul>
<p>12:00-13:15 <i>Queretaro Salon</i></p>	<p>Leveraging Mexico's competitive assets</p> <p><b>Sustaining Mexico as an investment destination</b></p> <p>Mexico's advantageous labor costs and free trade agreements have positioned the country as a highly attractive investment destination for global investors. FDI inflows totaled \$17.842 billion in the first half of 2018-14 percent higher than the same period last year. Mexico's accession to the Convention on the Settlement of Investment Disputes between States and Nationals of Other States (the ICSID) and the completion of the US-Mexico trade agreement are improving the predictability element for investors, although many of them are waiting for greater clarity on the economic policy orientations of the new administration.</p> <ul style="list-style-type: none"> <li>• What kind of early policy signals from the new administration will help sustain or even increase the confidence of foreign investors?</li> <li>• What needs to be done to diversify not only the sources of FDI but also the sectors targeted by foreign investors beyond the automotive, electronics and energy ones?</li> <li>• What should Mexico do to improve its attractiveness as a destination of choice for FDI?</li> <li>• To what extent could the on-going US-China economic and trade war impact on Mexico's FDI prospects?</li> </ul>

	<p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Luis Barreto</b>, Chief Executive Officer, Brookfield Infrastructure Group Mexico</li> <li>• <b>Paulo Carreño King</b>, Director General, ProMéxico, Mexico</li> <li>• <b>José Palacios</b>, Secretary of Economic Development, Jalisco</li> <li>• <b>Peter Tempel</b>, Ambassador of Germany to Mexico</li> </ul>
<p>12:00-13:15 <i>San Luis Potosi Salon</i></p>	<p>Mexico in the global context</p> <p><b>Challenges to globalization and International Institutions: What responses from Mexico</b></p> <p>With his strong assertion of economic nationalism, his protectionist initiatives and his rejection of multilateralism, President Donald Trump is today openly challenging the very concept and reality of globalization. However, beyond the impact of the Trump administration policies, a number of factors have contributed to put into question the way globalization has proceeded and has been managed so far: Whether it is the frustrations created by the way the financial crisis of 2008/09 was addressed; the realization that just aiming at increasing the flow of international trade does not always result in a win-win outcome; or the rise of populism generated by the anxieties about international migration and the loss of identity, globalization is definitely entering a new and very challenging phase. Over the past decades, the Mexican government has embraced a pro-globalization strategy.</p> <ul style="list-style-type: none"> <li>• How should Mexico – and the incoming administration – position itself with respect to the rise of economic nationalism and attacks on multilateralism?</li> <li>• What should Mexico do – or continue to do – to protect its strategic interest in this new global context? And how should Mexico leverage its unique network of FTAs?</li> <li>• Are there opportunities for Mexico to play a higher profile role in the framework of the G20?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Ronnie C. Chan</b>, Chairman, Hang Lung Properties, Hong Kong SAR</li> <li>• <b>Valentín Diez Morodo</b>, President, COMCE, Mexico</li> <li>• <b>Ian Goldin</b>, Professor, Oxford, United Kingdom</li> <li>• <b>John Rennie Short</b>, Professor of Geography and Public Policy, University of Maryland, USA</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Andrés Rozental</b>, President, Rozental &amp; Asociados, Mexico</li> </ul>
<p>12:00-13:15 <i>Veracruz Salon</i></p>	<p>Leveraging Mexico's competitive assets</p> <p><b>Dual Education = Technological transformation = Competitiveness.</b></p> <p>As Mexico's increasingly becomes a major manufacturing platform it increasingly requires higher skills and specialized professionals in a wide range of sectors. The Peña Nieto administration put a series of education and labor market reforms into effect in 2013, among them dual education schemes based on the German model with some adaptations to Mexico's culture and business situation. There was a first attempt at dual vocational training starting in 1993 with the cooperation between Mexico's College of Professional Technical Education and Mercedes-Benz. But the attempt fizzled out until it was re-started in 2008. The initial results demonstrate that dual education programs have a marked effect on industrial efficiency with three years of training for students, 75% of which is practical training in a company environment, and 25% theoretical. Nevertheless, Mexico needs to overcome a number of obstacles if the dual system is to be expanded further.</p> <ul style="list-style-type: none"> <li>• What are the measures needed to allow for the spreading of the dual education scheme?</li> <li>• What is needed to secure adequate funding for dual education? How financial partnerships between the state and the private sector should be created?</li> </ul>

	<ul style="list-style-type: none"> <li>• How to popularize the dual education model in Mexico and what could be done to boost accessibility to vocational education schemes within the informal labor market?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Fausto Costa</b>, Executive President, Nestle Mexico</li> <li>• <b>Luiz Carlos Ferezin</b>, President, Accenture, Mexico</li> <li>• <b>Mónica Flores</b>, President, Manpower Mexico, Mexico</li> <li>• <b>Iván Pelayo</b>, Executive Vice President, Siemens Mexico</li> </ul>
<p>13:30-15:15</p> <p><i>Guadalajara Salon</i></p>	<p>Plenary Luncheon</p> <p><i>Featuring a keynote speaker</i></p> <p>Keynote Address:</p> <ul style="list-style-type: none"> <li>• <b>Enrique Peña Nieto</b>, President of Mexico</li> </ul> <p>Chaired by:</p> <ul style="list-style-type: none"> <li>• <b>Miguel Alemán Velasco</b>, Chairman of the Mexico Business Summit, Mexico</li> <li>• <b>Aristóteles Sandoval Díaz</b>, Governor of Jalisco, Mexico</li> </ul>
<p>15:30-16:15</p> <p><i>San Luis Potosi Salon</i></p>	<p>Leveraging Mexico's competitive assets</p> <p><b>Beyond a record year: Steps to sustain Tourism as a key growth driver</b></p> <p>Mexico is now the 6th most visited country in the world with 39.3 million foreign travelers in 2017, a 12-percent increase from 2016, which makes the travel sector the third-largest source of income for Mexico. The forecast for 2018 should exceed 42 million. Despite the last administration efforts to encourage FDI in tourism and upgrade public infrastructure, the development of the sector continues to be hampered by serious security concerns.</p> <ul style="list-style-type: none"> <li>• What are the top geographical areas for investment and visitor growth right now?</li> <li>• How can stakeholders and the government work together to tackle the image issues still hindering the sector?</li> <li>• Mexico's tourism sector is highly reliant upon the United States: however, in the last five years, travelers from South America and Asia have respectively increased by 97% and 127%. What steps do public and private actors need to take to build upon the gains and further improve diversification?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Enrique De la Madrid</b>, Secretary of Tourism, Government of Mexico</li> <li>• <b>Miguel Torruco Marqués</b>, Designated Tourism Secretary, Mexico</li> <li>• <b>Jorge Vereá</b>, Editor-in-Chief, El Informador, Mexico</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Lorenzo Lazo Margain</b>, Managing Partner, Alemán Velasco y Asociados, Mexico</li> </ul>
<p>15:30-16:15</p> <p><i>Puebla Salon</i></p>	<p>Get smarter about</p> <p><b>Blockchain as a game-changer for economic activity</b></p> <p>Blockchain is a shared ledger technology that powers cryptocurrencies but also allows shared encrypted data on anything from money to medical records. Research and Markets estimates that the Latin American blockchain market will generate a global revenue of USD 500 million by 2023. The country's new FinTech Law--approved by Congress in March 2018--puts Mexico among a leading group of nations regulating the</p>

	<p>sector. Many companies are making a concerted effort to adapt to this emerging technology. Despite these positive developments, Mexico's blockchain ecosystem currently ranks at just 3/10 on the global scale.</p> <ul style="list-style-type: none"> <li>• What sectors of activity could benefit most from the leveraging of blockchain technology?</li> <li>• What are the major obstacles preventing Mexico from becoming a regional powerhouse in blockchain development? How could they be addressed, considering also the lack of trained talent?</li> <li>• How can public and private and public actors encourage new payment scheme innovations?</li> <li>• Mexicans living in the United States send home an estimated \$25 billion in a year. How could blockchain revolutionize the money transfer industry?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Baltazar Rodríguez</b>, Head of Blockchain, IBM, Mexico</li> </ul>
<p>15:30-16:15  <i>Veracruz Salon</i></p>	<p>Get smarter about  <b>Smart Cities</b></p> <p>With close to 80% Of its population living in urban areas Mexico is among the countries facing the greatest and most urgent challenge of developing smart cities to improve mobility and the delivery of social services, reduce environmental damage and all the costs and negative impact of urban congestion. Over the next decade, Mexico is projected to invest \$6.3 billion in smart grid infrastructure. Mexico City has devised a "Connectivity Master Plan" that aims to use technology and concepts used in different parts of the world to develop smart cities and combine them with the existing infrastructure in the city.</p> <ul style="list-style-type: none"> <li>• What is needed to best leverage the technological and economic leapfrogging potential of smart-cities?</li> <li>• Which public policies are needed to foster long-term commercial and knowledge-based partnerships for implementing Mexico's smart cities development goals?</li> <li>• How can private and public sector actors work together to design, fund and sustain smart infrastructure and municipal services geared towards inclusive growth?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>John Donoghue</b>, Chief Executive Officer, National Fiber Networks de México</li> <li>• <b>Anasofía Sánchez Juárez</b>, Director General, Waze Mexico, Mexico</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Jesús Hernández</b>, Editor- in-chief for Industries, Expansion, Mexico</li> </ul>
<p>16:15-16:45</p>	<p>Networking break</p>
<p>16:45-18:00  <i>Veracruz Salon</i></p>	<p>Leveraging Mexico's competitive assets  <b>Ensuring the future of Agribusiness as a key growth driver.</b></p> <p>Mexico is already among the top 15 world leaders in the agribusiness industry. However, the country imports 42% of its food -mostly from the US - and diversification of production and productivity of the agriculture sector are still major concerns. Competitiveness remains a challenge for the sector, particularly in the grains, livestock and sugar domains. Improving the sector's productivity would require a significant increase in investment and support for small producers, to enable industry modernization, as well as public private partnerships to develop necessary technological innovation.</p> <ul style="list-style-type: none"> <li>• What is needed in terms of government support and regulations to improve the sustainability of a whole category of small agriculture producers? How to develop mobile-based assistance programs for smaller agribusiness</li> </ul>

	<p>companies?</p> <ul style="list-style-type: none"> <li>• What can be done to foster technology development and further productivity enhancement – especially in food crops?</li> <li>• What does Mexico's processed food industry need to become a global food player?</li> <li>• What will be the impact of the USMCA on Mexico's agribusiness sector?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Carolina Castro</b>, Chief Executive Officer &amp; Founder, AGRON, Mexico</li> <li>• <b>Daniel Curiel</b>, Head, CCIJ, Mexico</li> <li>• <b>Marcelo Martins</b>, President, Cargill Mexico, Mexico</li> <li>• <b>Juan Carlos Marroquín</b>, Chairman, Nestlé Mexico</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Ricardo Garcia de Alba</b>, Chief Executive Officer, Corteva, Mexico</li> </ul>
<p>16:45-18:00  <i>San Luis Potosi          Salon</i></p>	<p>Leveraging Mexico's competitive assets</p> <p><b>Revisiting Mexico's energy policy</b></p> <p>During his campaign president elect López Obrador pulled back from his promise to reverse the energy reform of the Peña Nieto administration and has instead stated his intention to audit all the contracts with foreign companies that have been made possible by the reform. There have also been discussions about canceling future oil and gas auctions. In that scenario, Pemex would return as the central pillar of Mexico's energy policy. However, it seems now that the new administration would likely maintain the historic opening of the Mexico's oil sector – US\$ 200 billion of foreign investment have already been committed - while moving more slowly, or even stalling, in opening more fields for exploration and exploitation to international investors. This being said, significant uncertainties are clouding the future of Mexico's oil policy. At the same time, Mexico is very well positioned to expand its power generation from renewables with yet untapped resources and a number of investment incentives that have been established by the energy reform.</p> <ul style="list-style-type: none"> <li>• How will the new President be able to achieve some trade-off between the need to boost economic growth which requires a much more efficient oil sector and the expectations of his electorate to fulfill some of his promises regarding a nationalistic oil policy? What could be the key elements of the new administration's energy policy?</li> <li>• What to expect regarding Mexico's refining capabilities?</li> <li>• What are the policies needed to expand Mexico's renewable sector and make it more competitive?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Sergio Alcade Delgado</b>, Chief Executive Officer, Fortius, Mexico</li> <li>• <b>Pedro Joaquín Coldwell</b>, Secretary of Energy, Mexico</li> <li>• <b>Alejandro Preinfalk</b>, Executive Vice President, the Energy Division, Siemens, Mexico</li> </ul>
<p>16:45-18:00  <i>Queretaro Salon</i></p>	<p>Leveraging Mexico's competitive assets</p> <p><b>What next to strengthen the automotive sector as a key growth driver: Innovation, strategic alliances, higher productivity and....</b></p> <p>Mexico is the fifth largest exporter of automotive parts in the world with 41% of goods going to the US and ranks 8th worldwide for car, truck, part and component production. In the last three years, FDI substantially increased in the sector, and other large-scale investment projects are underway. However, the sector's competitiveness is highly dependent on its supply and manufacturing chains. USMCA establishes, among other things, stricter requirements for cars sold in North America to be free of tariffs.</p>

	<p>While there was relief throughout the North America automotive industry at the signing of the agreement, many observers point to the fact that the continental auto trade will be less free than before. The increase of regional content requirements might make it difficult to meet these requirements without assembling more core components in North America.</p> <ul style="list-style-type: none"> <li>• What will be the overall impact of USMCA on the auto industry in North America – and more specifically for Mexico's auto industry?</li> <li>• What elements in the automotive sector might be the losers and the winners with USMCA and what should Mexico's auto industry do to be on the winners' side?</li> <li>• What actions will ensure that Mexico's automotive industry continue to be a growth driver in the new USMCA context?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Bruce Belzowski</b>, Managing Director, University of Michigan Transportation Research Institute, USA</li> <li>• <b>Rubén Reséndiz</b>, President, Cluster Automotriz de Jalisco, Mexico</li> <li>• <b>Eduardo Solís Sánchez</b>, Executive President, Asociación Mexicana de la industria Automotriz, Mexico</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Woosuk Kenneth Choi</b>, Editor Future Planning Department, The Chosun Ilbo, Korea</li> </ul>
<p>18:15-19:45 <i>San Luis Potosi Salon</i></p>	<p>Mexico in the global context</p> <p><b>From NAFTA to USMCA: Beyond the name change</b></p> <p>The agreement that US, Mexico and Canada have reached to update the North America Free Trade Agreement (NAFTA), renaming it United States, Mexico, Canada Agreement (USMCA) is of course the result of a compromise that include some significant changes with respect to higher rule of origin and minimum wages requirement for the automotive sector, greater US access to the Canadian dairy market, a scaling-back of the investor-state dispute settlement rules (ISDS), a time horizon of 16 years and a review of the deal six years from now to determine whether to extend its lifespan beyond 16 years. Significantly it also comprises a "poison pill" allowing the US to cancel the USMCA in case Mexico or Canada sign an FTA with an emerging economy – in fact China. Mexico, Canada and the US still have to ratify the new agreement and both Republicans and Democrats in the US Congress may have different reasons not to support the change.</p> <ul style="list-style-type: none"> <li>• What will be the impact of USMCA on car manufacturing in Mexico – and more broadly in North America?</li> <li>• How much could the "poison pill" in the agreement constrain Mexico's margin of maneuver?</li> <li>• What are the adjustments that Mexico might need to do in its industrial and economic policies to try to achieve optimum benefits from the new deal?</li> <li>• What will be the overall real impact of USMCA for Mexico's economy as a whole?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Idefonso Guajardo</b>, Secretary of Economy, Mexico</li> <li>• <b>Moisés Kalach</b>, General Coordinator of Negotiations Rounds, Consejo Coordinador Empresarial, Mexico</li> <li>• <b>Luis Lozano</b>, General Counsel &amp; External Affairs Director, Toyota</li> <li>• <b>Eric Miller</b>, President, Rideau Potomac Strategy Group &amp; Global Fellow, Canada Institute, Wilson Center, USA</li> <li>• <b>Patrick Ottensmeyer</b>, President &amp; Director, Kansas City Southern, USA</li> <li>• <b>Jesús Seade</b>, Designated chief negotiator for the North American Free Trade Agreement (NAFTA)</li> </ul>

	<p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Eric Martin</b>, Mexico Economy and Government Reporter, Bloomberg News, Mexico</li> </ul>
<p>20:00-22:15 <i>Hospicio Cabañas</i></p>	<p>Gala Dinner</p> <p>An evening for making new friends and enjoying cultural and gastronomical delights.</p> <p>Hosted by:</p> <ul style="list-style-type: none"> <li>• <b>Aristóteles Sandoval Díaz</b>, Governor of the state of Jalisco, Mexico</li> </ul> <p><i>Transportation will be provided from the Expo Guadalajara to the Gala Dinner. After dinner, transportation will be provided to the hotels.</i></p>

Tuesday 23 October	
<p>08:45-10:00 <i>Queretaro Salon</i></p>	<p>Mexico in the global context</p> <p><b>Mexico and the EU: Deepening shared interest beyond the trade pact renegotiation</b></p> <p>In April of this year, Mexico and the EU reached an "agreement in principle" on the main trade parts of a new EU-Mexico association agreement to expand the original "EU Mexico Economic Partnership, Political Coordination and Cooperation Agreement", and adapt it to the new economic and trade situation, which of course has considerably evolved since the signing of the initial agreement in 2000. The revamped agreement practically eliminates tariffs across the board, including the agriculture, allows EU firms to sell more services to Mexico while opening further the EU market to a number of products from Mexico. It also includes clauses regarding protection of workers' rights and the environment. The revamped agreement sends also a strong signal, at a time when protectionist pressures are growing, that both parties reject protectionism and are looking for fair rules and high standards.</p> <ul style="list-style-type: none"> <li>• Where will the positive impact of the new EU-Mexico trade agreement be felt more? And what could it mean for the services sector in Mexico?</li> <li>• What could/should corporate Mexico do to optimize the benefits to be drawn from the expanded relationship with the EU?</li> <li>• To what extent does the new deal help Mexico in terms of diversifying its economic relationship away from the overdependency on the US?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Francisco Cervantes</b>, President, CONCAMIN</li> <li>• <b>Agustín García-López</b>, Executive Director, AMEXCID, Mexico</li> <li>• <b>Klaus Rudischhauser</b>, European Union Ambassador to Mexico</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Luis Alberto Aziz Checa</b>, Founding Partner, Aziz &amp; Kaye Abogados, SC</li> </ul>
<p>08:45-10:00 <i>San Luis Potosi Salon</i></p>	<p>Mexico's new political era</p> <p><b>Drawing the lessons from the past to improve the security situation</b></p> <p>Each administration has pledged to improve the security situation in the country and to bring added efficiency in the fight against organized crime and narco-trafficking, only to see the situation deteriorate</p>

	<p>even more and the level of public anger and frustration increase. Since the government launched its record keeping system two decades ago, 2017 was the deadliest year on record and 2018 is on track to be even worse. Security is also a key concern for tourists – even though the number of foreign visitors keeps on increasing - and Business investment. Destinations such as Los Cabos and Cancun have dramatically increased their security measures with heightened police presence, video surveillance and even military forces.</p> <ul style="list-style-type: none"> <li>• Beyond the general pledges made by the President-elect during his campaign, are there any indications of a concrete, coherent, plan to address the challenge? In that respect what are the prospects for improving very significantly the country's justice system – an essential component for any strategy for fighting efficiently organized crime.</li> <li>• What lessons can be learned from the past failures and what could make the incoming administration more successful in fulfilling its electoral pledge to significantly improve the law and order and security situation in the country?</li> <li>• What are the alternatives to the militarized approach to combating organized crime that characterized the policies of previous administration?</li> <li>• Will the López Obrador administration be able to achieve an efficient collaboration with the US on security issues – which remains a key success factor?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Craig Deare</b>, Professor of National Security Affairs, College of International Security Affairs, USA</li> <li>• <b>Luis Camilo Osorio</b>, Former Attorney General, Colombia</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Carrie Kahn</b>, Mexico City Chief Correspondent, NPR, USA</li> </ul>
10:00-10:30	Networking Break
10:30-11:30 <i>Veracruz Salon</i>	<p>Leveraging Mexico's competitive assets</p> <p><b>Boosting E-commerce as a consumption and innovation accelerator?</b></p> <p>Mexican retailers lag behind in terms of effective online presence. Efficiency and speed of product delivery as well as confidence in online payment options are still key issues. Retailers also have to compete with global giants as well as online only startups which have much lower costs. Mexico is the largest e-commerce market in Latin America with US\$21 billion in sales projected to nearly double in the next two years. The country already has the highest annual earnings in the region and this is expected to grow with improved connectivity, falling costs of smartphones, increased digital literacy and supportive regulatory reforms.</p> <ul style="list-style-type: none"> <li>• How to accelerate even more the speed and acceptance of e-commerce among Mexican consumers?</li> <li>• What impact will the USMCA have on e-commerce opportunities for Mexican retailers?</li> <li>• What differentiates the Mexican market and customer?</li> <li>• Where is the potential of e-commerce to support domestic consumption growth?</li> <li>• What is needed for e-commerce to be an innovation driver for Mexico?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Carlos Delgado</b>, Director, Retail Services eCommerce and Shopper, Nielsen México, Mexico</li> <li>• <b>Omar Galicia</b>, Sales Director Marketplace, Mercado Libre Mexico, Mexico</li> <li>• <b>Enrique Ortegón</b>, General Manager of Salesforce in Latin America, USA</li> </ul>
10:30-11:30	Get smarter about

<p><i>Puebla Salon</i></p>	<p><b>How Virtual and Augmented reality will impact business</b>          Virtual reality was first seen as an entertainment technology. However businesses are now fast exploring and developing the opportunities created by the ability to simulate, in virtual reality processes, production, marketing or customer services until now carried out in the physical world; Another promising prospect is how VR would also allow people to undertake some tasks without being physically present.</p> <ul style="list-style-type: none"> <li>• What is the transformative impact of Virtual and Augmented Reality?</li> <li>• What are the issues to be addressed for the technology to deploy its full benefits?</li> </ul> <p>Speaker:</p> <ul style="list-style-type: none"> <li>• <b>Sai Krishna</b>, Founder, Scapic, India</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Mark Hannant</b>, Managing Director, Teammagenta, India</li> </ul>
<p>10:30-11:30  <i>Queretaro Salon</i></p>	<p>Get smarter about</p> <p><b>Leveraging the multiplier impact of the aerospace industry</b>          Mexico has become a global manufacturing hub for the aerospace industry, with a special emphasis on aerospace parts and aerospace manufacturing as a whole, with steady high year-over-year growth of 10-15% for the past decade. It is one of the three biggest sectors for the country. In 2008, Mexico surpassed China as the largest exporter of aerospace materials to the United States. There are now close to 400 aerospace plants in Mexico, totaling about 200,000 jobs, with close to US\$8 billion in exports. One of the major reasons for the growth of the aviation sector was the country's focus on clusters - Sonora, Baja California, Chihuahua, Nuevo Leon, and Queretaro – each with their own specialty expertise.</p> <ul style="list-style-type: none"> <li>• How is the sector tackling the skills challenge raised by the ever-increasing specialization and automation?</li> <li>• What will be the impact of USMCA and the updating of the European Union agreement on the sector? How can Mexico leverage this new global trade environment?</li> <li>• How can Mexico further develop the supply chain and clusters that have been its competitive advantage.</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Vladimiro de la Mora</b>, President and Chief Executive Officer, GE México, Mexico</li> <li>• <b>Kevin Michaels</b>, Managing Director, AeroDynamic, USA</li> <li>• <b>Daniel Parfait</b>, President, Safran Mexico, Mexico</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>José Luis Ramírez Magnani</b>, Vicepresidente Ejecutivo, ABC Aerolíneas, México</li> </ul>
<p>11:45-12:45  <i>San Luis Potosi Salon</i></p>	<p>Leveraging Mexico's competitive assets</p> <p><b>Infrastructure, what needs to happen now?</b>          Despite the improvements of the last few years Mexico's infrastructure weaknesses continue to represent a significant obstacle to achieving higher sustainable growth. The country's infrastructure development effort is hampered by the fact that each new administration comes up with a new plan every six years and continuity is lacking in some domains. The G20's Global Infrastructure Hub statistics show a gap of US\$ 544 billion in terms of what Mexico actually invests in infrastructure and what it should be investing to have an infrastructure in line with the needs of a 21st century economy. President-elect López Obrador has made infrastructure spending a key priority for his wider campaign promise of relaunching the economy. He has promised doubling infrastructure spending to 4.1% of the country's GDP and seems prepared to bet a good portion of his political capital on this.</p> <ul style="list-style-type: none"> <li>• What are the key elements from the former administration infrastructure plan that need to be</li> </ul>

	<p>continued in order to leverage what has been invested in the past 6 years?</p> <ul style="list-style-type: none"> <li>• What should be the key priorities of the new administration to achieve significant progress in the country's infrastructure?</li> <li>• How can public/private partnership schemes be leveraged to further the goals set by the new administration?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Gabriel Goldschmidt</b>, Director for Latin America and the Caribbean, IFC, USA</li> <li>• <b>Federico Patiño</b>, Director General, Grupo Aeroportuario de la Ciudad de México, Mexico</li> <li>• <b>Jorge Torres</b>, Chief Executive Officer, FedEx México, Mexico</li> <li>• <b>Mario Veraldo</b>, Managing Director, Middle America, Maersk, Mexico</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Pedro Velasco</b>, Partner, Santamarina y Steta S.C., Mexico</li> </ul>
<p>11:45-12:45 <i>Queretaro Salon</i></p>	<p>Leveraging Mexico's competitive assets</p> <p><b>Getting out of the era of disappointing growth: What is really needed</b></p> <p>In its latest Interim Economic Outlook, the OECD upgraded its forecast for Mexico—predicting that its gross domestic product (GDP) will grow by 2.5% this year and 2.8% in 2019—representing a 0.3% and 0.5% increase on November numbers. Although structural reforms and sound macroeconomic policies have bolstered the country's economic resilience, Mexico's economy has grown at a rate of about 2 percent per year for the past 25 years—roughly, half the performance of other emerging nations. Why is it that despite its very rich natural and human resources, its sound macroeconomic policies, a wide manufacturing base and a good geographic location Mexico has not been able to achieve much higher sustainable growth?</p> <ul style="list-style-type: none"> <li>• What have been the key structural weaknesses which have hampered growth so far that need to be addressed by the incoming administration?</li> <li>• Should there be a re-ordering of priorities in terms of government policies and actions?</li> <li>• How are companies shifting activities and enhancing their management structures to be part of the new growth models? What are the most promising growth areas?</li> <li>• What would make corporate Mexico a much more active promoter and agent of higher growth?</li> <li>• What role can a much wider and stronger startups ecosystem play in contributing to higher growth and stronger technological innovation?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Rafael Escalante</b>, Chief Financial Officer, Grupo Galem, Mexico</li> <li>• <b>Rafael Funes</b>, Chief Executive Officer, Lovis, United Kingdom</li> <li>• <b>Louise Goeser</b>, Chief Executive Officer, LKG Enterprises, Mexico</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Woosuk Kenneth Choi</b>, Editor Future Planning Department, The Chosun Ilbo, Korea</li> </ul>
<p>13:00-15:00 <i>Guadalajara Salon</i></p>	<p>Plenary luncheon</p> <p><i>Featuring a keynote speaker</i></p> <ul style="list-style-type: none"> <li>• <b>Andrés Manuel López Obrador</b>, President-Elect of Mexico</li> </ul> <p>Chaired by:</p>

	<ul style="list-style-type: none"> <li>• <b>Miguel Alemán Velasco</b>, Chairman of the Mexico Business Summit, Mexico</li> <li>• <b>Aristóteles Sandoval Díaz</b>, Governor of Jalisco, Mexico</li> </ul>
<p>15:15-16:30</p> <p><i>San Luis Potosi Salon</i></p>	<p>The future of Technology / Leveraging Mexico's competitive assets</p> <p><b>Celebrating Mexico's Innovators</b></p> <p>Young, energetic innovators, founders of startups in many domains are bringing a new mindset, opening new horizons and opportunities for growth. In short, they are creating a new narrative for the Mexican economy, leveraging the potential of globalization and technological changes. Mexico has climbed from 66 in 2014 to 58 out of 126 countries in 2017 in the Global Innovation index compiled by the World Intellectual Property Organization. However, Mexico is still lagging behind when it comes to innovation and some significant factors keep getting talented young Mexican entrepreneurs to look to the United States to create and develop their company. While entrepreneurship has made great strides in the last few years, Mexico has still some way to go to stimulate more competition, create better conditions to allow startups to take their risk and hopefully flourish and to reward talent.</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Austin Ávalos</b>, Co-Founder, SUNU, Mexico</li> <li>• <b>Andreas Kraemer</b>, Managing Partner, Mita Ventures, Mexico</li> <li>• <b>Alejandro Nuño</b>, Founder Unima, Mexico</li> <li>• <b>Marcela Torres</b>, Co-Founder and Chief Executive Officer, Holacode, Mexico</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Yaël Smadja</b>, Chief Executive Officer, Smadja &amp; Smadja USA, USA</li> </ul>
<p>15:15-16:30</p> <p><i>Queretaro Salon</i></p>	<p>Mexico in the global context</p> <p><b>Looking at Mexico's score card on diversification</b></p> <p>The tightening of some provisions involved in the change from NAFTA to USMCA are an additional reminder of Mexico's overdependence on its trading relationship with the United States which accounts for more than 70% of the goods and services produced for exports in Mexico, and is the source of almost 39% of FDI. Mexico has been very active in trying to get TPP 11 off the ground despite the US withdrawal from the agreement and has made important strides in expanding the economic relationship with Asian countries. While there are today over \$14 billion invested by Japanese companies in automotive plants, only 1.3% of Mexico's exports go that country.</p> <p>How can Mexico leverage its position as a global manufacturing hub to expand its footprint beyond producing mostly for the US market?</p> <ul style="list-style-type: none"> <li>• How can Mexico leverage its position as a global manufacturing hub to expand its footprint beyond producing mostly for the US market?</li> <li>• What can be done in terms of developing the country's port infrastructure to support diversification efforts?</li> <li>• How to use Special economic zones for Mexico's diversification strategy?</li> <li>• What countries or regions would provide the most interesting prospects for diversification – beyond Europe?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Edet Akpan Sunday</b>, Permanent Secretary Federal Ministry of Industry, Trade &amp; Investment, Nigeria</li> <li>• <b>Amapola Grijalva</b>, Chief Executive Officer Mexico, HKTDC, Mexico</li> <li>• <b>Jason Krips</b>, Deputy Minister, Economic Development and Trade, Alberta, Canada</li> <li>• <b>Aristóteles Sandoval Díaz</b>, Governor of Jalisco, Mexico</li> </ul>

	<p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Alberto Bello</b>, Business and News Editor and Director, Grupo Expansion, Mexico</li> </ul>
<p>16:45-18:00</p> <p><i>San Luis Potosi Salon</i></p>	<p>Closing Plenary Session: Mexico's new political era</p> <p><b>A message to the new administration</b>          A unique participation conclusion among the participants of the Mexico Cumbre de Negocios leading to a targeted Message to the new administration.</p>
<p>18:00-19:00</p> <p><i>San Luis Potosi Salon</i></p>	<p>Farewell reception</p>

Over its fifteen years of existence the Mexico Cumbre de Negocios has become the number one economic and business event in the region. It has expanded its footprint to cover not only Mexico's future in the global context but the key strategic issues common to, or impacting on, the whole region. The creation of the Pacific Alliance, the Trans Pacific Partnership developments have highlighted not only the opportunities being created but also how so many crucial issues affecting one country such as Mexico, and its partners, impact on one another. The Mexico Cumbre de Negocios has thus become the unique platform covering these strategic issues combining regional and national perspectives.