

A formula for Mexico's growth: Innovation + Inclusion + Reliability

Public program as of October 15, 2019

Outward Reach	The challenges and opportunities within	Technology & Innovation
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Sunday 20 October	
11:30 onwards	Participant registration
15:15-15:30 <i>Gran Cancùn Salon</i>	<p>Welcome remarks</p> <ul style="list-style-type: none"> • Miguel Alemán Velasco, Chairman of the Mexico Business Summit, Mexico • Carlos Joaquín González, Governor of Quintana Roo, Mexico
15:30-16:45 <i>Gran Cancùn Salon</i>	<p>Outward Reach</p> <p>Dealing with a synchronized global economic slowdown: What options for Mexico to sustain growth? With increasing signs that the White House is now quite anxious about the slowdown in economic activity and even the possibility of a recession looming on the 2020 horizon, the US economy is becoming part of the trend towards a synchronized global economic slowdown with stagnating economies or even shrinking ones in Europe. China is in a delicate balancing act between the need for reducing financial risks and the necessity for stimulative measures able to maintain a floor level of around 6.2-6.4% growth. The trade policies of the Trump administration – and the uncertainties they create for investors and other economic players - are now unanimously recognized as one major factor behind the risks clouding over the world economy.</p> <ul style="list-style-type: none"> • In such a context what kind of prospects can we see for the overall global economy in 2020? • What are the main factors that will have most impact on the prospects for the Mexican economy over the next 12-18 months? • What are the options for Mexico to sustain growth? What are the opportunities to seize? <p>Speakers:</p> <ul style="list-style-type: none"> • Ronnie Chan, Chairman, Hang Lung Properties, Hong Kong SAR • Eduardo Loyo, Managing Partner and Member of the Board of Directors, BTG Pactual, Brazil • Eric Parrado, Chief Economist and General Manager of the Research Department, Inter-American Development Bank • Carlos Eduardo Represas, Chairman of the Board for Latin America, Bombardier, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Claude Smadja, Founder and Chairman, Smadja & Smadja Strategic Advisory, Switzerland
17:00-18:15 <i>Gran Cancùn Salon</i>	<p>The challenges and Opportunities within</p> <p>Taking stock: One year into AMLO's presidency</p>

	<p>Almost a year into his presidency, Andres Manuel López Obrador has created an anti-establishment style of governance through daily press conferences and a number of high impact decisions starting with the cancellation of the partially built \$13bn airport and the elimination or downsizing of a number of government agencies and institutions. Critics have accused the President of being focused on the past, of indulging into populist practices and not listening to independent advice or tolerating dissent. However, despite the slowdown of the economy and the frustrations of the business community, the president's approval ratings have remained quite high.</p> <ul style="list-style-type: none"> • Where is the AMLO administration going? What are the key premises shaping its orientations and policy decisions? • What measures can we expect – if any – to revive economic activity and incentivize the business community into more investment and job creation? • How is AMLO presidency impacting – or even reshaping – Mexico's institutional framework and political culture and practices? • Can the dichotomy between stagnant or poor economic performance and high popular ratings continue for long? <p>Speakers:</p> <ul style="list-style-type: none"> • Roy Campos, President, Consulta Mitofsky, Mexico • Francisco Cervantes, President CONCAMIN, Mexico • Andrés Rozental, President, Rozental & Asociados, Mexico • Alfonso Zárate, President, Grupo Consultor Interdisciplinario, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Alberto Bello, Business and News Editor and Director, Grupo Expansion, Mexico
<p>18:30-19:45 <i>Cozumel 2 Salon</i></p>	<p>The challenges and opportunities within</p> <p>Fighting the threat of climate change: the actions within and the competitiveness impact</p> <p>Mexico is considered as among the category of countries particularly vulnerable to the impact of global climate change including the increase in the sea temperature in the Gulf of Mexico, the rise of sea level affecting coastal areas, a greater number of hurricanes and more brutal ones, adverse impact on agriculture areas etc. Mexico has set itself the target to reduce its predicted emissions by 22% by 2030, which is quite ambitious given the fact that economic growth and the increase in population would normally increase the level of emissions if no action is taken. The Government's climate change program established before the present López Obrador administration had set out measures for adapting to climate change, and targets for the reduction of emissions of greenhouse gases, along with measures to promote research and education. The last ranking of the Climate Change Performance Index has put Mexico at the 25th place, with a high rating for having reduced its level of energy use per capita over recent years and a low rating for the country's low share of renewables in its energy mix.</p> <ul style="list-style-type: none"> • What measures could help develop more intensively the different sources of renewable energy? • Mexico has been quite active at the international level in the fight about climate change. As the public awareness about the tremendous risks created by climate change is increasing worldwide are there other international initiatives that Mexico could join or propose or help to push further? • What measures are needed to increase the level of preparedness that will help mitigate the negative impact of climate change on Mexico's economy and society, for instance the Sargassum algae issue? <p>Speakers:</p> <ul style="list-style-type: none"> • Christopher Córdova, Founder, NonSuch, Mexico • Carlos de Icaza Aneiros, Partner, Criil Garcia Cuellar Aiza y Enriquez, Mexico

	<ul style="list-style-type: none"> • Luis Manuel Guerra, President and General Director, Instituto de Asistencia en Investigaciones Ecológicas (INAINE), Mexico • Luis Lozano, General Counsel & External Affairs Director, Toyota, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Ana Barreira, Director, Instituto International de Derecho y Medio Ambiente (IIDMA), Spain
18:30-19:45 <i>Cozumel Salon</i>	<p>The Challenges and Opportunities within</p> <p>Mexican Innovators competing globally, what does it take?</p> <p>There is a growing awareness that a new generation of innovative entrepreneurs is now emerging in Mexico. The country is the fastest growing startup hub in Latin America. Mexico City, Monterrey and Guadalajara have developed vibrant entrepreneurship ecosystems and in the past few years quite a number of new technology-based companies have been created. Some global VC firms and MNCs, such as Microsoft - which is planning to invest \$1 billion in digital education in Mexico - are betting on the development of Mexico's technological innovation capabilities. However, looking from a global perspective, Mexican entrepreneurs are still lagging behind. At CES 2018, the annual trade show organized in Las Vegas by the Consumer Technology Association, only one Mexican company was represented. Relative to global standards, innovation is still struggling in Mexico, with the corporate sector – in general – not spending enough on R&D.</p> <ul style="list-style-type: none"> • Does the Mexican business community have the right mindset to facilitate the emergence of new players? How to create the right mindset and conditions for a greater win-win interaction between established companies and startups which is proving to be so beneficial in a number of countries? • As many Mexican entrepreneurs decide to set their operations in the US, what can be done to keep these entrepreneurs home? • What policies are needed to foster Mexican entrepreneurs competitiveness? <p>Speakers:</p> <ul style="list-style-type: none"> • Marcus Dantus, Founder, Startup Mexico, Mexico • Rafael Funes, Chairman, Lovis, United Kingdom • Manuel Gutiérrez-Novelo, Chief Technology Officer & Founder, JiIT, USA • Wesley David Sine, Faculty Director, Entrepreneurship and Innovation Institute Professor of Management and Organizations, Cornell University, USA <p>Moderator:</p> <ul style="list-style-type: none"> • Jorge Castilla, Country Managing Director, Accenture México, Mexico
19:45-20:30	Cocktail reception
20:30-22:00 <i>Gran Cancùn Salon</i>	<p>Official opening dinner</p> <p>What role for the United States past 2020</p> <p>Keynote address by:</p> <ul style="list-style-type: none"> • Paul D. Ryan, Speaker of the US House of Representatives 2015-2019 <p>Chaired by:</p> <ul style="list-style-type: none"> • Claude Smadja, Founder and Chairman, Smadja & Smadja Strategic Advisory, Switzerland

Monday 21 October	
<p>08:45-10:00 <i>Gran Cancùn Salon</i></p>	<p>Outward Reach</p> <p>What does the new international trade outlook mean for Mexico's economy? In the context of a US/China Trade war that is modulating in intensity, a US-less Trans Pacific Partnership Agreement still not in force and a Pacific Alliance with still a lot of work to do to eliminate trade barriers and fulfill its potential, the emphasis is on bilateral relationships and inter-regional agreements. Mexico has a record number of agreements with 46 countries and thus has a potentially interesting position in the present international trade paradigm.</p> <ul style="list-style-type: none"> • Mexico was the US Number One trading partner for the first half of 2019. If Mexico finishes the year in the same position, this will be the first time that this happens. How can this new situation resulting from the US-China confrontation could be sustained in the longer term? • What promises does the "agreement in principle" on the main trade parts of a new EU-Mexico association agreement hold for an expanded trade interaction with the EU? What should be done to leverage them? • Are there opportunities for a joint leadership role between Mexico and Japan to boost the implementation of "TPP 11"? • Are there steps to be taken to mitigate the risks for Mexico's economy in this volatile environment? <p>Speakers:</p> <ul style="list-style-type: none"> • Valentín Díez Morodo, President, COMCE, Mexico • Philip Levy, Chief Economist, Flexport, USA • Federico Rubli Kaiser, Partner & Consultant, Maat Asesores AC, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Eduardo García, Editor, Sentido Común, Mexico
<p>08:45-10:00 <i>Cozumel 2 Salon</i></p>	<p>The challenges and Opportunities within</p> <p>New Tourism trends: What next for business? While there have been massive changes such as the elimination of the Tourism Board and the shift of responsibility to promote the country to embassies, consulates and the private sector, Mexico has lost market shares in 2019 on the global tourism market. On the other hand, there is a democratization of traveling with tourists looking for ever more diverse experiences and the Federal government has been encouraging the development of regional attractions. In that context, the industry needs to stay ahead of the curve to ensure that it grabs the domestics as well as the international market.</p> <ul style="list-style-type: none"> • What are the new tourism trends that Mexico can leverage – especially with respect to the development of ecotourism and "local experience" tourism? • What are the business priorities in terms of creating the right regional ecosystem to foster the development of new models? • What should be the role of the state in this new environment? • How to capitalize on the leveraging of Artificial Intelligence in the marketing of the tourism sector, to personalize the experience of finding and booking tours and trips, developing new attractive tourism proposal and generating new business models?

	<p>Speakers:</p> <ul style="list-style-type: none"> • Ovidio Andrés, President, Logitravel, Spain • Alfredo Bataller Pineda, Chief Executive Officer, SHA Wellness Clinic, Mexico • Pedro Joaquín Delbouis, President, Municipality of Cozumel, Mexico • Alejandro Varela, General Counsel, FONATUR, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Tony Martínez, Chief Executive Officer, Fearless, Mexico
10:00-10:30	Networking Break
10:30-11:30 <i>Cozumel Salon</i>	<p>Technology and Innovation</p> <p>Turning digital to leapfrog to top-standard healthcare delivery</p> <p>With a population over one hundred and twenty million people, Mexico has one of the lower life expectancies among OECD countries partly due to lack of general access to healthcare and to the impact of healthcare challenges such as the high rate of obesity, diabetes and heart diseases in the population. Medical systems need to become more proactive and less reactive. In that context Robotics, AI, efficient drug delivery pipelines, data analytics and machine learning can revolutionize preventative medicine in terms of access and cost.</p> <ul style="list-style-type: none"> • How can Mexico leverage its existing digital healthcare industry – and develop it even more - to address the challenges of creating a more efficient and expanded delivery of healthcare services? • To what extent could the country's digital healthcare industry have the ability to become a regional player? • What are the trends at play in terms of privacy concerns, medical data sharing, internet, mobile phone and computer penetration? How can Mexico address these issues? <p>Speakers:</p> <ul style="list-style-type: none"> • Américo García Elizondo, Director General Latin America, Appotex, Mexico • Héctor Valle, Founding Partner, Innovasalud, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Luiz Ferezin, Digital Advisor & Investor, Mexico
10:30-11:30 <i>Cozumel 2 Salon</i>	<p>Technology & Innovation</p> <p>The Agriculture sector: Towards new production practices, new markets and new products</p> <p>Agribusiness is a crucial sector for Mexico's economy with still enormous potential. For the first time, the country is now ranking in the data of the WTO among the top 10 export economies of agri-food products with US\$ 35 billion of exports of these products in 2018. At the same time Mexico has become increasingly dependent on imports for staples like corn – most of it comes from the US - and wheat as production modernization has not moved fast enough to keep pace with demand. In that sense, the development of the country's digital infrastructure is one of the most promising avenues. Growth in recent years has been driven by high value berry and avocado exports and by the development and expansion of large scale agro-industrial complexes in the central part of the country. However, a lot is due to external conditions such as the favorable exchange rate against the US dollar or favorable weather.</p> <ul style="list-style-type: none"> • A study by the University of Sheffield in Great Britain shows that about 33% of the World's high-quality food production capacity has been lost in the past 40 years due to the use of chemical

	<p>fertilizers, frequent plowing and climate change. How is Mexico faring in terms of the new technologies for sustainable agriculture?</p> <ul style="list-style-type: none"> • Beyond the US, what new markets should Mexico look at? • What are the new products where Mexican companies can develop a global competitive advantage and what are the new consumption trends in food products that they could leverage more? <p>Speakers:</p> <ul style="list-style-type: none"> • Ranveer Chandra, Chief Scientist, Azure Global at Microsoft, USA • Héctor Martínez Galindo, Founding Partner, Loom Capital, Mexico • Juan Carlos Pardo, Corporate affairs, Nestlé Mexico, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Jesús Hernández, Editor-in-chief for Industries, Expansion, Mexico
<p>10:30-11:30 <i>Coba Salon</i></p>	<p>Insights</p> <p>Your Cyber nightmare: What are you doing about it?</p> <p>Cybersecurity has become a true priority for companies and for millions of individuals as the attacks are growing in frequency and importance around the globe. Unfortunately, there are too many cases of “too little too late” and on too many occasions actions are reactive rather than proactive. In that context, Mexico is lagging behind in terms of its implementation of adequate cybersecurity models to protect citizens’ private data, institutional confidential information and corporate and business secrets. Mexican companies, in general, only invests an average of 5% of revenue in cybersecurity. Financial services, telecommunications and health have been so far the sectors most intensely involved in the prevention of, and fight against, cybercrime. While Mexico has launched a wide-ranging national cybersecurity strategy in November 2017 its implementation has remained patchy so far. One notable progress has been the recent resolution of the Ministry of Finance and Public Credit strengthening the regulatory framework applicable to banks with respect to cybersecurity and the adequacy of their technological infrastructure.</p> <ul style="list-style-type: none"> • What should be the next steps from government and business to enhance cybersecurity at the national level? • As cyberthreats become ever more sophisticated and wide-ranging how to implement a more proactive stance against cybercrime and what does this involve in terms of policies, public education, raising awareness and technological approaches? <p>Speakers:</p> <ul style="list-style-type: none"> • Marcos Polanco, Director of Information Security, Telmex Scitum, Mexico • Donald Purdy, Chief Security Officer, Huawei, USA
<p>11:45-12:45 <i>Cozumel Salon</i></p>	<p>Technology & Innovation</p> <p>Fintech as a game changer beyond the financial sector</p> <p>Despite a significant decline in the percentage of unbanked population in Mexico, more than half of the population still remains unbanked. The López Obrador administration has set as one of its priorities to make financial services more affordable and – as importantly – more technologically achievable for low-income people. A digital payments system run and built by the central bank is being tested to allow people to transact through their smartphones free of charge. However, a number of challenges remains for the widespread development of fintech, such as the lack of basic telecoms infrastructure in many remote areas of the country, or lingering suspicions among some segments of the population about the safety of fintech systems. However, the State actions might not be enough to ensure the development of efficient and reliable digital payments systems and the role of private sector companies in providing user-friendly,</p>

	<p>affordable, reliable apps cannot be underestimated. Another very important – and positive – element to be leveraged is the fact that with over 160 Fintech startups, Mexico is the third largest market in Latin America, after Brazil and Colombia. The fastest growing segments are payment and remittances and lending. A new Fintech law was introduced in 2018 to reduce operational risk, enhance transparency, improve security, foster financial inclusion and consumer protection.</p> <ul style="list-style-type: none"> • Where do we stand with the digital payments system now being tested by the Central bank? How can private sector banks and financial institutions supplement the role that this system could play? • Historically Mexican banks have been very cautious in their lending practices, thus restricting credit possibilities for SMEs and for domestic consumption especially with lower-income categories of people. How could Fintech startups change the playing field? What needs to be done to fully leverage the benefits that Fintech could mean for SMEs and for overall domestic consumption? • What are the next steps regarding the new Fintech Law? What are the pitfalls? <p>Speakers:</p> <ul style="list-style-type: none"> • Martín J. Folino, Executive Partner, Accenture México, Mexico • Francisco Guzmán, Chief Executive Officer, Tala México, Mexico • Sarah Heck, Head of Entrepreneurship, Stripe, USA • Gustavo Salaiz Gabriel, Deputy Director General for new models, Comisión Nacional Bancaria y de Valores (CNBV), Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Juan Francisco Torres Landa, Partner, Hogan Lowells, Mexico
<p>11:45-12:45 <i>Coba Salon</i></p>	<p>Technology & Innovation</p> <p>5G as an economic and social game changer for Mexico</p> <p>5G, allowing for connection speed which is around 200 megabytes per second to rise to 20 gigabytes per second, will not only provide much faster and stable connections but also a dramatically expanded bandwidth, boosting IoT and Artificial Intelligence developments, thus transforming not only manufacturing process and the delivery of services but transforming many aspects of people's lives. Most countries are targeting 2020 to roll out 5G networks and, according to some estimates, 5G subscriptions could reach 1.9 billion people by 2025. Despite the serious communication and connectivity challenges in Mexico, the country is one of the leading countries in Latin America for the development of 5G, with about 18 million 5G connections expected to be in operation by 2025 – mostly in the Mexico City, Guadalajara and Monterrey areas.</p> <ul style="list-style-type: none"> • What are the recommendations for additional government actions and business initiatives to accelerate the deployment of 5G and leverage its potential over the coming years? • The Mexican State has recently recovered 800 Megahertz frequencies – creating an opportunity to expand Internet coverage and develop a foundation for 5G in rural communities and remote locations. What are the plans going forward? • What kind of examples can best illustrate the real potential impact of 5G for business and daily life? • To what extent would the involvement of foreign tech giants, such as Huawei or/and Qualcomm or Siemens, supplement the role of Mexican players in accelerating and expanding 5G deployment? <p>Speakers:</p> <ul style="list-style-type: none"> • Mohamed Madkour, Vice President Corporate Marketing Department & Head, Global Wireless Branding, Huawei, People's Republic of China

	<p>Moderator:</p> <ul style="list-style-type: none"> • Ken Woosuk Choi, Editor, Future Planning Desk, The Chosun Daily Newspaper, Korea
<p>11:45-12:45 <i>Cozumel 2 Salon</i></p>	<p>The challenges and opportunities within</p> <p>Building Mexico's South East into a true economic gateway: What next steps?</p> <p>President Andres Manuel López Obrador has made it a priority to develop Mexico's South East through massive infrastructure projects such as the Mayan Train and Cenagas plan to boost natural gas supply and distribution to the underserved region. States like Chiapas, Oaxaca and Veracruz – which have half of their populations living below the poverty line have seen an actual increase of their poverty rate by 2018. The key challenge is to reverse that trend and States, such as Quintana Roo, are taking initiatives such as tax-free zones for products to transit through the state.</p> <ul style="list-style-type: none"> • What concerted policies in terms of education, incentives for investment, infrastructure development would create the conditions for the South East to catchup with the Northern part of Mexico? • How could developments in the tourism and agriculture sectors provide a much-needed growth boost? • What could be the most alluring opportunities for Business? <p>Speakers:</p> <ul style="list-style-type: none"> • Carlos Joaquín González, Governor of Quintana Roo, Mexico • Juan Carlos Marroquín, Chairman, Nestlé Mexico, Mexico • Alejandro Murat Hinojosa, Governor of Oaxaca, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Eduardo García, Editor, Sentido Común, Mexico
<p>13:00-14:45 <i>Gran Cancùn Salon</i></p>	<p>Plenary Luncheon</p> <p>Thinking exponentially: the threats that matter and the role of technology for your life and business</p> <ul style="list-style-type: none"> • Paul Saffo, Technology Forecaster, Chair, Future Studies and Forecasting Track, Singularity University, USA <p>Chaired by:</p> <ul style="list-style-type: none"> • Yaël Smadja, Chief Executive Officer, Smadja & Smadja, USA
<p>15:00-16:00 <i>Cozumel 2 Salon</i></p>	<p>Outward Reach</p> <p>Mexico: Vision 360°</p> <p>Mexico has more Free Trade Agreements than any other country in the world covering 46 countries through regional and bilateral agreements with foreign trade representing over 70% of the country's GDP. In 2018, Mexico exported \$US 451 billion worth of goods, out of which 80% went to the US and Canada, about 6% to Europe, 5% to Latin America and about 4% to Asia with exports to South Korea and Japan even declining. There is a paradox between having a record number of trade agreements and the lack of actual diversification that needs to be addressed to strengthen Mexico's hand in its relationship with the US.</p> <ul style="list-style-type: none"> • What are the potential new markets? What should be done to benefit more from the wide range of existing trade agreements? What new bilateral and regional relationships need to be explored? • What are the sectors that can be developed to help diversify the country's trade and economic relations?

	<ul style="list-style-type: none"> Without neglecting the importance of the US-Mexico business interaction how to promote a 360° perspective in corporate Mexico's perspective? <p>Speakers:</p> <ul style="list-style-type: none"> Amapola Grijalva, Mexico Representative, HKTDC & Executive President, Camara de Comercio y Tecnologia Mexico-China Alan Kyerematen, Minister of Trade and Industry, Ghana Jorge López Morton, Vice President COMCE, Mexico Zhu Qingqiao, Chinese Ambassador to Mexico <p>Moderator:</p> <ul style="list-style-type: none"> Jude Webber, Mexico and Central America Correspondent, The Financial Times, Mexico
15:00-16:00 <i>Cozumel Salon</i>	<p>The challenges and opportunities within</p> <p>Defining and generating the talents and skills for the digital economy</p> <p>The ever-accelerating move towards the digital economy is not only changing the nature of skills and training required from new entrants on the job market and employees at all levels of the business structure, but also changing the very nature of work. Beyond the mastery - or at least a good grasp – of ICT, a flexible and adaptive mindset allowing people to re-skill and upskill as they move ahead in their professional trajectory, the nurturing of emotional intelligence, the ability to communicate and to operate alongside robots, are among the qualities and skills most often mentioned to succeed in the digital economy.</p> <ul style="list-style-type: none"> After the abrogation of Pena Nieto's 2013 Education reform and the new Education reform coming into effect in May of this year, what is the status of Mexico's preparedness to ensure the employability of the number of young people entering the job market and ensure that digitization will not lead to structural jobless growth? With some MNCs electing Mexico to locate R&D centres, what is the role of business – domestic and foreign companies - in skills development and continuing education? How to ensure that getting academic degrees at the end of an education course translates into real employability on the Mexican job market and is not just some theoretical academic achievement with limited match with the real needs of the business world? <p>Speakers:</p> <ul style="list-style-type: none"> Lynne Bairstow, Managing Partner, Mita Ventures, Mexico Rajeev Gupta, Head-Nearshore Operations – LATAM & Country Head-Mexico, Tata Consultancy Services, Mexico Linda Barrington, Associate Dean of External Relations, Cornell College of Business, USA <p>Moderator:</p> <ul style="list-style-type: none"> Rossana Fuentes Berain, Chief Executive Officer and Founder, Mexico Media Lab S21, Mexico
16:00-16:30	Networking break
16:30-17:30 <i>Gran Cancùn Salon</i>	<p>Outward Reach</p> <p>What next for the Mexico-US relationship?</p> <p>The US-Mexico relationship has been quite chaotic since the election of Donald Trump. The last episode in which Mexico avoided, through a last minute deal, that all its exports to the US would be hit by steadily rising tariffs unless it stopped the flow of Central American migrants to the US has been another illustration</p>

	<p>of the difficulty of coping with a US administration using the weaponization of trade as its preferred tool for dealing with partners. On the ground, however, the US-Mexico border continues to be the busiest on the planet, as cross border trade – about \$1.4 billion worth goods cross the border every single day – is crucial to both economies. Historically, pragmatism has almost always prevailed in the Mexico-US relationship. As of now, the López Obrador administration has been able to work with its US counterparts to defuse confrontation and limit any escalation of tension and frictions, focusing on its domestic economic priorities.</p> <ul style="list-style-type: none"> • How can Mexico strengthen its hand in case of new crises or tensions with the Trump administration? Can Mexico, for instance, leverage more the role that its imports from the US – especially in the agricultural domain - have for certain constituencies? How could an even more active trade diversification policy mitigate risks for Mexico? • What could be the impact for Mexico of the presidential campaign already heating up in the US? • Given the protectionist approach shaping many of the Trump administration policies can the goal of creating a truly integrated North American industrial platform be protected and advanced? <p>Speakers:</p> <ul style="list-style-type: none"> • Gustavo de Hoyos, President, COPARMEX, Mexico • Christopher Landau, Designated US Ambassador to Mexico, USA • Jesús Seade, Deputy Foreign Minister for North America, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Eric Martin, Mexico Economy and Government Reporter, Bloomberg News, Mexico
<p>17:45-18:15 <i>Cozumel Salon</i></p>	<p>Insights</p> <p>AI: The next quantum leap move</p> <p>Artificial Intelligence and specifically Machine and Deep Learning promise to go far beyond the changes created by past technological revolutions. They truly qualify for being “disruptive technologies” powered by big data. As the industrial revolutions replaced humans with machine for physical work, AI will, in some cases, replace and/or complement humans for thinking, planning, making and executing decisions. While, at the global level, China and the US are now involved in the contest for supremacy in this crucial, strategic, domain, each country needs to define its policy orientations and priorities at the corporate as well as at the national economy levels if it wants to remain economically relevant and competitive. AI is transforming industrial activities as well as services and white-collar jobs worldwide through digitization, advanced robotics and applications of deep learning. Disruptive technologies are changing or eliminating jobs faster than the system can create new types of jobs.</p> <ul style="list-style-type: none"> • What have been the developments – if any – since the publication in June 2018 of the White Paper “Towards an AI strategy in Mexico: Harnessing the AI revolution” commissioned by the British Embassy in Mexico and supported by Mexico’s National Digital Strategy Office? • What are the priorities for promoting the development of AI and supporting innovation in that domain, especially with respect to startups? • How can the country’s scientific and academic institutions create the networks and the capabilities to leverage big data to advance AI capabilities? Are there forms of international cooperation in that domain that would help accelerate Mexico’s move towards achieving AI capabilities? <p>Speakers:</p> <ul style="list-style-type: none"> • Constanza Gómez-Mont, Founder & Chief Executive Officer, C Minds, USA • Camilo Quintero Serrano, Global Managing Director, Rubik Ventures, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Ingrid de Keijser, Director General CEPI México, Mexico

<p>17:45-18:15 <i>Cozumel 2 Salon</i></p>	<p>Insights</p> <p>Blockchain as a game-changer for economic activity</p> <p>The most well-known application of the blockchain technology is bitcoin. In essence, the technology allows digital information to be distributed but not copied, so it can be used for transactions and the exchange and safekeeping of data without the need for any third party to maintain trusted records. Cryptography ensures that the shared public ledger is secure as changes are validated through a network of computers and its history is immutable. Beyond the financial applications through tokens and cryptocurrencies, blockchain technology has the potential to change the modus operandi in a number of industries – such as finance, healthcare, custom clearance, logistics or transportation -, eliminating some of the intermediary services and creating value in many fields. Mexico has become one of the first countries in Latin America to regulate blockchain technology, including cryptocurrencies as digital assets, under the supervision of the Central Bank. A blockchain association has even been created in the country.</p> <ul style="list-style-type: none"> • Could the blockchain technology be leveraged to create more transparency, reduce corruption and illegal activities? • What are the applications that could be available for business and governance in the near future? • What are the main challenges to be addressed if this new technology is to become more generalized as a tool in Mexico? • Blockchain technology requires a lot of power consumption and data to function properly. Could this slow down its use or constrain the development of the technology in the long run? <p>Speakers:</p> <ul style="list-style-type: none"> • Brian D. Hancock, Executive Vice President & Chief Innovation Officer, Kansas City Southern, USA • Rik Willard, Founder & Managing Director, Agentic Group, USA
<p>17:45-18:15 <i>Coba Salon</i></p>	<p>Insights</p> <p>Mexico's water crisis: The strategies that would work</p> <p>Back in 2006, about 63% of the water used in Mexico was extracted from surface water with the rest coming from aquifers. However, with population growth and internal migration this proportion reversed in 2011 and aquifers now provide 70% of the country's water needs and are over-exploited. Some say that when the Rio Grande dries up, because of climate change and a booming population, these aquifers will remain the only source of water for both Mexico and the United States. According to a March 2019 report from the National Autonomous University of Mexico's Social Research institute about 10% of the Mexican population does not have access to safe drinking water and among the people having access to running water, 30% experience deficiencies in quantity and quality.</p> <ul style="list-style-type: none"> • How to solve the regional divide in terms of water resources • How to reverse the over-exploitation of aquifers • At least 40% of the water pumped by utilities is lost in leaks, what are the new technologies that can help? • Are there best practices that could be adapted to Mexico's issues? <p>Speaker:</p> <ul style="list-style-type: none"> • Enrique Lomnitz, General Director, Isla Urbana, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Ana Barreira, Director, Instituto Internacional de Derecho y Medio Ambiente (IIDMA), Spain
<p>18:30-19:45</p>	<p>Leveraging Mexico's competitive assets</p>

<p><i>Gran Cancùn Salon</i></p>	<p>Tourism: More funding is good, more social responsibility and... Tourism contributes 8.7% of Mexico's GDP and has been growing faster than the national economy. According to the Ministry of Tourism, the number of tourists visiting Mexico is forecasted to increase by about 6% from 2018 to 2019, reaching about 45 million visitors. However domestic tourism still represents the bulk of the industry with Mexicans accounting for almost 80% of hotel stays. With all its wonders, Mexico is only the 6th most visited country in the world and Foreign Direct Investment in Tourism is reported to have decreased by 50%. Earlier this year, the government presented a six-year Tourism strategy to facilitate investments in the sector, increase visitors spending and promote infrastructure projects such as the Maya Train which despite the promises of developing the Yucatan Peninsula is drawing some harsh criticism, in particular in terms of environmental impact and concerns about its budgeted cost.</p> <ul style="list-style-type: none"> • What is the status of the six-year National Tourism strategy? What are the obstacles on the ground that need to be addressed? • How to reverse the drastic FDI decrease in tourism, what are the competitive advantages Mexico needs to bet on? • What is the image Mexico needs to promote to attract tourists from new markets such as China or Japan? • An even more successful tourism industry means more visitors which in some areas triggers environmental concerns. Could Mexico become a leader in responsible and sustainable tourism? <p>Speakers:</p> <ul style="list-style-type: none"> • Simón Pedro Barceló, Co-Chairman, Grupo Barcelo, Spain • Rafael Gallego Nadal, President, Confederacion Espanola de Agencias de Viaje, Spain • William Shaw, Chief Executive Officer, Interjet, Mexico • Miguel Torruco Marques, Secretary of Tourism, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Lorenzo Lazo Margain, Managing Partner, Alemán Velasco y Asociados, Mexico
<p>20:00-22:15 <i>Moon Palace Resort</i></p>	<p>Gala Dinner An evening for making new friends and enjoying cultural and gastronomical delights. Hosted by:</p> <ul style="list-style-type: none"> • Carlos Joaquín González, Governor of Quintana Roo, Mexico <p><i>Transportation will be provided from the Congress Center to the Gala Dinner. After dinner, transportation will be provided to the hotels.</i></p>

<p>Tuesday 22 October</p>	
<p>08:45-10:00 <i>Cozumel Salon</i></p>	<p>The challenges and opportunities within Looking at the administration energy policy: What chances to reverse the decline of oil and gas production – and revenues? Oil revenue is now down to 20-25% of the federal budget from the peak of oil production in 2004 when it counted for 45%. National oil production is down to less than two million barrels per day, the lowest in 40 years. Proven oil reserves have collapsed from 50 billion barrels 20 years ago to just 7 billion today. In that context, the President has committed to reinstate the predominant role of PEMEX – the world's most indebted oil company – injecting US\$ 5 billion in aid to the company last September to avoid that it would</p>

	<p>be stripped of its investment grade status by the international rating agencies, which would be a major blow not only for Pemex but for Mexico as a whole. While the president has stated that he would not abrogate the Peña Nieto energy reform that opened the sector to foreign investors, he has dismantled some of the policies set previously. Pemex has unveiled a new five-year strategy last summer, but investors do not seem to be convinced so far, complaining about the lack of practical, realistic steps to achieve the objectives mentioned. A positive development has been the decision to allow PEMEX to resume setting joint ventures with private sector companies in 2020, in a reversal from the decision last December to stop Pemex from making joint ventures with private sector companies and to put oil block auctions on hold.</p> <ul style="list-style-type: none"> • To what extent are the López Obrador administration measures to revamp PEMEX and fight against corruption enough to address the issues facing the state oil company? Do they go to the core of the issues which have been affecting the company? • What needs to be done in terms of technology innovation to improve Pemex efficiency and bring it up to international standards? • Will the latest move of the administration allowing Pemex to enter again into joint ventures be enough to restore the confidence of foreign investors? <p>Speakers:</p> <ul style="list-style-type: none"> • Juan Acra, President, Consejo Mexicano de la Energía (COMENER), Mexico • Merlin Cochran, Director General, Asociación Mexicana de Empresas de Hidrocarburos (AMEXHI), Mexico • Hans Kohlsdorf, Founding Energy to Market (E2M), Mexico • John Padilla, Managing Director, IPD Latin America, USA <p>Moderator:</p> <ul style="list-style-type: none"> • Ernesto Marcos Giacomani, Director, Marcos y Asociados Infraestructura y Energía, S.C, Mexico
<p>08:45-10:00 <i>Gran Cancùn Salon</i></p>	<p>The challenges and opportunities within</p> <p>How is the administration's focus on infrastructure materializing on the ground? What opportunities can it open?</p> <p>Since his presidential campaign President López Obrador has emphasized the priority of infrastructure building and is focused on reducing the gap between the North and the South of the country. Early this month he has announced an infrastructure investment package comprising projects worth more than \$400 billion to boost the national economy, reduce regional inequalities, and where the private sector would play a major role. In the economic agenda of the 2020 annual budget, President López Obrador has vowed to increase public-private partnerships and allocate public resources to the development of infrastructure in Southern Mexico and for the energy sector and transportation. In addition, the government is planning to build several dams and an aqueduct to increase the supply of drinking water.</p> <ul style="list-style-type: none"> • How to address the investors' confidence deficit created by the cancellation of infrastructure projects? • What are the new opportunities in terms of public-private partnerships? • What are the immediate infrastructure challenges to address in order to boost growth and reduce the wealth distribution gap? <p>Speakers:</p> <ul style="list-style-type: none"> • Ary Naïm, Country Manager, International Finance Corporation (IFC), Mexico • Antonio Pimentel García-Valdecasa, Alliances Director, Iberia, Spain • Alexander Wehr, Chief Executive Officer, BMW México, Mexico • José Zozaya Delano, President and Executive Representative, Kansas City Southern de México, Mexico

	<ul style="list-style-type: none"> • Shanwen Xin, President, Bank of China, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Yaël Smadja, Chief Executive Officer, Smadja & Smadja, USA
10:00-10:20	Networking Break
10:20-11:45 <i>Gran Cancùn Salon</i>	<p>The challenges and opportunities within Addressing Mexico's investment drought: Business Perspectives</p> <p>In July, the IMF cut Mexico's growth forecast to 0.9%, against 1.6% in April, citing that "investment remains weak and private consumption has slowed reflecting policy uncertainty, weakening confidence and rising borrowing costs, which could climb further following the recent sovereign rating downgrade". Energy and construction have been particularly suffering from conflicting policies and messages from the López Obrador administration in addition to the on-going issues of insecurity, contract enforcement and corruption that continue to hinder Mexico's economic growth. However, the investment picture is a mixed one with FDI having increased by 1.5% for the first half of the year compared to 2018, while domestic investment is lagging.</p> <ul style="list-style-type: none"> • With \$31.6 billion, Mexico is so far the second Latin American destination for Foreign Direct Investment behind Brazil, with half of it coming from the US and Canada. What immediate actions can be undertaken to sustain FDI – especially if economic activity continues to slow down in the US? • The American Chamber of Commerce in Mexico estimates that security costs business as much as 5% of operating budgets. The López Obrador Administration is focused on addressing the corruption issue. What are the most impactful investment deterrents and what can be immediately done to address them? • Tariff uncertainty has made some investors adopt a "wait and see" posture – what options for hedging? • What initiatives are needed to increase domestic investors confidence? <p><i>In this Brainstorming session, the Cumbre's constituency will be developing concrete recommendation to reverse the current trend of investment drought.</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> • Fausto Costa, Executive President, Nestle Mexico • George Gordon, Head of Latin America, Uber, Mexico • Carlos Salazar Lomelín, President, Consejo Coordinador Empresarial, Mexico • Carlos Serrano, Chief Economist, BBVA México, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Alma Caballero, Director Latin America, McLarty, USA
12:00-13:15 <i>Cozumel Salon</i>	<p>Outward Reach</p> <p>Navigating the arduous road for USMCA to become a reality</p> <p>The USMCA agreement was signed by the three countries in November 2018. The Mexican Senate ratified the agreement last June by 114 votes, an overwhelming majority, as Mexico was surpassing China as the US top trading partner for the first six months of this year. However, several issues still remain to be solved in the US before the agreement can be brought to a vote in the Democrat-controlled House of representatives. This delay is now bringing the USMCA issue into the context of the 2020 US presidential campaign, making it an electoral issue with the risk of stalling the whole ratification process. In Canada, the bill was introduced in the Parliament in May but will have to be re-introduced to the New Parliament after</p>

	<p>the current elections. In the event of a conservative victory, it is unclear whether ratification would proceed.</p> <ul style="list-style-type: none"> • In the event of a non-ratification by the end of 2019, how long can the status quo – “business as usual” - continue? • Are there ways for Mexico to promote some arguments among some constituencies in the US and Canada that would help the ratification process? • Are there opportunities for business that could be leveraged further in the present status quo situation? <p>Speakers:</p> <ul style="list-style-type: none"> • Dan Ciuriak, Senior Fellow, Centre for International Governance Innovation, Canada • Patrick Ottensmeyer, President & Director, Kansas City Southern, USA • Jesús Seade, Deputy Foreign Minister for North America, Mexico • Jorge L. Torres Aguilar, President, American Chamber of Commerce of Mexico & President, FedEx Express de México, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Andrés Rozental, President, Rozental & Asociados, Mexico
<p>12:00-13:15 <i>Coba Salon</i></p>	<p>Outward Reach</p> <p>Mexico/Brazil: Could a Trade deal help end an era of mutual suspicion and open a new page between the two countries?</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Mauricio Carvalho Lyrio, Brazil Ambassador to Mexico • Eduardo Loyo, Managing Partner and Member of the Board of Directors, BTG Pactual, Brazil • Juan Carlos Marroquín, Chairman, Nestlé Mexico, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Luiz Ferezin, Digital Advisor & Investor, Mexico
<p>12:00-13:15 <i>Cozumel 2 Salon</i></p>	<p>The challenges and opportunities within</p> <p>What does the labour reform mean for your business</p> <p>In May, the López Obrador administration enacted an important labour reform that overhauls the Union system and meets the new USMCA requirements. The bill allows workers to organize freely and engage into collective bargaining – where representation certificates will be required to prove that a Union represents at least 30% of the workers in a company -, vote by secret ballots and elect their union representatives. A government agency is to be created to enforce workers’ right to unionize. This was perceived as a major victory for Mexican workers, but businesses are worried about losing leverage and potential difficulties in negotiations with workers.</p> <ul style="list-style-type: none"> • With an expanded ability to create Unions, what is the potential for increased labor conflicts and what will be the challenges in terms of finding the legitimate interlocutors? • What will be the potential for disruptions and challenges from so called “faux unions”? • How is corporate Mexico looking at the conditions for success for engaging in a dialogue with unions in the new context created by the labor reform? • What are the enforcement mechanisms for the new labor reform? Are their enough resources and trained personnel?

	<ul style="list-style-type: none"> • What is the potential impact on investment? <p>Speakers:</p> <ul style="list-style-type: none"> • Raúl Beyruti, Chief Executive Officer, GIN Group, Mexico • Juan Carlos de la Vega, Member of the Executive Board, Employment Law Alliance, Mexico • Roberto Mendoza León, Union leader, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Pedro Velasco, Partner, Santamarina y Steta S.C., Mexico
<p>13:30-15:00 <i>Gran Cancùn Salon</i></p>	<p>Plenary luncheon</p> <p>Revamping the electoral process through transparency: What next steps? The Mexican electoral system has been an example for other countries in the world which are trying to form democratic institutions. There is however a growing public perception that the autonomy and independence of the system have progressively been harmed. What concrete actions can be undertaken to revamp the electoral process?</p> <p>A conversation with:</p> <ul style="list-style-type: none"> • Lorenzo Córdova Vianello, President, Instituto Nacional Electoral (INE), México (RC) • Alfonso Zárate, President, Grupo Consultor Interdisciplinario, Mexico <p>Chair:</p> <ul style="list-style-type: none"> • Alejandro Carillo Castro, Director General, Fundación Miguel Alemán, Mexico
<p>15:15-16:15 <i>Cozumel Salon</i></p>	<p>Technology & Innovation</p> <p>Combining Mexico's strength in manufacturing and ICT to fast forward into Industry 4.0 Business leaders realize that moving towards smart manufacturing and implementing Industry 4.0, in ways adapted to their specific competitive and technological environment, is a priority to ensure the future of their companies. Manufacturing is changing in Mexico even though digital transformation has not spread through the majority of companies. Mexico's number one exports is manufactured products, particularly in the automotive sector. Obviously under the i4.0 model, Mexico's competitive advantage of cheap labor and high production capacity will not survive as industry and services are relying more and more on digitization, advanced technologies, continuous innovation and a highly skilled workforce.</p> <ul style="list-style-type: none"> • What needs to be done in terms of building the appropriate technological infrastructure to fully leverage Industry 4.0 in terms of efficiency and competitiveness? What could help accelerate the pace of transformation? • Industry 4.0 transformation is capital intensive. How can solid business cases be built to support access to capital especially for SMEs? • What should be Mexico's long-term strategy to develop Industry 4.0? • Nuevo León contributes 8% of Mexico's GDP, with only 4% of its population, having become a sort of Industry 4.0 hub thus securing foreign direct investment. What can be learnt from some success stories? <p>Speakers:</p> <ul style="list-style-type: none"> • José Reynoso Del Valle, Director of IT solutions, Telmex, Mexico

	<ul style="list-style-type: none"> • Américo García Almaguer, Under-Secretary for Industry, State of Nuevo León, Mexico • Lizette Gracida, Director of Government Relations, Toyota Mexico, Mexico • Lu Qi, Corporate Vice President, Enterprise Business Group, Huawei Technologies Co. Ltd., People's Republic of China <p>Moderator:</p> <ul style="list-style-type: none"> • Ken Woosuk Choi, Editor, Future Planning Desk, The Chosun Daily Newspaper, Korea
<p>15:15-16:15 <i>Cozumel 2 Salon</i></p>	<p>The challenges and opportunities within</p> <p>The administration fight against corruption and crime: A first assessment</p> <p>President López Obrador campaigned on the promises to end corruption in Mexico and reiterated this priority and the need to curb violence at his first state of the Union Address last September. Mexico has the highest homicide rate in the OECD and, this year, numbers have reached their highest recorded level ever permeating all parts of the country. Mexico has fallen to 138th place on Transparency International's corruption perception index. The drug trade is booming. President López Obrador has elected to use the National guard and not to confront the Cartels heads on, but, in the meantime, new and often more violent criminal groups have emerged alongside the existing Cartels.</p> <ul style="list-style-type: none"> • About 90% of crimes still go unreported as the public distrusts law enforcement. What more can be done to turn this situation around? • Mexico needs to replace the vigilante justice by the rule of law. What to do with the issue of anti-crime militias? What can be done to empower the existing institutions? • Beyond some examples of officials being investigated or sent to jail on corruption charges such as former social development secretary Rosario Robles, what should be the key elements of a systematic anti-corruption policy to expect from the López Obrador administration? What will be the direct impact of the new laws on extinction of property rights and changes to the fiscal regime for the fight against corruption and for the public confidence? • Are there best practices that could be emulated in Mexico? To what extent measures such as cutting government salaries are not being counter-productive in fighting corruption? <p>Speakers:</p> <ul style="list-style-type: none"> • Juan Carlos Alonso, Academic, Academia de Estudios Fiscales, Mexico • Guadalupe Correa-Cabrera, Professor of Policy and Government, George Mason University Virginia, USA • Rafael Heredia, Director, Heredia Rubio Abogados SC & Professor of Criminal Law, Mexico • Oscar Montes de Oca, Attorney General of Quintana Roo, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Jude Webber, Mexico and Central America Correspondent, The Financial Times, Mexico
<p>16:30-17:30 <i>Gran Cancùn Salon</i></p>	<p>Technology & Innovation</p> <p>How to make digital inclusion a genuine game changer for growth and social inclusion</p> <p>Access to – and the leveraging of - information and communication technologies is not only a major priority for businesses and for developing digital governance. Digital inclusion is also proving to be a major tool for social inclusion and social empowerment. However, only Mexico City and Guadalajara have made a priority of digital inclusion, and while the nation's Constitution has, since 2013, guaranteed the right to universal online access a little less that 50% of the country's households are reported to have internet access. In many countries digital inclusion has opened crucial opportunities for populations previously excluded in terms of education, jobs, banking etc...</p>

	<ul style="list-style-type: none"> • What is happening with “Mexico Conectado”, the initiative launched in 2013 to spread broadband connections especially in rural and poor areas? What can be done to accelerate broadband development in the country • How to use internet access to accelerate poverty alleviation for some segments of the population- as experience in other countries shows internet access and poverty reduction are connected? • How can digital inclusion also mean new opportunities for business? <p>Speakers:</p> <ul style="list-style-type: none"> • Frédéric Garcia, External Advisor to the Office of the Presidency, Mexico • Roberto Martínez, HEAD of the Mexico Center for Latin America, OECD • Shivani Siroya, Founder & Chief Executive Officer, Tala, USA <p>Moderator:</p> <ul style="list-style-type: none"> • Rossana Fuentes Berain, Chief Executive Officer and Founder, Mexico Media Lab S21, Mexico
<p>17:30-18:15 <i>Gran Cancùn Salon</i></p>	<p>Closing Plenary Session</p> <p>What shared vision for Mexico’s future?</p> <p>President Lopez Obrador has always positioned himself as “a man of the people”. While his very ambitious social program has been able to rally a very large segment of the population around him and his popularity remains quite high – even if it has declined a little in the last period – his rhetoric , his populist style, and some of his initiatives have created concern in the business community and in some more conservative sectors of the public whilst also sending clear messages that Mexico is breaking with the past and addressing some of the negative legacies. The situation of enduring, or even increasing polarization in Mexico, highly risks creating a lose-lose outcome in an international economic and geopolitical context which more than ever requires unity of purpose and the mobilization of all the country’s resources to move towards sustainable higher economic growth and social development.</p> <ul style="list-style-type: none"> • What can the business community and the government do to mitigate the risks inherent to a more polarized reality? • What could be the key elements around which to develop a shared vision for Mexico’s future that will help mobilize all the national energy and resources? • How to prevent that different groups become prisoners of their own rhetoric? <p>Speakers:</p> <ul style="list-style-type: none"> • Héctor Aguilar Camín, Director General, NEXOS, Mexico • Miguel Alemán Velasco, Chairman of the Mexico Business Summit, Mexico • Alberto Bello, Business and News Editor and Director, Grupo Expansion, Mexico • Fausto Costa, Executive President, Nestle México, Mexico
<p>18:15-19:00</p>	<p>Farewell reception</p>

Over its seventeen 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.