

**17th. Edition**  
**Mexico Business Summit**

*Cancún, 20-22 October 2019*

**Special Program for the Mexico Future Group, 19-20 October 2019**  
**(Cancun ICC, 2<sup>nd</sup> Floor, COZUMEL 2 SALON)**

**Saturday 19 October**

<b>17:30 onwards</b>	<i>Participant registration</i>
<b>18:00-18:15</b>	<i>Welcoming remarks and kick off discussion</i>
<b>18:15-19:15</b> <i>Cozumel 2 Salon</i>	<p><i>Session 1</i></p> <p><b>What is the real change potential of blockchain technology for your business?</b></p> <p>A conversation between:</p> <ul style="list-style-type: none"> <li>- <b>Rik Willard</b>, Founder &amp; Managing Director, Agentica Group, USA</li> </ul> <p>and</p> <ul style="list-style-type: none"> <li>- <b>Wesley David Sine</b>, Faculty Director, Entrepreneurship and Innovation Institute Professor of Management and Organizations, Cornell University, USA</li> </ul>
<b>19:30-20:30</b> <i>Cozumel 2 Salon</i> <i>Followed by Dining</i> <i>Cocktail</i> <i>20:45-22:00</i>	<p><i>Session 2</i></p> <p><b>How a giant reinvents itself, and keeps on leading</b></p> <p>Companies, big or small, sometimes have to make drastic changes in their operating model to adapt to changing fundamentals:</p> <ul style="list-style-type: none"> <li>- How do you recognize the fundamental changes that should impact your business model?</li> <li>- How does a company manage a change of strategy</li> </ul> <p>Discussion Initiator:</p> <ul style="list-style-type: none"> <li>- <b>Luis Lozano</b>, General Counsel &amp; External Affairs Director, Toyota, Mexico</li> </ul>

**Sunday 20 October**

<b>09:30-10:30</b>	<p><i>Session 3</i></p> <p><b>How the global economy has radically changed and how this could affect young entrepreneurs like you</b></p> <p>An overview of some of the economic and political trends at play and what they could mean for your business.</p> <p>Discussion Initiator:</p> <ul style="list-style-type: none"> <li>- <b>Claude Smadja</b>, Founder and Chairman, Smadja &amp; Smadja Strategic Advisory, Switzerland</li> </ul>
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**11:00-12:00** *Session 4*

**Does Brand still matter?... Let me tell you why it does ... and what it means for you**

Discussion Initiator:

- **Julieta Loaiza**, Vice President, Communication, Corporate Affairs

<b>12:30-13:30</b>	<p><i>Session 5</i></p> <p><b>Time and Foresight: the deep structure driving rapid change and innovation</b></p> <p>The present unfolds out of the interaction of multiple fast and slow processes. Seemingly sudden change actually is driven by deep, slow-moving forces passing unnoticed through the zeitgeist. An understanding of the structure of this interaction offers a means to identify and understand deep trends in order to evaluate challenges, identify opportunities, avoid surprise and develop strategy. It also provides a context for understanding one's personal place in this exponential moment – and one's responsibility to the future.</p> <p>Discussion Initiator:</p> <p>- <b>Paul Saffo</b>, Technology Forecaster, Singularity University, USA</p>
<b>13:30-14:30</b>	<p><i>Brunch</i></p>

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