

## Shaping Mexico's options

Public program as of October 20, 2017

Living in a new world order	What strategic vision for Mexico's future	An agenda for action
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Sunday 22 October	
11:30 onwards	Participant registration
15:00-15:15 <i>San Luis Potosi Ballroom</i>	Welcoming remarks <ul style="list-style-type: none"> <li>• <b>Miguel Alemán Velasco</b>, Chairman of the Mexico Business Summit, Mexico</li> <li>• <b>Juan Manuel Carreras López</b>, Governor of San Luis Potosí, Mexico</li> </ul>
15:15-17:00 <i>San Luis Potosi Ballroom</i>	<div style="background-color: #f08080; padding: 2px;"><b>The world we will be looking at in 2018</b></div> <p>As many new factors and developments continue to reshape the global geopolitical and economic landscape in which Mexico is operating, 2018 is also looming as a very crucial year for Mexico with a number of uncertainties arising from the Presidential election, as well as the renewal of the Senate and Chamber of deputies and – of course - the renegotiation of NAFTA, which could have far-reaching impact for the Mexican economy.</p> <ul style="list-style-type: none"> <li>• What is happening on the international trade scene? How Mexico should look at the various ways protectionist tendencies are emerging not only in America but also in Europe?</li> <li>• What could the shift in the global balance of economic power towards Asia – and more specifically China – mean for Mexico, and what kind of responses should Mexico prepare for?</li> <li>• What do the continuous and accelerating technological disruptions mean for the way Mexico should re-orient its economic – and foreign economic – policies?</li> <li>• How could Mexico be more of a player in the process of readjustment of the global economic and geopolitical order to ensure that its interests will be protected and its position enhanced?</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>Valentin Diez Morodo</b>, President, COMCE, Mexico</li> <li>• <b>Ildefonso Guajardo</b>, Secretary of Economy, Mexico</li> <li>• <b>Denis V. Manturov</b>, Minister of Economy, Industry and Trade, Russian Federation</li> <li>• <b>Guillermo Ortiz</b>, Chairman, BTG Pactual Latin America, Mexico</li> <li>• <b>Bart Van Ark</b>, Executive Vice President, Chief Economist, and Chief Strategy Officer, The Conference Board, USA</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>
17:15-18:30 <i>San Luis Potosi Ballroom</i>	<div style="background-color: #f08080; padding: 2px;"><b>Dealing with Trump's USA</b></div> <p>This plenary session will focus on the ways Mexico can deal with the "America first" agenda of the Trump administration that targets many aspects of the relationship between the two countries, and the frequent outbursts of the US president, looking beyond the rhetoric to preserve Mexico's strategic long-term</p>

	<p>interests.</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Shannon K. O'Neil</b>, Nelson and David Rockefeller Senior Fellow for Latin America Studies and Director of the Civil Society, Markets, and Democracy Program, Council on Foreign Relations, USA</li> <li>• <b>Antonio Ortiz Mena</b>, Senior Vice President, Albright Stonebridge Group, USA</li> <li>• <b>Clyde Prestowitz</b>, President, Economic Strategy Institute, USA</li> <li>• <b>Carlos Sada Solano</b>, Under Secretary for North America, Foreign Affairs Ministry, Mexico</li> <li>• <b>Andrew Selee</b>, President, Migration Policy Institute (MPI), 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>18:45-20:00</p> <p><i>Guadalajara Ballroom</i></p>	<p><b>Focusing on the e-economy that will define Mexico's future growth</b></p> <p>According to most international surveys, and despite the progress achieved over the last five years, Mexico remains in a relatively weak position, lagging behind many other emerging countries with respect to the digitization of its economy. However, the development of e-commerce, e-finance – crucial to accelerating the integration of millions of people in the banking and financial sector - and e-education – with its big transformative impact – along with e-government is now recognized as crucial in expanding and accelerating, not only economic growth in a country, but also greater social benefits.</p> <ul style="list-style-type: none"> <li>• Why is the digitization of the economy so crucial for accelerating growth in a country such as Mexico?</li> <li>• What additional actions could foster the emergence of new e-commerce, e-finance, e-education companies?</li> <li>• What needs to be done to accelerate the development of reliable and affordable connectivity throughout the country as a crucial prerequisite- taking into account that Mexico has been identified as a hyper growth market for broadband Internet providers and equipment suppliers.</li> <li>• How to ensure that the existing regulatory framework fosters the propitious environment and conditions for the digital ecosystem to develop faster?</li> <li>• How to generate public confidence in the safety of digital transactions?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>John Donoghue</b>, Chief Executive Officer, National Fiber Networks de México, Mexico</li> <li>• <b>Rodrigo García Estebarena</b>, Vicepresident and General Manager, Western Union Mexico, Mexico</li> <li>• <b>Uri Levine</b>, Co-Founder Waze, Serial Entrepreneur, Israel</li> <li>• <b>Peter Ostroske</b>, Founder, OFI, USA</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>18:45-20:00</p> <p><i>Puebla Ballroom</i></p>	<p><b>Tell me Mexico: How competitive are you?</b></p> <p>Going beyond the usual surveys, a panel of experts and business people will assess how Mexico is faring in terms of various competitiveness factors such as:</p> <ul style="list-style-type: none"> <li>• Entrepreneurial spirit and vitality of the start-ups sector</li> <li>• Global outlook of the business leaders</li> <li>• Skills generation</li> <li>• Productivity</li> </ul> <p>Etc....</p>

	<p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Soumitra Dutta</b>, Dean, Cornell SC Johnson College of Business, USA</li> <li>• <b>Luiz Carlos Ferezin</b>, President, Accenture, Mexico</li> <li>• <b>Enrique Huesca Fernández</b>, Assistant Chief Executive, Special Economic Zones (ZEE), Mexico</li> <li>• <b>Pedro Padierna</b>, President, PepsiCo Mexico, Mexico</li> <li>• <b>Nora Villafuerte</b>, Vice President, Human Resources, Nestle Mexico, Mexico</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Gabriel Guerra Castellanos</b>, President and General Director, Guerra Castellanos y Asociados, Mexico</li> </ul>
20:00-20:30 <i>San Luis Potosi Ballroom</i>	Cocktail reception
20:30-22:00 <i>San Luis Potosi Ballroom</i>	<p>Official opening dinner</p> <p><b>Where is the Trump administration going? What does it mean for the US's partners?</b></p> <p>Keynote address:</p> <ul style="list-style-type: none"> <li>• <b>Karl Rove</b>, Former Deputy Chief of Staff and Senior Advisor to President George W. Bush, USA</li> </ul> <p>Chair:</p> <ul style="list-style-type: none"> <li>• <b>Claude Smadja</b>, Founder and Chairman, Smadja &amp; Smadja Strategic Advisory, Switzerland</li> </ul>

<b>Monday 23 October</b>	
08:30-10:30 <i>Puebla Ballroom</i>	<p><b>What strategic vision for Mexico's future</b></p> <p>This brainstorming session will set the stage for the rest of the discussions at the Cumbre, providing some key elements to the debate on Mexico's future as they are identified and proposed by the participants following a discussion on working assumptions presented by a panel of Mexican and global economists and thought leaders.</p> <p>Part 1: Plenary discussion: <i>Setting the stage for Mexico's strategic options</i></p> <p>Part 2: Brainstorming sessions in parallel</p> <ul style="list-style-type: none"> <li>• Identification and assessment of possible options for Mexico's economy</li> <li>• Identification and assessment of possible options for Mexico's foreign economic policy</li> <li>• Identification and assessment of possible options for Mexico's domestic policies</li> </ul> <p>Part 3: Plenary discussion: The Summit contribution: An action-oriented vision for Mexico's Future</p> <p>Discussion Leaders:</p> <ul style="list-style-type: none"> <li>• <b>Roy Campos</b>, President, Consulta, S.A. de C.V., Mexico</li> <li>• <b>Lourdes Casanova</b>, Senior Lecturer and Academic Director, Emerging Markets Institute, Johnson</li> </ul>

	<p>School of Business, Cornell University, USA</p> <ul style="list-style-type: none"> <li>• <b>Rossana Fuentes Berain</b>, Chief Executive Officer and Founder, Mexico Media Lab S21, Mexico</li> <li>• <b>Gabriel Guerra Castellanos</b>, President and General Director, Guerra Castellanos y Asociados, Mexico</li> <li>• <b>Javier Mancera</b>, Partner, CMM, Mexico</li> <li>• <b>Tony Payan</b>, Director of the Mexico Center, James A. Baker III Institute for Public Policy, Rice University, USA</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Daniel Moss</b>, Global Economics Writer, Bloomberg View, USA</li> </ul>
<p>10:30-10:45</p>	<p>Networking Break</p>
<p>10:45-12:00 <i>Puebla Ballroom</i></p>	<p><b>A status report on NAFTA</b></p> <p>After three rounds of discussions on the renegotiation of NAFTA, there is growing concern that it might prove impossible to meet the year-end deadline originally set for the revamping of the agreement. While the Trump administration's priority objective is to reduce US trade deficit with Mexico and try to repatriate some manufacturing jobs in the US, American negotiators have been slow at advancing specific detailed proposals on some key issues set as priorities by Washington (such as tightening the rules of origin which require 62.5% North American content for vehicles to classify for duty-free trade). Washington wants, not only to raise this percentage but also, to add a specific US content requirement with procedures to check this content. Mexico wants to ensure that Washington will not be able to put tariffs on its products, or open the possibility of doing so in the future. It also seeks to promote greater integration of North American labor markets and establish rules of origin. Furthermore, Mexico wants, among other things, to bolster NAFTA's dispute resolution mechanisms – the Chapter 19 tool which sets binational panels to issue binding decisions on complaints about illegal subsidies and dumping, whereas the Trump administration wants to get rid of Chapter 19. Mexico, wants an updated NAFTA to reflect the transformation of the region's energy sector and strengthen regional energy security. Canada wants to protect its auto manufacturers, dairy farmers and natural resources</p> <ul style="list-style-type: none"> <li>• What are the red lines for Mexico regarding a new NAFTA and what are the <i>MUST</i> have elements?</li> <li>• How can Mexico leverage its position as the second-largest international market for American goods, absorbing more than 16% of US exports?</li> <li>• How far can Mexico and Canada go in presenting a united front against some of the Washington demands?</li> <li>• Is there any hope still that the renegotiation can be concluded before the Mexican presidential campaign enters the hot season?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Jean Charest</b>, Partner, McCarthy Tétrault LLP, former Premier of Québec, Member of the Queen's Privy Council for Canada</li> <li>• <b>Moisés R. Kalach</b>, Head, International Negotiations Strategic Committee on NAFTA renegotiation, Consejo Coordinador Empresarial, Mexico</li> <li>• <b>Patrick Ottensmeyer</b>, President &amp; Director, Kansas City Southern, USA</li> <li>• <b>Gerardo Schwebel</b>, Executive Vice President, Corporate International Division, International Bank of Commerce</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>
12:15-13:15 <i>Queretaro Ballroom</i>	<p><b>Sustaining the high growth potential of the Aerospace industry</b></p> <p>The growth of the Mexican Aerospace Industry has been unprecedented. In 2005 there were 90 aerospace companies in Mexico. Today, around 320 companies make up Mexico's nascent but increasingly influential aerospace sector--which has grown 179% since 2009 to become a \$19-billion industry. One success factor has been the Government effort to forge close collaboration between the private sector, government, and academia - the "three helixes" – also investing heavily in training programs and regulatory reforms designed to diversify FDI. The Aerospace Industry National Strategic Program 2012-2020, Pro-Aereo, aims to make Mexico one of the top 10 global aerospace suppliers by 2020, with a projected USD 12 billion in exports, and the creation of 110,000 jobs.</p> <ul style="list-style-type: none"> <li>• Mexico exported more than 80% of its aerospace products to the United States in 2015. What aerospace companies in Mexico could expect – or hope for – from the renegotiation of NAFTA?</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 policies are needed to grow the internal as well as the external markets?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Craig Breese</b>, President for Latin America, Honeywell, USA</li> <li>• <b>Jess Losada</b>, Chief Executive Officer, Delta/Aeromexico Techops, Mexico</li> <li>• <b>Daniel Parfait</b>, President, Safran Mexico, Mexico</li> <li>• <b>Carlos Robles</b>, President, Mexican Aerospace Industry Federation, Mexico</li> <li>• <b>Marcos Rosales Gómez</b>, Director General, Mexicana MRO, Mexico</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Pablo Mier y Terán</b>, Founder and Chief Executive Officer, Mier y Teran &amp; Asociados, Mexico</li> </ul>
12:15-13:15 <i>Guadalajara Ballroom</i>	<p><b>Sustaining the high growth potential of the ICT sector</b></p> <p>Over the past decade, Mexico has cemented its position as one of the world's major centers in the ICT domain. HFS research estimates that the Mexican ICT industry generated \$20bn usd in 2016--increasing 15% year on year. In 2014 the value of Mexican ICT exports was \$62.4bn, making the country the world's fifth-largest ICT exporter, behind China, the US, South Korea and Japan.</p> <p>Thanks to its skilled workforce and proximity to the US market, the country has long been a destination of choice for foreign investors looking to diversify in the region. It has for instance attracted investments from all major Indian software companies. The Trump administration's proposed restrictions on temporary work visas has only served to bolster this trend. Despite these advantages, Mexico's IT industry still faces significant hurdles when it comes to developing innovation capabilities. Mexico is also still lagging behind with respect to its ability to extract benefits from ICT investment.</p> <ul style="list-style-type: none"> <li>• IT firms are increasingly looking to Mexico as demand for nearshore services soars. Which steps can Mexico take to further promote foreign investment?</li> <li>• What public policies need to be implemented in order to encourage Mexican SMEs to go digital?</li> <li>• The knowledge-based economy requires strong partnerships between the IT sector and academia. Which initiatives could be taken to promote these kinds of partnerships?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Ulises Castillo Hernández</b>, Director, Cybersecurity Division, Telmex (Scitum), Mexico</li> <li>• <b>Javier Cordero</b>, President and Director General, Oracle México, Mexico</li> <li>• <b>David Lask</b>, Founder and Chief Executive Officer, Creze, Mexico</li> <li>• <b>Jaime Reyes</b>, Innovation Secretary, Jalisco, Mexico</li> </ul>

	<p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Martha C. Ramos Sosa</b>, National Editorial Director, OEM, Mexico</li> </ul>
<p>12:15-13:15 <i>Puebla Ballroom</i></p>	<p><b>How to maintain consumer demand to support economic growth</b></p> <p>With its 118 million people, Mexico is not only the second-largest population in Latin America, but the region's second highest per-capita income. Despite a momentary fall in the wake of the US election, consumer demand has proved remarkably resilient over the past years. Household consumption remains a main driver of economic activity, with consumers benefiting from the price cuts on electricity and telecom services. Although the cumulative effects of previous rate hikes continue to hamper purchasing power, record-low unemployment levels and improved access to credit have helped offset the effects of a weaker peso. Reducing the huge disparities in wealth distribution and maximizing the growing influence of the middle class as a consumer force are crucial in fostering the country's potential for long-term economic growth.</p> <ul style="list-style-type: none"> <li>• How are Mexican consumption patterns changing? How are companies transforming themselves to be part of the new consumption models?</li> <li>• How could the development of e-commerce and e-finance help further increase household consumption, especially among the millennials and the middle-income households?</li> <li>• Are there further steps, in the domain of credit for instance, that would support an increase in consumption?</li> <li>• Well-designed labour market policies and institutions can reduce inequality. Which policies need to be implemented in order to boost consumption amongst lower income earners?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>An Hodgson</b>, Income and Expenditure Research Manager, Euromonitor, United Kingdom</li> <li>• <b>Armando Uriegas</b>, Chief Executive Officer, Nielsen Mexico &amp; Nielsen Ibope Mexico, Mexico</li> <li>• <b>Enrique Zorrilla</b>, Chairman and Chief Executive Officer, Scotiabank México, 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>13:30-15:00 <i>San Luis Potosi Ballroom</i></p>	<p>Plenary Luncheon</p> <p><b>A business leader's perspective: What are the options for Mexico's future</b></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>15:10-15:50 <i>Puebla Ballroom</i></p>	<p><b>Special Address: The U.S.-Mexico Bilateral Relationship</b></p> <p>Special address:</p> <ul style="list-style-type: none"> <li>• <b>John J. Sullivan</b>, Deputy Secretary of State, US government, USA</li> </ul> <p>Chair:</p> <ul style="list-style-type: none"> <li>• <b>Alfonso Garcia Cacho</b>, Principal, Mexico Business Summit, Mexico</li> </ul>
<p>16:00-17:00 <i>Puebla Ballroom</i></p>	<p><b>More crucial than ever: Moving full speed into Industry 4.0</b></p> <p>Industry 4.0 - or Smart Manufacturing – is revolutionizing the global manufacturing landscape. By integrating IoT, big data and the capabilities of Artificial Intelligence and advanced robotics into</p>

	<p>manufacturing processes it is making them leaner and more efficient, creating the conditions for significant productivity gains and competitiveness enhancement. Every single industrial country is moving forcefully towards Industry 4.0 – China among the top ones – and Mexico cannot afford to lag behind if it wants to remain in the top league of manufacturing countries. Mexico strategy towards Industry 4.0 will not succeed if it is limited to highly competitive Mexican companies and MNCs operating in the country. It is necessary to involve the fabric of SMEs with low productivity into an accelerated transition towards Smart Manufacturing.</p> <ul style="list-style-type: none"> <li>• What are the key requirements and conditions that corporations need to bring together to ensure the success of their shift to smart manufacturing or Industry 4.0?</li> <li>• How can academia and business work together to ensure that the skills and technological capabilities will be created to meet the needs of Industry 4.0?</li> <li>• What national policies and regulatory measures are needed to support the transition of SMEs to Industry 4.0? How to support and facilitate the necessary technology transfer process?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Craig Breese</b>, President for Latin America, Honeywell, USA</li> <li>• <b>Rafael Funes</b>, Chairman, Lovis, United Kingdom</li> <li>• <b>Rogelio Garza Garza</b>, Undersecretary for Industry and Commerce, Secretary of Economy, Mexico</li> <li>• <b>Guillermo Ortega Rancé</b>, Chief Operating Officer, Mexico Media Lab S21, Mexico</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Luiz Carlos Ferezin</b>, President, Accenture, Mexico</li> </ul>
<p>16:00-17:00 <i>Queretaro Ballroom</i></p>	<p><b>How can the fight against corruption and for law and order be stepped up</b></p> <p>When the new national anti-corruption system – SNA - was passed fifteen months ago, it was heralded as a fresh start and a turning point in the fight against Mexico's endemic corruption problem. This citizen's bill, <i>#Ley3de3</i> ( <i>#Law3of3</i>) promised not only to help identify, punish and prevent corruption, but also to promote collaboration among different federal institutions and citizen groups. Underlying the SNA is the General Administrative Responsibilities Law which entered into force on July 19, 2017. This unprecedented piece of legislation creates, among other things, an evolved anticorruption environment for Government officials, while introducing compliance programs for private parties defining liability for legal entities and their directors, and regulating investigation procedures. However, the perception exists that the SNA might not be sufficient to fight corruption successfully, as a well-entrenched problem with a significant cost to the Mexican economy and a very negative direct impact on the ability to enforce law and order in the country, fueling the criminality and violence which are today a major concern for all Mexicans, as well as for foreign investors. The corruption and law and order issue is shaping up as one of the top issues that might define the outcome of the 2018 presidential agenda, with 73% of the people considering it the most significant problem for Mexico.</p> <ul style="list-style-type: none"> <li>• What are the key moves that need to be taken to prove that the political and business establishment are now serious in wanting to address this issue?</li> <li>• Could an alliance between NGOs and the media – social and institutional - create enough pressure to force the right steps that need to be taken to really deal with the corruption and law and order issue?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Ernesto Canales Santos</b>, Deputy Attorney Specializing in combatting corruption, State of Nuevo León, Mexico</li> <li>• <b>José Mario de la Garza</b>, President, Mexican Bar Association, Mexico</li> <li>• <b>David A. Shirk</b>, Associate Professor, Department of Political Science and International Relations, University of San Diego, USA</li> </ul>

	<p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Rafael Heredia</b>, Director, Heredia Rubio Abogados SC, Mexico</li> </ul>
17:00-17:15	Networking break
17:15-18:20 <i>Veracruz Ballroom</i>	<p><b>Get smarter about...Innovation</b></p> <ul style="list-style-type: none"> <li>• <b>Soumitra Dutta</b>, Dean, Cornell SC Johnson College of Business, USA</li> </ul>
17:15-18:20 <i>Queretaro Ballroom</i>	<p><b>What industrial and financial policy to support more robust investment</b></p> <p>Mexico's sweeping 2013-2014 structural reforms – including the opening up of the energy and telecom sectors - coupled with advantageous labor costs and a proactive approach to free trade, have cemented Mexico's position as a global manufacturing powerhouse. According to KPMG's 2016 Competitive Alternatives guide, Mexico's business cost advantage over the U.S. stands at 22.5%—higher than at any point in this decade. However, the concentration of investment in the manufacturing sector with a very low productivity growth - at an average of just 0.2% a year - and a lack of skilled workers continue to be serious obstacles to getting to higher levels of domestic and foreign investment.</p> <ul style="list-style-type: none"> <li>• How to increase access to credit and financial services for the 4.2 million SMEs in Mexico to help them make the necessary investments to expand their activities and contribute to higher economic growth for Mexico?</li> <li>• How to, more effectively, implement competition policies that would help open some key sectors to new investments?</li> <li>• More than 35% of Mexican employers report a talent shortage in the labor market – creating an obstacle to investments leading to further business expansion. Which policies would be most effective at bridging this shortage?</li> <li>• What is needed to promote much bigger investment flows into the consumer-oriented services sector?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Nicholas Kwan</b> - Director of Research, HKTDC, Hong Kong SAR</li> <li>• <b>Scott McDonough</b>, Managing Director, Alta Growth Capital, USA</li> <li>• <b>Ary Naïm</b>, Country Manager, IFC México</li> <li>• <b>Tonatiuh Salinas</b>, Deputy Director, Banca Emprendedora (NAFINSA), Mexico</li> <li>• <b>Yasuhi Takase</b>, Japan Ambassador to Mexico, Japan</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Max Linares Solea</b>, Chief Executive Officer, Grupo Expansion, Mexico</li> </ul>
17:15-18:20 <i>Puebla Ballroom</i>	<p><b>The communication battle Mexico needs to wage</b></p> <p>Mexico has historically suffered from an image problem linked to corruption, drug trafficking and law and order issues. When President Enrique Peña Nieto came into office, the number of structural reforms he made significantly improved the country's international image. A number of events, most notably the handling of the disappearance of the 43 students in the state of Guerrero and its aftermath, along with the resurgence of corruption allegations, and the continuation of law and order issues again tarnished an image which had started to improve. However, law and order or corruption problems are no less prevalent in some other countries which don't have the kind of assets or positive elements that Mexico benefit from when it comes to the stability and solidity of its macroeconomic framework, or of its institutions.</p> <ul style="list-style-type: none"> <li>• How can Mexico leverage more efficiently the numerous positive factors going for the country?</li> <li>• What are the priorities in terms of the communication battle that Mexico needs to wage</li> <li>• What are the concrete steps that can be taken in the contest of a lame duck administration</li> </ul>

	<ul style="list-style-type: none"> <li>• What role can the private sector play in enhancing Mexico image and help win the communication battle?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Paulo Carreño King</b>, Director General, Promexico, Mexico</li> <li>• <b>Enrique de la Madrid</b>, Secretary of Tourism, Mexico</li> <li>• <b>Monica Flores</b>, President, Manpower Group Latin America, Mexico</li> <li>• <b>Manuel Herrera Vega</b>, National President, CONCAMIN, Mexico</li> <li>• <b>Nobuhiro Nakajima</b>, Executive Director, JETRO Mexico, Japan</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Ana María Salazar</b>, Chief Executive Officer, Grupo Salazar, Mexico</li> </ul>
18:30-19:30 <i>San Luis Potosi Ballroom</i>	<p><b>Special Address</b></p> <p>Keynote Address:</p> <ul style="list-style-type: none"> <li>• <b>Enrique Peña Nieto</b>, President of 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> <li>• <b>Juan Manuel Carreras López</b>, Governor of San Luis Potosí, Mexico</li> </ul>
20:00-22:15	<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>Juan Manuel Carreras López</b>, Governor of San Luis Potosí, Mexico</li> </ul> <p><i>Transportation will be provided from the Centro de Congreso to the Gala Dinner. After dinner, transportation will be provided to the hotels.</i></p>

<b>Tuesday 24 October</b>	
08:45-10:00 <i>Puebla Ballroom</i>	<p><b>Meeting the imperative of economic partners diversification</b></p>
	<p>Even if the relationship with the Trump administration improves, the developments of the last 12 months constitute an ominous warning signal that Mexico cannot afford to ignore: although the imperatives of geography will be there forever the more Mexico will be able to expand its margin of maneuver and mitigate its over-dependence on the US the better it will be.</p> <ul style="list-style-type: none"> <li>• <i>How to do more with Europe?</i></li> <li>• <i>Expanding the Asia connection</i></li> <li>• <i>Moving faster on the Pacific Alliance</i></li> <li>• <i>Growing trade with Africa</i></li> <li>• .....</li> </ul> <p>Speakers:</p>

	<ul style="list-style-type: none"> <li>• <b>Yasushi Akahoshi</b>, President, Japan External Trade Organization (JETRO), Japan</li> <li>• <b>Chun Beeho</b>, Ambassador of Korea to Mexico, Korea</li> <li>• <b>José Calzada Roviroa</b>, Secretary of Agriculture, Mexico</li> <li>• <b>Jean Charest</b>, Partner, McCarthy Tétrault LLP, former Premier of Québec, Member of the Queen's Privy Council for Canada</li> <li>• <b>Alan Kyerematen</b>, Minister of Trade and Industry, Ghana</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>08:45-10:00</p> <p><i>Guadalajara Ballroom</i></p>	<p><b>Wanted: VC and PE, crucial to innovation</b></p> <p>A new generation of entrepreneurs willing to take the risk of starting a new business has emerged in Mexico. Until recently, funding a new venture was mostly through friends and family, but this is beginning to change as a new Venture Capital industry is slowly taking roots. Although the amount of capital involved remains - so far - relatively small, the opportunities are more and more promising for this industry, and for the involvement of Private Equity to flourish. This is all the more important that appropriate funding for start-ups and a strong VC and PE sector has proved to be crucial for the development of a vibrant start-ups ecosystem – and hence for innovation – in countries such as the US, Israel or, increasingly, China. While the government has taken initiatives to that effect, with the activities of the Instituto Nacional del Emprendedores to support the creation of new fund managers by providing co-investment capital, there is still the need to facilitate companies access to public markets. The financing of small businesses via venture capital has been found more effective in generating innovation than other alternatives.</p> <ul style="list-style-type: none"> <li>• How to promote the creation of more funds in the later stages of the venture capital cycle, doing what is traditionally called Series A, Series B and later financing?</li> <li>• How VC and PE firms could work more together to generate the kind of financing capabilities that will support the emergence of new start-ups and an innovation spurt?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Maria Ariza</b>, Chief Executive Officer, AMEXCAP, Mexico</li> <li>• <b>Marcus Dantus</b>, Chief Executive Officer, Startup Mexico</li> <li>• <b>Raúl Gallegos Navarro</b>, Managing Director, Asset Management, Credit Suisse, Mexico</li> <li>• <b>Chemi Peres</b>, Managing General Partner and Co-Founder, Pitango, Israel</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Christine Kenna</b>, Principal, IGNIA, USA</li> </ul>
<p>10:00-10:30</p>	<p>Networking break</p>
<p>10:30-11:45</p> <p><i>Puebla Ballroom</i></p>	<p><b>Infrastructure as a catalyst for cooperation with the US</b></p> <p>Whatever the outcome of the NAFTA re-negotiation, Mexico must keep as a priority to invest heavily and efficiently in its infrastructure to sustain higher economic growth and improve its global competitiveness. How can Mexico leverage the infrastructure priority stated by President Trump to promote greater cooperation and coordination with US states that would help fulfill Mexico's needs in domains such as communications, transportation and energy infrastructure in the border areas. To what extent the Border 2020 Program, the US-Mexico initiative to improve the environment and protect the health of the 14 million people living along the border and ensure emergency preparedness, could serve as a model for infrastructure collaboration?</p>

	<p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Gustavo Arballo Luján</b>, National President, Mexican Chamber for Construction Industry (CMIC), México</li> <li>• <b>John Donoghue</b>, Chief Executive Officer, National Fiber Networks de México, Mexico</li> <li>• <b>Iñigo Mariscal</b>, Co-Chief Executive Officer, Grupo Marhnos, Mexico</li> <li>• <b>Perfecto Solis</b>, Senior Vice President and Aviation Sector Manager, Parsons, USA</li> <li>• <b>José Guillermo Zozaya</b>, President and Executive Representative, Kansas City Southern de México, Mexico</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Oscar Peralta Casares</b>, Chief Executive Officer, Cinova, Mexico</li> </ul>
<p>10:30-11:45 <i>Guadalajara Ballroom</i></p>	<p><b>Sustaining the high Growth Potential of the Pharma and healthcare sectors</b></p> <p>Mexico is the eleventh global market for pharma (second in Latin America) with a turnover of more than US\$ 17 billion expected to reach US\$ 20-22 billion by 2020, and has responded better than some other domestic sectors to the challenging economic times. The changing demographics (aging population and growing middle class) as well as the rise in chronic diseases have contributed to the growth of the industry, in addition to the proximity of the US market. The industry is also gaining a global footprint and is perceived as having enormous potential. Since 2014 Mexico has become the largest exporter of pharmaceutical products in Latin America.</p> <ul style="list-style-type: none"> <li>• What are the next steps needed in the reform of existing regulations to make Mexico more attractive as a manufacturer and exporter of pharma products?</li> <li>• As of now government spending on healthcare is only at 6.2% of GDP, whereas the average in OCDE countries is of 9.3%. What is needed to expand the access to - and coverage of - medications beyond the 77% of the population already benefiting from this?</li> <li>• What role do foreign companies play in sustaining the dynamism of the pharma sector in Mexico?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>José Narro Robles</b>, Secretary for Health, Mexico</li> <li>• <b>Fernando Oliveros</b>, Vice- President and Director General, Medtronic México, Mexico</li> <li>• <b>Ytzhak Peterburg</b>, Chief Executive Officer, Teva, Israel</li> </ul>
<p>10:30-11:45 <i>Veracruz Ballroom</i></p>	<p><b>Get smarter about... Automation</b></p> <ul style="list-style-type: none"> <li>• <b>Jeff Burnstein</b>, President, Association for Advancing Automation, USA</li> </ul>
<p>12:00-13:15 <i>Puebla Ballroom</i></p>	<p><b>What scenarios for the automotive industry and what implications for Mexico</b></p> <p>Mexico is now a crucial manufacturing hub for all the major global automakers. It is the world 7th largest producer (the most important one in Latin America) and the fourth largest exporter behind Germany, Japan and South Korea. The automotive industry now accounts for about 3.5% of the country's GDP and more than 15% of overall manufacturing employment.</p> <ul style="list-style-type: none"> <li>• Considering that more than about 70% of production goes to the US, what are the scenarios that the industry is considering with respect to the NAFTA renegotiation?</li> <li>• How will the industry maintain its attractiveness for FDI in the coming years?</li> <li>• Where are the exports potential for Mexico's automotive industry beyond and besides the US?</li> <li>• How to handle the industry's transition to Industry 4.0 - from pure manufacturing to models in which the impact of IOT, big data, additive manufacturing play a predominant role.</li> <li>• Pre-Trump it was forecasted that the Mexican auto assembly capacity would more than double in size between 2010 and 2020. Should this forecast be corrected?</li> </ul>

	<p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Raymond Wittmann</b>, Vice President Project Plant Installation and Project Management, BMW Group Plant San Luis Potosí, Mexico</li> <li>• <b>Miguel Márquez Márquez</b>, Governor, State of Guanajuato, Mexico</li> <li>• <b>Scott Paradise</b>, Vice-President, Marketing and New Business Development - The Americas, Magna International Inc., USA</li> <li>• <b>Jun Umemura</b>, Group Vice President Mexico Affairs, Toyota Motor North America, USA</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Woosuk Kenneth Choi</b>, Deputy Editor Future Planning Department, The Chosun Ilbo, Korea</li> </ul>
<p>12:00-13:15 <i>Guadalajara Ballroom</i></p>	<p><b>How can Mexico best leverage new technologies in Agribusiness</b></p> <p>The agriculture sector is undergoing fundamental shifts worldwide as innovative technologies are integrated to address the need for greater productivity, so that growing demand for food will be met in a sustainable manner. Technologies such as Sensors enabling real time traceability for crops, automation, robotics, drones, smart irrigation and data analytics are becoming <i>Must have</i> tools for the agribusiness sector. Improving the productivity of Mexico's agriculture sector would require a significant increase of private investment to create the resources to enable industry modernization. The private and public sector should work together to implement the kind of technology which would improve output quality and productivity levels.</p> <ul style="list-style-type: none"> <li>• What is needed in terms of government support and regulations to fully leverage these new technologies?</li> <li>• How to promote a greater use of genetically modified organisms beyond cotton and soybeans?</li> <li>• How to promote a greater and more efficient use of fertilizers which is half the level of fertilizer use in Brazil.</li> <li>• What is the role of the private sector in supporting new startups in the field?</li> <li>• What are the technologies that Mexico should be betting on?</li> <li>• How to ensure the development of mobile phone based assistance programs for smaller agribusiness companies to provide information on market prices, weather conditions, buyer locations to improve productivity and efficiency.</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>César E. Cázares Hernández</b>, Founder and Chief Executive Officer, MercaRancho, Mexico</li> <li>• <b>Alejandro Cambeses</b>, Secretary of Agricultural development and water resources, State of San Luis Potosí, Mexico</li> <li>• <b>Bosco de la Vega</b>, President, Consejo Nacional Agropecuario, Mexico</li> <li>• <b>Juan Carlos Pardo</b>, Director of Corporate affairs, Nestlé Mexico, Mexico</li> <li>• <b>Javier Valdes</b>, Managing Director, Syngenta Agro, Mexico</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Félix Martínez Cabrera</b>, President, ANICAFE, A.C., Mexico</li> </ul>
<p>12:00-13:15 <i>Veracruz Ballroom</i></p>	<p><b>Get smarter about...doing business in China through Hong Kong</b></p> <p>Speaker:</p> <ul style="list-style-type: none"> <li>• <b>Nicholas Kwan</b> - Director of Research, HKTDC, Hong Kong SAR</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Amapola Grijalva</b>, Representative, HKTDC, Mexico</li> </ul>

<p>13:30-15:15</p> <p><i>San Luis Potosi Ballroom</i></p>	<p>Plenary luncheon</p> <p><b>What is happening with globalization and how does this impact on Mexico</b></p> <p>Has globalization gone into reverse, as some observers would consider, or is it “just” on hold according as others believe? One more plausible explanation might be that globalization has rather entered a new – more cautious and probably more problematic – phase. The business and political elites which were driving globalization have suffered a tremendous credibility loss. And while in many developed countries public opinions have become more suspicious about trade agreements, the great off-shoring of activities drive (which propelled cross border economic and business interaction) is being replaced by on-shoring as corporations shorten and streamline their supply chains to reduce risk and their ecological footprint. The era of double digit growth of international trade volume seems to be over.</p> <ul style="list-style-type: none"> <li>• So, are we seeing a reverse, a pause or a new phase of globalization?</li> <li>• What does the answer to this question mean for Mexico’s economic policy orientations and for Mexican MNCs?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Juan Manuel Carreras López</b>, Governor of San Luis Potosí, Mexico</li> <li>• <b>Claude Smadja</b>, Founder and Chairman, Smadja &amp; Smadja Strategic Advisory, Switzerland</li> <li>• <b>Taehee Woo</b>, Professor of Yonsei University, Former Vice Minister for Energy and Trade, Ministry of Trade, Industry and Energy(MOTIE), Republic of Korea</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Woosuk Kenneth Choi</b>, Deputy Editor Future Planning Department, The Chosun Ilbo, Korea</li> </ul>
<p>15:30-16:45</p> <p><i>Puebla Ballroom</i></p>	<p><b>Sustaining the high growth potential of the energy sector</b></p> <p>The reform of the energy sector is beginning to bring its expected results with the new hydrocarbon discoveries announced this year and the success of the last oil and gas blocks auctions, despite the low prices of oil and natural gas. If all blocks are awarded in the next round of blocks auctions planned for next January total investment could reach up to US\$ 135 billion according to some estimates, allowing to develop the oil and gas potential that was under-utilized before due to the lack of financial and technological resources. Mexico also needs to accelerate the development of low-carbon energies sources such as solar and wind to meet the continuous increase in energy demand, with the potential for creating about 2 million jobs by 2025. The official goal is for clean energy to represent 35% of overall energy production by 2025.</p> <ul style="list-style-type: none"> <li>• How are private companies seizing the opportunity they have now to produce and sell electricity in competition with the Comision Federal de Electricidad (CFE)?</li> <li>• How service providers can adapt fast enough to the new – more competitive – energy market now developing in Mexico?</li> <li>• What are the key priorities for Pemex in this new phase for the energy sector?</li> <li>• To what extent does the new legal framework in the energy sector provide then conditions foreign companies were looking for to get involved – or expand their involvement - in Mexico?</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Jaime Hernández</b>, Director General, Comisión Federal de Electricidad (CFE), Mexico</li> <li>• <b>Pedro Joaquín Coldwell</b>, Secretary of Energy, Mexico</li> <li>• <b>Ashraf Muqsit</b>, Global Head, Accenture Energy Strategy, Accenture, USA</li> <li>• <b>Luis Vielma Lobo</b>, Director General, Galem Energy, 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>17:00-18:15</p> <p><i>Puebla Ballroom</i></p>	<p><b>Creating the conditions to act</b></p> <p>On 1<sup>st</sup> July 2018, Mexico will elect a new president, 500 members of the Chamber of Deputies and 128 members of the Senate. So there might be a tendency to think that with the present administration becoming more and more a “lame duck” not much can be achieved in the next eight months or so. However, the pressure of events and the urgency to move ahead on some priority issues, crucial to the future of the country, do not give political and business leaders the luxury of a “pause”. In fact, there are a number of domains where action can – and has - to be taken, starting with the reshaping of the relationship with the US and the diversification of Mexico’s economic ties, or the deepening of the transformation of the energy sector, or the continuing improvement of the framework conditions for business. Corporate Mexico needs also to continue moving towards building more technological innovation capabilities and greater competitiveness. There is also a lot that governors can still achieve in their respective states to increase their attractiveness to domestic and foreign investors.</p> <ul style="list-style-type: none"> <li>• How to ensure that the period ahead is used to open a constructive debate on the options for Mexico’s future that will truly help shape the outcome of the election?</li> <li>• What are the concrete actions that business can continue to have or can initiate without waiting for the outcome of 1<sup>st</sup> July 2018?</li> <li>• How can governors use their margin of maneuver to improve economic conditions in their respective states and attract new investments?</li> </ul> <ul style="list-style-type: none"> <li>• <b>Juan Pablo Castañón</b>, President, Consejo Coordinador Empresarial, Mexico</li> <li>• <b>Claudio X. González Laporte</b>, Chairman of the Board, Kimberly Clark de México, Mexico</li> <li>• <b>José Antonio Meade Kuribreña</b>, Secretary of Finance, Mexico</li> <li>• <b>Arturo Valenzuela</b>, Senior Advisor for Latin America, Covington &amp; Burling, LLP; Professor of Government, Georgetown University; former Assistant Secretary for Western Hemisphere Affairs, United States Department of State, USA</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>18:15-18:30</p> <p><i>Puebla Ballroom</i></p>	<p><b>Closing Messages</b></p> <ul style="list-style-type: none"> <li>• <b>Miguel Alemán Velasco</b>, Chairman of the Mexico Business Summit, Mexico</li> <li>• <b>Juan Manuel Carreras López</b>, Governor of San Luis Potosí, Mexico</li> </ul>
<p>18:30-19:00</p>	<p>Farewell reception</p>

Over its 15 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.