

9th. Edition
Mexico Business Summit
Querétaro, 23-25 October 2011
Priorities towards a New Era

Preliminary Program as of 22 October 2011 (5pm)

Sunday 23 October	
15:30 onwards	Participant registration
16:30-16:45 <i>Plenary Hall</i>	Welcoming remarks Speakers: <ul style="list-style-type: none"> • Miguel Alemán Velasco, Chairman, Mexico Business Summit, Mexico • Jose Calzada Rovirosa, Governor, State of Queretaro, Mexico • Oscar Peralta Cásares, President, Canacintra Querétaro, Mexico
16:45-18:15 <i>Plenary Hall</i>	Opening plenary Surveying the global economy: What opportunities should Mexico leverage? What risks should we worry about? <p>With the euro zone in deep crisis and the US economy still oscillating between a weak recovery and a double dip - while growth is slowing down in China and India - the global economy is on the brink of a new recession with the risk of an implosion of the banking and financial systems. In this grim context, Mexico's economy is still holding its ground with GDP growth expected to be around 3-3.2% - down from previous forecast of 3.7%. However, prospects for 2012 are murky.</p> <ul style="list-style-type: none"> • Will we avoid a global recession in 2012? • What Mexico can do to sustain its course in a difficult global environment? • Does this global economic context provide Mexico with opportunities that it should leverage? Speakers: <ul style="list-style-type: none"> • Pierre Beaudoin, President and CEO, Bombardier, Canada • Claudio X. González Laporte, Chairman, Kimberly-Clark de México, Mexico • Jean-Paul Herteman, Chairman & CEO, Safran, France • Clyde Prestowitz, Founder & President, Economic Strategy Institute, USA Moderator: <ul style="list-style-type: none"> • Claude Smadja, President and Founder, Smadja & Smadja, Switzerland
18:15-19:45 <i>Plenary Hall</i>	Plenary roundtable What agenda for the US-Mexico relation? <p>With about 12.5% of US exports going to Mexico, 80% of Mexico's exports going to the US and 11.8 million Mexicans in the US, the United States is Mexico's most important partner in trade and investment and Mexico is the US's third largest trading partner after China and Canada. Although the symbiotic relationship between the two countries remains strained by issues such as border problems and the need to improve the coordination in the fight against the drug cartels, there is no other alternative than continuing to try to improve the US-Mexico links. Three issues</p>

	<p>loom large on the agenda for the future of the US-Mexico relationship:</p> <ul style="list-style-type: none"> • Economic growth and stability of the economic framework: How can the two countries accentuate their collaboration, make even better use of NAFTA, to mutually enhance their competitiveness on the world markets? • Security: How can the two countries more efficiently complement each other's efforts in the fight against the drug cartels? • Energy cooperation: How can the US and Mexico do a better job at tapping the huge potential of a greater cooperation on energy and the development of alternative energies? <p>Speakers:</p> <ul style="list-style-type: none"> • Myron Brilliant, Senior Vice President and Head of International Division, US Chamber of Commerce, USA • Jeffrey Davidow, Senior Counselor, The Cohen Group, USA • Rubén Kraiem, Partner, Convington & Burling, USA • Robert Pastor, Director of the Center for North American Studies, American University; Author, <i>The North American Idea: A Vision of a Continental Future</i>, USA • Bill Richardson III, Chair, Global Political Strategies, APCO Worldwide, USA • Arturo Sarukhan, Mexican Ambassador to the US, Mexico • Arturo Valenzuela, Professor of Government, Georgetown University; Former Assistant Secretary for Western Hemisphere Affairs, United States Department of State, USA <p>Moderator:</p> <ul style="list-style-type: none"> • Andrés Rozental, President, Rozental & Asociados, Mexico
<p>20:00-20:30 <i>Foyer</i></p>	<p>Cocktail reception</p>
<p>20:30-22:00 <i>Comedor</i></p>	<p>Official opening dinner</p> <p><i>Words from the Governor of the State of Queretaro José Calzada Rovirosa</i></p> <p>Mexico and the global economic turmoil: What options to mitigate the impact of the global crisis on Mexico and to leverage the country's assets?</p> <p>Keynote speaker:</p> <ul style="list-style-type: none"> • Agustín Carstens, President, Central Bank of Mexico, Mexico <p>Chair:</p> <ul style="list-style-type: none"> • José Calzada Rovirosa, Governor, State of Queretaro, Mexico

Monday 24 October

<p>A special Mexico Business Summit brainstorming</p> <p>As the Presidential election campaign is about to enter into its "active phase" participants of the Mexico Business Summit brainstorm on the key priorities that would be candidates to the presidency should consider for their program if they want to add relevance and credibility to their campaign and if they intend to truly make their mark if they get to Los Pinos.</p>	
<p>9:00-10:00 <i>Plenary Hall</i></p>	<p>Plenary stage setting:</p> <p>What does it take to move from emerging market economy to developed economy?</p> <p>What are the additional policies and actions - both from the government and the private sector - that are needed to ensure that Mexico does not get stuck in the "emerging market" category in a global context in which some countries are deploying across the board policies to move up the ladder very fast.</p>

9:00-12:45		Speakers: <ul style="list-style-type: none"> • Pankaj Ghemawat, Professor Global Strategy, IESE Business School; Author of World. 3.0, USA • Guillermo Ortiz Martínez, Chairman, Banorte, Mexico Moderator: <ul style="list-style-type: none"> • Manuel Rivera Raba, CEO Grupo Expansion, Mexico
	10:15-11:15 <i>BR2</i>	Brainstorming in parallel: Economic policy priorities Discussion Initiator: <ul style="list-style-type: none"> • Valentin Diez Morodo, President, COMCE, Mexico Moderator: <ul style="list-style-type: none"> • Ana María Salazar, Vice President & Executive Director, Mexico Weekly, Mexico
	<i>BR1</i>	Corporate Mexico priorities Discussion Initiator: <ul style="list-style-type: none"> • Julio Millán, President, Grupo Coraza Corporación Azteca, Mexico Moderator: <ul style="list-style-type: none"> • Manuel Rivera Raba, CEO Grupo Expansion, Mexico
	<i>Plenary Hall</i>	Political governance priorities Discussion Initiator: <ul style="list-style-type: none"> • Denise Dresser, Professor, Instituto Tecnológico Autónomo de México (ITAM), Mexico Moderator: <ul style="list-style-type: none"> • Sergio Sarmiento, Editorial Director & Political Analyst, TV Azteca, Mexico
	11:30-12:45 <i>Plenary Hall</i>	Plenary session: Setting an agenda Participants get back in a plenary format discussion to discuss the outcomes of the brainstorming sessions which had been held in parallel and to consolidate a set of priorities that they consider as major elements that the presidential candidates should consider integrating into their programs
10:15-11:30 Sign Up Session <i>BR4</i>	Sign up session - Biotechnology: The breakthroughs beyond the headlines Economic growth or disaster: the rules for both Participants will be required to sign up in advance for this session. Following this briefing, participants are encouraged to join the plenary session “Setting an Agenda” Speaker: <ul style="list-style-type: none"> • Juan Enriquez-Cabot, Managing Director, Excel Venture Management, USA <i>*This session will not feature simultaneous translation</i>	
13:00-14:30	Plenary Luncheon Is Central America on the right track for this decade?	

<p><i>Comedor</i></p>	<p>As a marked contrast with respect to prospects in the US or in Europe, there is a general sense of optimism about the future in South America. Despite the challenges involved in jobs creation, in security issues in infrastructure building in strengthening democratic institutions the region seems set for a period of growth and economic development. How to address the challenges still confronting the countries of the region? What is required to ensure that Central America will stay firmly on the right track?</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Oscar Arias Sánchez, Former President of Costa Rica • Álvaro Uribe Vélez, Former President of Colombia <p>Chair:</p> <ul style="list-style-type: none"> • John D. Negroponte, Former Deputy Secretary of State & Vice-Chairman, McLarty Associates, USA
<p>14:30-16:00 <i>Plenary Hall</i></p>	<p>Plenary Debate</p> <p>Is there something wrong with Mexico's capitalism?</p> <p>Is Mexico's capitalism as vibrant as it should and could be? The enactment of the new competition law, last Spring has of course been a major step in freeing the system from many of the monopolistic practices that had shackled entrepreneurship spirit and have been distorting the functioning of the market. This law combined with a change of mindset could prove to be a boost for Mexico's competitiveness. Are Mexican entrepreneurs focusing enough on innovation? How to shift from low risk, low value added endeavors to high value added ones? Is the economic and social environment propitious enough to create a vibrant entrepreneurial culture and spirit? Is Mexico promoting enough the creation and development of SMEs so essential to a dynamic economy?</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Gerardo Gutiérrez Candiani, President, COPARMEX, Mexico • Enrique Peña Nieto, Former Governor, State of Mexico, Mexico • Eduardo Pérez Motta, Chairman, Federal Commission on Competition (CFC), Mexico • Ricardo Salinas Pliego, President & CEO, Grupo Salinas, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Julio Millán, President, Grupo Coraza Corporación Azteca, Mexico
<p>16:00-16:30</p>	<p>Networking break</p>
<p>16:30-17:45 <i>BR1</i></p>	<p>Panel discussion</p> <p>Life after the national infrastructure plan: Creating a logistics and transport leader</p> <p>The objective of the National Infrastructure Plan launched in 2007 was to increase Mexico's annual investment infrastructure from 3 to 5.5 percent of GDP, covering all key infrastructure sectors. Although infrastructure investment has increased significantly in the past three years – with a focus on road investment – it is likely that only 70 to 80% of the objectives set by the National Infrastructure Plan will be achieved by 2012. What should Mexico do to continue to bolster the strategic projects that would create the right conditions for sustained infrastructure development and for the country to become a global logistics and transport hub?</p> <ul style="list-style-type: none"> • Does the Public-Private Partnership law provide the right context to develop PPPs? • How to increase the role of the domestic and foreign private sector? • What are the actions that the new administration should focus on? <p>Speakers:</p> <ul style="list-style-type: none"> • Jorge Herrera Caldera, Governor, State of Durango, Mexico • Georgina Kessel, Head, Banco Nacional de Obras y Servicios Públicos (Banobras), Mexico • Sean Mulvaney, Member Board of Directors, Export-Import Bank of the United States

	<ul style="list-style-type: none"> • Bernardo Quintana Kawage, CEO, ICA Construcción , Mexico • Vinodh Swaminathan, Director of Intelligent Transportation Systems, IBM, USA <p>Moderator:</p> <ul style="list-style-type: none"> • Lorenzo Lazo Margáin, General Director, Alemán Velasco & Associates, Mexico
<p>16:30-17:45 <i>BR3</i></p>	<p>Panel discussion</p> <p>The world needs more food: How can Mexico seize the opportunity to become a global agribusiness player?</p> <p>Steadily increasing global demand for food – grains, meat, dairy products – keeps driving prices up. This trend does not show any sign of abating given the continuing world’s population growth, rising affluence in a number of emerging market countries transforming food consumption patterns and increased demand for biofuels. Mexico’s agribusiness sector has been badly affected in the recent period by extreme weather conditions. However, this should not deter the country to try and leverage the increasing demand for food at the global level: Agro-industrial exports are expected to reach US\$ 10.5 billion this year, a 9% increase on 2010 figures.</p> <ul style="list-style-type: none"> • What are the areas in which Mexico could strive to expand its role as an international agribusiness player? • What next steps to develop bio-tech food production in Mexico in the context of the biosafety law? • How could Mexico leverage more its competitive advantages in the agribusiness sector? • How to promote more R&D in the agribusiness sector? <p>Speakers:</p> <ul style="list-style-type: none"> • Emilio Castillo Olea, President, Cargill de Mexico, Mexico • Juan Carlos Cortés García, President, Consejo Nacional Agropecuario, Mexico • Mario López Valdez, Governor, State of Sinaloa, Mexico • Francisco Mayorga Castañeda, Secretary of Agriculture (SAGARPA), Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Félix Martínez, Vice President, Canilec Mexico, Mexico
<p>16:30-17:45 <i>BR2</i></p>	<p>Roundtable</p> <p>They are breaking new ground: Entrepreneurs for Mexico’s future</p> <p>A new class of entrepreneurs is emerging in Mexico: People ready to take risks to create high added value companies; people looking at leveraging the latest technology and social trends to create new activities. Who are they? How are they beginning to change Mexico’s business landscape and Mexico’s business culture?</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Lourdes Casanova, Lecturer Strategy Dept, INSEAD, France • Hernán Fernandez, Chairman, Angel Ventures, Mexico • Daniel Mastretta, CEO & Founder, Mastretta Cars, Mexico • Alfredo Suárez Rivero, President & Managing Director, AliBio, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Alberto Bello, Director editorial de Negocios, Grupo Expansión, Mexico
<p>16:30-17:45 Sign Up Session <i>BR4</i></p>	<p>Briefing</p> <p>Mexico in World 3.0</p> <p>Participants will be required to sign up in advance for this session. This session will not feature simultaneous translation. Following this briefing, participants are encouraged to join one of the discussions in parallel</p> <p>Speakers:</p>

	<ul style="list-style-type: none"> • Pankaj Ghemawat, Professor Global Strategy, IESE Business School; Author of World 3.0, USA <p>Chair:</p> <ul style="list-style-type: none"> • Claude Smadja, President and Founder, Smadja & Smadja, Switzerland <p><i>*This session will not feature simultaneous translation</i></p>
<p>18:00-19:30</p> <p><i>BR3</i></p>	<p>Panel discussion in parallel</p> <p>What Mexico can learn from the world success stories</p> <p>Many countries faced with the same kind of problems that Mexico is confronting have been able to implement creative economic policies and solutions to these problems; some have proved quite apt to move fast up the world's competitiveness ladder. Even when taking into account the specific conditions in each country, what Mexico can learn from positive experiments or policies in other countries? What to emulate and what to avoid?</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Carlos Abella Picazo, Director of Commercialization, Paradores de Turismo, Spain • Woosuk Ken Choi, Deputy Executive Editor, The Chosunilbo, Korea • Tan Chin Nam, Chairman, International Advisory Panel, Media Development Authority, Singapore <p>Moderator:</p> <ul style="list-style-type: none"> • Claude Smadja, President and Founder, Smadja & Smadja, Switzerland
<p>18:00-19:30</p> <p><i>Plenary Hall</i></p>	<p>Plenary discussion in parallel</p> <p>Setting the economic and political foundations for a modern state</p> <p>To resist the destabilizing impact of globalization modern states need today to associate the institutions and practices of strong political governance with an efficient economy that can achieve the optimum trade-offs between the requirements for high sustainable growth and the people's demands and expectations for social justice. Economic and political governance cannot anymore be addressed in a silo fashion. How to address the challenges of building the political and economic tracks in a complementary and even converging way? How to delineate what has to remain the domain of the state - and thus fit for decisive government initiatives - and what has today to be left to the role and responsibilities of the corporate world and of civil society?</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Manlio Fabio Beltrones, Coordinator of the Parliamentary Group, Partido Revolucionario Institucional (PRI), Mexico • José González Morfín, Coordinator of the Parliamentary Group, Partido Acción Nacional (PAN), México • Carlos Navarrete, Coordinator of the Parliamentary Group, Partido de la Revolución Democrática (PRD), México <p>Moderator:</p> <ul style="list-style-type: none"> • Ana Maria Salazar, Vice President & Executive Director, Mexico Weekly, Mexico
<p>20:00-22:15</p> <p><i>Casona de los Cinco Patios</i></p>	<p>Gala dinner</p> <p>An evening for making new friends and enjoying cultural and gastronomical delight.</p> <p>Hosted by:</p> <ul style="list-style-type: none"> • Jose Calzada Rovirosa, Governor, State of Queretaro, Mexico <p>Transportation will be provided from the Congress Center to Casona de los Cinco Patios. After dinner, transportation will be provided to the hotels from Casona de los Cinco Patios.</p>

Tuesday 25 de October

<p>08:45-10:00</p> <p><i>BR3</i></p>	<p>Plenary debate in parallel</p> <p>Looking for an integrated strategy in the war against crime</p> <p>40'000 deaths after President Calderon launched the war against the narcos, and despite the fact that a number of gangs leaders have been captured or killed the war continues to rage on. Cooperation between the US and Mexican authorities has significantly improved and the use of drones since the beginning of the year is said to have brought significant results. But victory remains elusive in this war on the drug cartels and crime in general. How could the different stakeholders in Mexico – government, civil society, the media, business – work better together on this crucial issue? Are there further actions that the US and Mexico could take towards a more integrated strategy against crime and to make the Merida initiative bring even better results?</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Jorge Chabat, Professor & Researcher, CIDE, Mexico • César Duarte Jáquez, Governor, State of Chihuahua, Mexico • Luis Camilo Osorio, Former Colombian Ambassador to Mexico, Colombia • Diana Villiers Negroponte, Nonresident Senior Fellow Foreign Policy, The Brookings Institution, USA <p>Moderator:</p> <ul style="list-style-type: none"> • Alfonso Zárate, President, Grupo Consultor Interdisciplinario, Mexico
<p>08:45-10:00</p> <p><i>Plenary Hall</i></p>	<p>Plenary discussion in parallel</p> <p>Yes, Mexico can be even more attractive to investors</p> <p>In 2010, Foreign Direct Investment (FDI) increased to US 17.2bn, 16.6% higher than in 2009. The forecast for 2011 is US 22bn. Even though the curve is ascending there is still a high potential for significant increases in FDI flows into industry sectors that are not currently benefiting from foreign investment and other sources of FDI coming into Mexico. Because of Mexico's geographic situation and the closing gap between Chinese and Mexican wage levels, the US should be investing even more heavily than current levels. India and China are also waking up to the attractiveness of producing in Mexico in order to get un-hampered access to the US market. What needs to be done to provide an even more attractive environment for investors - not only foreign but domestic investors as well?</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Carlos Guzman, CEO, ProMexico, Mexico • Dieter John, Executive VP & CFO, Eurocopter Group, France • Rodrigo Medina de la Cruz, Governor, State of Nuevo Leon, Mexico • Rafael Moreno Valle Rosas, Governor, State of Puebla, Mexico • Stephen S. Poloz, President & CEO, Export Development Canada, Canada • Luis Téllez Kuenzler, Chairman of the Mexico Stock Exchange, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Yael Smadja, President, Smadja & Smadja USA, USA
<p>10:00-10:20</p>	<p>Networking break</p>
<p>10:20-11:40</p> <p><i>BR3</i></p>	<p>Panel discussion</p> <p>Listen Mexico, manufacturing is good for you</p> <p>Manufacturing has historically been an engine of growth for Mexico, and once again the latest recovery was driven by strong growth in the manufacturing sector. So how should Mexico do more to develop its manufacturing sector? How to build on existing manufacturing prowess from Mexico which are not advertised enough? How to ensure that the country leverage its competitive advantages to become a manufacturing hub in global supply chains? What needs to be done to make sure that jobs are not lost to the competition from China or other emerging manufacturing challengers?</p>

	<p>Speakers:</p> <ul style="list-style-type: none"> • Raúl Gutiérrez, General Director, DeAcero, Mexico • Craig Kelly, Vice-President, The Cohen Group, USA • Hans-Joachim Kohlsdorf, Managing Partner of Efficient Ideas & Honorary Member of the CEEG, Mexico • Clyde Prestowitz, Founder & President, Economic Strategy Institute, USA <p>Moderator:</p> <ul style="list-style-type: none"> • Claude Smadja, President and Founder, Smadja & Smadja, Switzerland
<p>10:20-11:40 <i>BR2</i></p>	<p>Debate</p> <p>Changing the orientations of the education system: let's be specific</p> <p>Although Mexico has invested significantly in its education system, this system is not delivering the kind of results that would allow Mexico to have the skills and talents necessary to sustain the kind of growth the country needs. One weakness remains the poor qualification of teachers; another significant issue is the mismatch between what the education system produces in terms of graduates and the needs of the economy. Too many historians, not enough engineers. In short Mexico is not getting enough bang for the buck with its education system and so far progress has been too slow to have a real impact. How should Mexico get serious about the reform of its education system?</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Armando Chacón Villar, Director of Research, Instituto Mexicano para la Competitividad A.C. (IMCO), Mexico • Javier Elguea Solís, Dean, Instituto Tecnológico de Teléfonos de México, Mexico • Pablo Peña, Chief Economist, Comisión Nacional Bancaria y de Valores (CNBV), Mexico • Armando Regil Velasco, President & Founder, Instituto de Pensamiento Estratégico Ágora (IPEA) • Alejandro Villanueva, Regional Program Director for Latin America and the Caribbean, WK Kellogg Foundation, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Armando Paredes, Former President, Consejo Coordinador Empresarial, Mexico (wants to move sessions)
<p>10:20-11:40 <i>BR1</i></p>	<p>Panel discussion</p> <p>Mexico's strategic business ties with Latin America: A moment of big opportunities</p> <p>Although Mexico has a close business and trade relationship with Latin American countries, there is much more that could be done to create a more fruitful win-win interaction. The Pacific Alliance concluded last April between Mexico, Colombia, Peru and Chile would aim at integrating the economies of the four countries and could amount to creating the largest trade bloc in Latin America. What is the role of business?</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Jeffrey Davidow, Senior Counselor, The Cohen Group, USA • Nicolás Mariscal Servitje, CEO, Grupo Marhnos, Mexico • Eduardo Wallentin, Manager for Latin America and the Caribbean Region, International Finance Corporation (IFC), Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • José Adolfo Ortega Juárez, Editor in Chief, Revista Expansión, Mexico
<p>11:45-13:00 <i>Plenary Hall</i></p>	<p>Plenary session</p> <p>Keynote Address</p>

	<ul style="list-style-type: none"> • Luiz Inácio Lula da Silva, Former President of Brazil <p>Chair:</p> <ul style="list-style-type: none"> • Miguel Alemán Velasco, Chairman, Mexico Business Summit, Mexico
13:15-14:45 <i>Comedor</i>	<p>Plenary luncheon</p> <p>Keynote Address</p> <ul style="list-style-type: none"> • Felipe Calderón Hinojosa, President of Mexico <p>Introduced by:</p> <ul style="list-style-type: none"> • Miguel Alemán Velasco, Chairman, Mexico Business Summit, Mexico • José Calzada Rovirosa, Governor, State of Queretaro, Mexico
14:45-16:00 <i>BR3</i>	<p>Debate</p> <p>Tell me about the real Mexico: How could the country bridge the image-reality gap?</p> <p>There is no under-estimating the damage that the actions of the narco-traffickers and the concerns about security issues have inflicted to Mexico's image. However, there are questions to be raised as to why this single element is able to obscure so many positive aspects in Mexico's development, from the very sound macro-economic stance of the country – one of the most solid in the Americas – to its rising middle class or the attractiveness it continues to exert towards many foreign corporations.</p> <ul style="list-style-type: none"> • Why is Mexico failing to project a more balanced image of itself abroad? • Why are so many Mexicans so unaware of their country's accomplishments or ranking in the world? • What can be done inside Mexico and abroad to create a perception which would be closer to what the "real Mexico" is? <p>Speakers:</p> <ul style="list-style-type: none"> • Mariana Borrego, Researcher, Aleman Velazco y Asociados, Mexico • Roy Campos, President, Consulta Mitofsky, Mexico • Rossana Fuentes Berain, Editorial Vice President, Expansion, Mexico • Amalia García, Former Governor, State of Zacatecas, Mexico • Cristina Pineda, Co-Founder, Pineda Covalín, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Claude Smadja, President and Founder, Smadja & Smadja, Switzerland
14:45-16:00 <i>BR2</i>	<p>Panel discussion</p> <p>How should Mexico leverage the G.20 presidency?</p> <p>Mexico will host the G20 Summit in 2012, providing a good opportunity to both consolidate the G20 agenda to date, including the results of the forthcoming Cannes Summit in November 2011, and also advance Mexican concerns and priorities. Much will depend on how the global financial situation will evolve over the coming months, but moving forward on financial issues, including tax, anti-corruption, and development, will likely be at the forefront. How can Mexico advance its priorities in an optimal way? How to avoid potential deadlocks on issues such as climate change? How to encourage other members of the G20 to play a more active role in global affairs?</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Lourdes Aranda Bezaury, Deputy Foreign Minister, Mexico • Frédéric García, B20 Technical Committee Member, Group 8, "Trade & Investment", COMCE, México • Veronika Nikishina, Director, Russian Economic Development Ministry, Trade Negotiations Department, Russia • Andrés Rozental, President, Rozental & Asociados, Mexico

	<p>Moderator:</p> <ul style="list-style-type: none"> • Lorenzo Lazo Margáin, General Director, Alemán Velasco & Associates, Mexico
<p>14:45-16:00 <i>BR1</i></p>	<p>Debate</p> <p>50 million tourists by 2025? Why not if Mexico takes the extra steps</p> <p>Mexico receives 22.5 million tourists a year and ranks 10th on the tourism destination countries in the world. Based on the country's geographical, historical and cultural assets, it should receive at least double that number. Security is obviously a major issue - Drug-related violence, in particular in key resort destinations like Acapulco, has caused a decline in the number of tourists. What needs to be done in that domain, as well as in terms of infrastructure, access and country brand and image to bring the tourism industry to its full potential as a contributor to Mexico's economic growth?</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Miguel Alemán Magnani, President, Interjet, Mexico • Rafael Gallego Nadal, President, Federación Española de Asociaciones de Agencias de Viajes, Spain • Joan Mesquida Ferrado, Secretary of Tourism, Spain • Miguel Torruco Marqués, Confederación Nacional Turística, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Pedro Velasco, Partner, Santamarina y Steta, Mexico
<p>16:15-17:30 <i>Plenary Hall</i></p>	<p>Plenary discussion</p> <p>Building the Mexico brand through productivity and performance</p> <p>As the new challengers in the global economy - China, India, Brazil but also countries such as Turkey or Vietnam - make their mark, the battle for prominence is now increasingly fought on productivity, efficiency and innovation. This is a key feature the Mexico brand needs to be associated with. How to get there? This session is the result of the work of a task force launched by the Mexico Business Summit in collaboration with Accenture. A white paper will then be presented as the result of the task force's work as it stands after presentation and discussion with the Mexico Business Summit participants.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Hans-Joachim Kohlsdorf, Managing Partner of Efficient Ideas & Honorary Member of the CEEG, Mexico • Matthew S. Levatich, President and COO, Harley Davidson, USA • Roberto Newell, Vice President, Consejo de Instituto Mexicano para la Competitividad, Mexico • Oscar Peralta Cásares, President, Canacindra Querétaro, Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Luiz Carlos Ferezin, President, Accenture, Mexico
<p>17:45-18:45 <i>Plenary Hall</i></p>	<p>Closing plenary</p> <p>Looking at the priorities for Mexico: The voices from the Parties</p> <p>In this follow-up session from the Monday morning discussions, the leaders of the three main parties will discuss the key issues identified by the participants as the priorities the presidential election candidates should focus on. These political personalities will have the opportunity to provide their feedback and their own views on what should be the key themes of the presidential election.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Gustavo Madero, President, Partido Acción Nacional (PAN), Mexico • Humberto Moreira, President, Partido Revolucionario Institucional (PRI), Mexico

	<ul style="list-style-type: none"> • Jesus Zambrano, President, Partido de la Revolución Democrática (PRD), Mexico <p>Moderator:</p> <ul style="list-style-type: none"> • Sergio Sarmiento, Editorial Director & Political Analyst, TV Azteca, Mexico
<p>18:45-19:30 <i>Foyer</i></p>	<p>Farewell reception</p>