

As of October 20th, 2010

Sunday 24 October 2010

<p>15:00 onwards</p>	<p>Registration</p> <p><i>Please see the transport desk in your hotel for information about transportation to and from the venue.</i></p>
<p>16:15-16:30 <i>Plenary</i></p>	<p>Welcome to participants</p> <ul style="list-style-type: none"> • Miguel Alemán Velasco, Chairman, Mexico Business Summit, Mexico • Francisco Funtanet Mange, President, Consejo Coordinador Empresarial Mexiquense, Mexico • Enrique Peña Nieto, Governor, State of Mexico, Mexico
<p>16:30-18:00 <i>Plenary</i></p>	<p>Opening Session</p> <p>2011: Turning the page after two tough years?</p> <p>Mexico's economy contracted 6.5% in 2009, the worst slide in GDP since the "Tequila crisis" of 1995. However, growth between 4.5 and 5% seems now assured for 2010, marking a rebound in almost every sector of the economy. But is Mexico's economy now out of the woods? The country is bound to be affected by the downward adjustment in US growth forecast for 2011, and the significant uncertainties in the global economy. Mexico's growth expectations for 2011 are now down to 3.5%. Will they go even lower?</p> <ul style="list-style-type: none"> ▪ What are businesses anticipations about the year to come? ▪ What should we be watching for as we get close to the end of 2010? And can we expect that indicators such as the 9.32% increase in remittances from August 2009 to August 2010 are reflecting some steady positive trends? ▪ What will be the sources of concern and the reasons for hope in the coming months? <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Pierre Beaudoin, President and Chief Executive Officer, Bombardier Inc., Canada • Louis Gallois, Executive President, EADS, France • Roberto González Barrera, Chairman, Gruma, Mexico • Gray Newman, Managing Director and Senior Latin American Economist, Global Economics Team, Morgan Stanley, USA • Guillermo Ortiz, Former President, Central Bank of Mexico, Mexico • Scot Rank, Executive President and Chief Executive Officer, Walmart de México y Centroamérica, Mexico <p><i>Moderator:</i></p> <ul style="list-style-type: none"> • Claude Smadja, President, Smadja & Associates, Switzerland
<p>18:00-19:30 <i>Plenary</i></p>	<p>Plenary discussion</p> <p>A broader basis for Mexico's economy: Looking beyond North America</p> <p>While NAFTA has made Mexico's economy even more closely linked to the US and North American markets, the last recession has highlighted even more starkly the need for diversifying Mexico's export markets, its sources of investment and more generally its economic and business connections. While exports from Mexico to China have increased seven-fold from 2000 to 2009, China's export to Mexico have gone from US\$ 2.8 billion to more than US\$ 32 billion in the same interval. Mexico has been lagging behind in latching on to the dynamics unleashed by the rise of China and India. In the same way, much more could be done to increase the business and economic ties between Mexico and Europe.</p>

	<ul style="list-style-type: none"> ▪ What should be done to achieve a broader diversification of Mexico's economic and business linkages? ▪ How could Mexico businesses connect more intensively with Asia? ▪ How should Mexico and Europe look more systematically at opportunities for expanding business ties? ▪ What can Mexico do to better leverage its assets and its proximity to the US in creating a broader global economic footprint? <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Erik Bethel, Founding Partner and Chief Executive Officer, Sinolatin Capital, People's Republic of China • Hector J. Cuellar, President, McGladrey Capital Markets LLC, USA • Ruben Kraiem, Co-Chair, Clean Energy & Climate Practice Group, Partner, Covington & Burling, USA • Sanrupt Misra, Chief Executive Officer, Carbon Black Business & Director and Head Corporate Human Resources and IT, Aditya Birla Management Corporation, India • Carlos Eduardo Represas de A., Chairman of the Board, Nestlé Group Mexico & Chairman of the Advisory Board, Bombardier Mexico <p><i>Moderated By:</i></p> <ul style="list-style-type: none"> • Manuel Rivera Raba, Director General, Grupo Editorial Expansión, Mexico
<p>19:30-19:50 <i>Plenary</i></p>	<p>Keynote Address</p> <p><i>Epochal Mission: The Historical Responsibility of Enlightened Business Leaders</i></p> <ul style="list-style-type: none"> • Professor Ervin Laszlo, Chancellor, Giordano Bruno GlobalShift University Center for Advanced Study, Italy <p><i>Chaired by:</i></p> <ul style="list-style-type: none"> • Claude Smadja, President, Smadja & Associates, Switzerland
<p>19:50-20:30 <i>Lounge</i></p>	<p>Reception</p>
<p>20:30-22:00 <i>Salón Toluca</i></p>	<p>Opening Dinner</p> <p><i>Job creation: Investing to fight poverty</i></p> <p>Keynote address by:</p> <ul style="list-style-type: none"> • Carlos Slim Helú, Honorary Life Chairman, Grupo Carso, Mexico <p>Chaired by:</p> <ul style="list-style-type: none"> • Miguel Alemán Velasco, Chairman, Mexico Business Summit, Mexico <p><i>Dress code: Business Attire</i></p>

Monday 25 October

<p>8:00-9:00 Salón Toluca</p>	<p>Special Breakfast Incubators: Matchmaking to create companies A concrete initiative launched in the context of the Mexico Business Summit by Business Leaders and Academics to foster the creation for new companies.</p>
<p>09:00-10:15 Plenary</p>	<p>Plenary discussion Being part of the new Latin American dynamic Latin American economies are on an upswing, propelled by Brazilian high growth and good economic performances in countries such as Chile, Colombia and Argentina. A new mood of optimism and dynamism is perceptible throughout the continent which has so far escaped the negative impact of the slowdown in the US and the debt crisis in Europe. Mexico's exports to Latin America have grown from US\$ 3.3 billion in 2000 to US\$ 8.2 billion estimated for this year. This increase, as significant as it is, does not do justice to the potential which exists.</p> <ul style="list-style-type: none"> • How can Mexico connect more to this new economic dynamism – and contribute more to it? • Are there more synergies that could be leveraged between the main economies in Latin America and Mexico? <p><i>Opening Address:</i></p> <ul style="list-style-type: none"> • Álvaro Uribe Vélez, Former President of The Republic of Columbia <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Sergio Augusto De Abreu e Lima Florencio Sobrinho, Ambassador of Brazil to Mexico • Jean-Paul Herteman, Chairman of the Executive Board, Safran, France • Jose Luis Prado, President, PepsiCo Global Baking Innovation Center; President, Gamesa-Quaker, Mexico • Guillermo E. Rishchynski, Ambassador of Canada to Mexico
<p>10:15-10:35 Museo</p>	<p>Networking Break <i>Inauguration: Exposición Económica y Turística del Estado de México</i></p>
<p>10:35-12:05 Plenary</p>	<p>Brainstorming session Corporate Mexico: Looking at priorities for growth This session will be a continuation of the initiative launched in 2009 by the Mexico Business Summit.</p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Hans-Joachim Kohlsdorf, Vice President, Consejo Ejecutivo de Empresas Global, Mexico • Juan Carlos Marroquín, Executive President, Nestlé Group, Mexico • Roberto Newell, Director General, Instituto Mexicano para la Competitividad, A.C., (IMCO), Mexico • Salomón Presburger Slovik, President, Concamin, Mexico

	<p><i>Moderator:</i></p> <ul style="list-style-type: none"> • Luiz Carlos Ferezin, Managing Director, Accenture, Mexico
<p>10:35-12:05 <i>Auditorio</i></p>	<p>Brainstorming session</p> <p><i>Sustainability strategies for corporate Mexico</i></p> <p>Following up on the low carbon initiative launched in 2009 by the Mexico Business Summit, this session will continue the discussion looking forward to the next decades. What will sustainability mean for business strategy? How can Mexico identify national strategies that couple competitiveness and sustainability? Where are the "win-win" opportunities?</p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Eric Bachelet, President & Chief Executive Officer, CFM International, France-USA • Francisco Giner de los Rios, Former Undersecretary for the environment, Mexico • Gilberto López Meyer, General Director, A.S.A. (Aeropuertos y Servicios Auxiliares), Mexico • Richard Wells, President, The Lexington Group, USA <p><i>Moderator:</i></p> <ul style="list-style-type: none"> • Luis Manuel Guerra, Director of Programs "Zona Verde Ciencia Tres por Siete, Radio red, Mexico
<p>12:05-12:30</p>	<p>Networking break</p>
<p>12:30-13:30 <i>Plenary</i></p>	<p>Plenary Session</p> <p><i>Embracing our common humanity</i></p> <p><i>Keynote Address by:</i></p> <ul style="list-style-type: none"> • William J. Clinton, Founder, William J. Clinton Foundation, 42nd President of the United States <p><i>Introduced by:</i></p> <ul style="list-style-type: none"> • Miguel Alemán Velasco, Chairman, Mexico Business Summit, Mexico
<p>13:45-15:30 <i>Salón Toluca</i></p>	<p>Plenary luncheon</p> <p><i>Keynote address by:</i></p> <ul style="list-style-type: none"> • Felipe de Jesús Calderón Hinojosa, Constitutional President, United Mexican States <p>Introduced by:</p> <ul style="list-style-type: none"> • Miguel Alemán Velasco, Chairman, Mexico Business Summit, Mexico • Enrique Peña Nieto, Governor, State of Mexico, Mexico
<p>15:40-16:40 <i>BR1</i></p>	<p>Panel discussion</p> <p><i>Could somebody stand up for tourism, please?</i></p> <p>The tourism industry will contribute this year approximately 14% of Mexico's GDP, with the number of tourists getting back to 2008 levels. Mexico ranks 10th, worldwide, in international tourism arrivals and is the "number two" destination in North American tourism. However, tourism remains one of Mexico's most under-leveraged assets, and much more could be done to boost the tourism industry and related economic growth.</p>

	<ul style="list-style-type: none"> • What should be done to expand marketing/branding efforts? • How should the infrastructure overhaul be targeted to strengthen Mexico's attractiveness for tourists? • What should be the key features of a fully coordinated tourism policy? <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Pedro Joaquín Coldwell, Senator for Quintana Roo and former Director General, FONATUR, Mexico • Jose Luis Garza Alvarez, Chief Executive Officer, Interjet, Mexico <p><i>Moderator:</i></p> <ul style="list-style-type: none"> • Guillermo Ortega Ruiz, Director, La Crónica, Mexico
<p>15:40-16:40 <i>Auditorio</i></p>	<p><i>Debate</i></p> <p><i>Competitive policies for the Agribusiness sector</i></p> <p>Mexico's agriculture sector growth rate has constantly been lower than the rest of the country's economy. Agriculture represents only 3.6 to 4% of GDP (depending on the year) while the sector continues to employ 18 to 20% of Mexico's workforce. Despite its vast agriculture resources, Mexico has to import corn and wheat from the US, which illustrates the many deficiencies in a sector that has the potential to be not only a much greater contributor to economic growth but also to help bridge the prosperity and social gaps among Mexico's regions.</p> <ul style="list-style-type: none"> • How can Mexico better accelerate the growth of its agribusiness sector? • What could Mexico learn from best practices in other countries? <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Avner Adin, President, Israeli Water Association, Israel • Fabio Covarubbias Piffer, Chief Executive Officer, Grupo Fertinal & Regional Vice President, National Fertilizer Industry, Mexico • Martín Gutiérrez Lacayo, Director General, Pronatura Méxicio, A.C. for Agribusiness, Mexico • John Luxton, Chairman, DairyNZ, Former Minister of Agriculture, New Zealand • Pedro Padierna, Chief Executive Officer, Sabritas Mexico, Central America and the Caribbean, Mexico • Ken Shwedel, Executive Director, Food and Agribusiness Research and Advisory, Rabobank International, USA • John Veroneau, Vice Chair, International Practice Group, Partner, Covington & Burling, USA
<p>16:40-17:00</p>	<p>Networking Break</p>
<p>17:00-18:15 <i>Auditorio</i></p>	<p>Panel discussion</p> <p><i>Competition policies for a global economy</i></p> <p>Competition policy has been a hot topic in Mexico in the last few years as monopolies in some sectors continue to create market distortions and to hamper economic efficiency. Creating a sound and well regulated basis for competition that would eliminate rent situations is a prerequisite for developing a more robust business structure in the context of globalization and fast moving technological innovation. The approval by the Mexican Congress on April 30 2010 of a long-awaited set of reforms to the Federal Competition Commission law to improve transparency, simplify procedures and strengthen the Commission's legal powers constitutes a significant move forward.</p> <ul style="list-style-type: none"> • Is the reform sufficient to address the impediments to more open competition in Mexico?

	<ul style="list-style-type: none"> • Which sectors will be a real test for the efficiency of the reform? • What can the business community, and Mexico's economy, expect from an improved competitive environment? <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Valentin Diez Morodo, President, Mexico Council for Foreign Trade (COMCE), Mexico • Julio Millán, President, Grupo Coraza Corporación Azteca, Mexico • Roberto Newell, Director General, Instituto Mexicano para la Competitividad, A.C., (IMCO), Mexico • Luis Videgaray, Chairman, Finance Committee, Cámara de Diputados (House of Representatives), Mexico <p><i>Moderator:</i></p> <ul style="list-style-type: none"> • Pedro Velasco, Partner, Santamarina y Steta, Mexico
<p>17:00-18:15 <i>BR 1</i></p>	<p>Panel discussion</p> <p><i>Give me my IT boom</i></p> <p>Although Mexico is the second largest IT market in Latin America after Brazil, the country is definitely not leveraging in an optimal way the potential that IT can unleash in terms of productivity improvement and job creation. In fact, relative to population and economic size one can say that IT remains under-developed in Mexico. IT spending will grow by nearly 10% in 2010 to around \$ 11.7 billion or about 1.4% of GDP. However, the country's level of investment remains well below OECD levels and the figures don't fully reflect a major imbalance, as Mexico City and its region accounts for at least 50% of total IT spending.</p> <ul style="list-style-type: none"> • What should be done at the corporate and government level to expand IT literacy, especially in the South East and Pacific regions? • How can businesses leverage better the potential of IT for productivity and efficiency improvements? • What should be done to make IT a more potent engine for economic growth and social development? <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • José Natividad González Parás, President, Primer Círculo, Mexico • Carlos Guzmán, Head of Technology and Innovation Task Force, CEEG and former General Manager, Hewlett-Packard Mexico, Mexico • Oscar Peña, Director General, Dell de México • Hugo Santana, President & Chief Executive Officer, IBM Mexico and Central America, Mexico • Kris Wadia, Executive Partner, Global Sourcing, Accenture, India <p><i>Moderator:</i></p> <ul style="list-style-type: none"> • José Adolfo Ortega Juárez, Editor-in-Chief, Revista Expansión, Mexico
<p>17:00-18:15 <i>BR2</i></p>	<p>Panel discussion</p> <p><i>Where are we with the National Infrastructure Plan?</i></p> <p>Launched in 2007 by the Calderón administration, the National Infrastructure program plans the launch of 300 projects, worth US\$ 234 billion, over its 5 year duration. The program aims to address major deficits in Mexico's infrastructure, especially in transportation, power generation and water, which continue to be serious impediments to economic growth and to the progress of Mexico's southern regions.</p> <ul style="list-style-type: none"> • Where do we stand now with the Program? Will it be completed by 2012? • How could an expansion of Public/Private Partnerships accelerate the completion of the Program? <p><i>Speakers:</i></p>



Time to take off: Actions for change

Toluca, Estado de Mexico,
24–26 October 2010

	<ul style="list-style-type: none"> • Juan Cento, President, Latin American Division, FedEx Express, USA • Heberto Guzmán, President, HG Desarrollo, Mexico
<p>18:15-19:15 <i>Plenary</i></p>	<p>Plenary Session</p> <p>The United States and Mexico: Common stakes in economics and security</p> <ul style="list-style-type: none"> • Carlos Pascual, Ambassador of the United States of America in Mexico <p><i>In a discussion with:</i></p> <ul style="list-style-type: none"> • Rossana Fuentes Berain, Editorial Director, Expansion, Mexico
<p>20:00-22:30 <i>Palacio de Gobierno, Toluca Centro</i></p>	<p>Gala Dinner</p> <p>An evening for making new friends and enjoying cultural and gastronomical delights hosted by Enrique Peña Nieto, Governor, State of Mexico.</p> <p><i>Dress code: Business attire</i></p> <p><i>Transportation to the Palacio de Gobierno will be available from the summit's venue. Following the dinner transportation will be available to participants' hotels.</i></p>

Tuesday 26 October

<p>08:45-10:00 <i>Plenary</i></p>	<p>Plenary session US-Mexico: Is a true partnership possible?</p> <p>The relationship between Mexico and the US will remain forever – and by nature – a very close as well as an intensely complex one. A relationship, which, for all the repeatedly proclaimed good intentions on both sides, remains fraught with many mutual frustrations and dashed expectations. While many will say that the US-China relationship is the most important bilateral relationship on earth, the future of Mexico may have a bigger impact on the future of the United States than China ever will. This session will be a follow-up to the discussion with Ambassador Pascual.</p> <ul style="list-style-type: none"> • Is there a way to address more efficiently mutual frustrations between the US and Mexico? • How could complementarities and synergies between the two economies be leveraged in a better way? • How could NAFTA be better used as a truly win-win agreement? <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • John D. Negroponte, Former Deputy Secretary of State & Vice-Chairman, McLarty Associates, USA • Clyde Prestowitz, President, The Economic Strategy Institute, USA • Andrés Rozental, President, Rozental & Asociados, Former Deputy Foreign Minister of Mexico • Andrew Selee, Director, Mexico Institute, Woodrow Wilson Center, USA <p><i>Moderator:</i></p> <ul style="list-style-type: none"> • Lorenzo Lazo Margáin, Managing Partner, Alemán Velasco y Asociados, Mexico
<p>10:05-11:20 <i>Auditorio</i></p>	<p>Plenary in Parallel Recovering fast when disaster strikes</p> <p>We have become increasingly aware of the vulnerabilities of our societies to disasters and the major disruptions they create. Whether it is natural disasters, the impact of pandemics, man-made disasters created by terrorist acts or accidents such as oil spills, all these developments have a potential for inflicting major long-term damages to national economies and corporations' activities. And the more complex our societies and economies become, the more vulnerable they are to very costly disruptions.</p> <ul style="list-style-type: none"> ▪ What are the precautionary steps that will help reduce human and material costs? ▪ What can be done in advance to accelerate recovery when disaster strikes? ▪ What should government and businesses do to best ensure business and economic continuity? <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Miguel Alemán Velasco, Chairman, Mexico Business Summit, Mexico • Mary L. Carrido, Chief Executive Officer, MLC & Associates, Inc., USA • Javier Duarte, Governor-elect, State of Veracruz, Mexico • Nicolás Mariscal Torroella, Chairman, Grupo Marhnos, Mexico <p><i>Moderator:</i></p> <p>Claude Smadja, President, Smadja & Associates, Switzerland</p>
<p>10:05-11:20</p>	<p>Plenary in Parallel</p>

<p><i>Plenary</i></p>	<p>Expanding SMEs = Jobs + Growth</p> <p>Although small and medium-sized enterprises comprise the enormous majority of companies in the formal economy, they continue to suffer from the lack of adequate financing mechanisms and a shortage of skilled workers. In the last few years, government policies have improved access to finance, and reduced bureaucratic red tape, helping to accelerate the creation of new enterprises. However, much remains to be done to ensure that SMEs can play their full role in increasing economic growth and accelerating the process of job creation.</p> <ul style="list-style-type: none"> • How can support systems for SMEs be improved? • How can policy coordination be improved between the federal and state governments to better support the creation of SMEs? • What can be done to expand the role of micro-credit? <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Robert Albisetti, Manager, Mexico and Central America, IFC, USA • Eduardo Gasca Pliego, Dean, Universidad Autónoma del Estado de México • Claudio X. González, Chairman and Chief Executive Officer, Kimberly-Clark de México • Jacques Rogozinski, General Manager, Inter-American Investment Corporation, USA <p><i>Moderator:</i></p> <ul style="list-style-type: none"> • Alberto Bello, Editor-In-Chief, Grupo Editorial Expansión, Mexico
<p>11:20-10:45</p>	<p>Networking break</p>
<p>11:45-12:45</p> <p><i>Plenary</i></p>	<p><i>Plenary debate</i></p> <p>Achieving security: which way towards success in the war against illegality</p> <p>While the Calderón administration's fight against the drug cartels continues unabated, drug-related violence has killed about 30'000 people since the start of the administration, and violence increased in 21 of Mexico's 32 states since the beginning of 2010. There is no decline in the level of violence to be expected in the foreseeable future.</p> <ul style="list-style-type: none"> • How to achieve a decrease in kidnappings, extortion and other forms of illegality? • How could Mexico benefit from the experience of some of the US anti-violence programs and what lessons can be learnt from Colombia's success against the drug cartels? • How to adjust successfully the fight against illegality to the distinctive features that violence has in each region in Mexico? <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Mario López Valdez, Governor-elect Sinaloa, Mexico • Rodrigo Medina de la Cruz, Governor, State of Nuevo León, Mexico • Diana Villiers Negroponte, Non-resident Senior Fellow Foreign Policy, The Brookings Institution, USA • Luis Camillo Osorio, Former Ambassador of Colombia to Mexico and former Attorney General of Colombia <p><i>Moderator:</i></p> <ul style="list-style-type: none"> • Ana María Salazar, Chief Executive Officer, Grupo Salazar, Mexico
<p>13:00-14:30</p> <p><i>Salón Toluca</i></p>	<p><i>Plenary Luncheon</i></p> <p>Restoring Mexico's oil production capability</p> <p>Oil production in Mexico has dropped from about 3.5 billion barrels a day in 2004 to 2.5 million barrels this year and if this trend continues, Mexico will have to import oil before 2020. This is an aberration given the fact that Mexico still has plenty of reserves – especially in the Gulf of Mexico. However, Mexico does not have the capabilities to exploit these reserves by itself. And although it represents considerable progress, the reform of the energy legislation implemented by the Calderón administration does not go far enough to fully bring foreign companies into the</p>

	<p>significant exploration efforts necessary to develop new resources – especially those in the Gulf of Mexico.</p> <p><i>Keynote Address by:</i></p> <ul style="list-style-type: none"> • Juan Jose Suarez Coppel, Director General, Pemex, Mexico
<p>14:45-16:00 <i>Auditorio</i></p>	<p>Panel discussion</p> <p><i>Women as a stronger driver for Mexico's prosperity</i></p> <p>It is a well-established fact that a country's level of economic development is directly linked to the level of integration of women in the economy. Significant progress has been achieved in bringing more and more women into Mexico's economy, but major imbalances still exist along with many obstacles that continue to hamper a fuller integration of women at all levels and in all sectors of activity. Although women represent 51% of Mexico's population, they account for about 35% of the economically active population and are involved mostly in domestic activities and in the informal economy.</p> <ul style="list-style-type: none"> • What are the key obstacles that still remain for creating a level playing field for women in Mexico's economic and business life? • What are the priorities for empowering women entrepreneurs and opening more opportunities to women in the economy? • How could Mexico learn from successful policies in other countries? <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Karen Crennan, Managing Director, Geographic Strategy, Accenture, Italy • Amalia García Medina, President, Immigration Committee, Internacional Socialista and Former Governor, State of Zacatecas, Mexico • Louise Goeser, President & Chief Executive Officer, Grupo Siemens, Mexico • Blanca Treviño de Vega, President & Chief Executive Officer, Softtek, Mexico <p><i>Moderator:</i></p> <ul style="list-style-type: none"> • Rossana Fuentes Berain, Editorial Director, Expansión, Mexico
<p>14:45-16:00 <i>BR1</i></p>	<p>Panel discussion</p> <p><i>Speaking out as entrepreneurs</i></p> <ul style="list-style-type: none"> • How could Mexico build a stronger entrepreneurship culture? • What kind of networks could help entrepreneurs overcome obstacles in implementing their projects? • How to provide entrepreneurs with better access to capital? <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Carlos A. Dumois, CEDEM, Mexico • Morgan Guerra Gea, Medical Director Previda, Mexico • Manuel Senderos, President, NASOFT, Mexico
<p>16:15-17:30 <i>Plenary</i></p>	<p>Plenary Session</p> <p><i>Are politicians listening?</i></p> <p>There is the general feeling that politicians are not attuned enough to the needs and expectations of the public and that the political system functions in a quasi closed circuit mode. Although this is definitely not an exclusive Mexican characteristic, some features of the Mexican political system, such as the one term mandate for leaders in the legislative and executive branches, have accentuated the perception.</p> <ul style="list-style-type: none"> ▪ To what extent do short term, narrow, considerations tend to prevail over long-term public interest? And are there ways to correct this tendency? ▪ What could make the political system more attuned to public concerns and

	<p>expectations?</p> <ul style="list-style-type: none"> ▪ What would help improve the connection between the politicians' actions and priorities and the needs of society and the economy? <p>Speakers:</p> <ul style="list-style-type: none"> • Sergio Cervantes Rodiles, National President, Canacintra, Mexico • Beatriz Paredes Rangel, Presidenta del CEN, Partido Revolucionario Institucional (PRI), Mexico • César Nava Vázquez, Presidente del CEN, Partido Acción Nacional (PAN), Mexico • Alfonso Zárate Flores, Director General, Grupo Consultor Interdisciplinario, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Sergio Sarmiento, Editorial Board, TV Azteca, Mexico
<p>17:45-18:45 <i>Plenary</i></p>	<p><i>Closing Plenary</i></p> <p><i>What is happening to Mexico's identity?</i></p> <p><i>Keynote Address by:</i></p> <ul style="list-style-type: none"> • Carlos Fuentes, Author, Statesman and Scholar, Mexico <p><i>Chaired by:</i></p> <ul style="list-style-type: none"> • Miguel Alemán Velasco, Chairman, Mexico Business Summit, Mexico
<p>18:45 <i>Lounge</i></p>	<p><i>Farewell Reception</i></p>