



Addressing Mexico and the region's strategic challenges

13th Edition
Guadalajara
25-27 October, 2015

Unleashing the power of innovation

Public program as of April, 2015

Sunday 25 October	
11:30 onwards	Participant registration
15:15-16:30	Welcoming remarks
15:30-17:00	<p>CEOs Roundtable: As technology rocks the global business landscape...</p> <p>A group of 4 or 5 global CEOs share their respective views stimulated by two experts who will challenge them.</p> <p><i>The CEOs present at the roundtable will then each be participating in another session depending on their industry or expertise.</i></p>
17:15-18:15	US/Mexico a stronger partnership for enhanced competitiveness
17:15-18:15	What could make the rule of law a reality in Mexico
18:30-19:45	Positioning Mexico for higher growth
20:00-20:30	Cocktail reception
20:30-22:00	<p>Official opening dinner</p> <p><i>Featuring a keynote speaker</i></p>

Monday 26 October	
08:45-10:00	Scenarios for Mexico's economic outlook 2016
10:00-10:30	Networking Break
10:30-11:45	Private equity as a new driver for Mexico's growth
10:30-11:45	Mexico/Colombia: Creating new opportunities
10:30-11:45	Country Briefing: What India and Mexico could mean for each other's growth



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12:00-13:15	The Pacific Alliance: Developing sectoral Initiatives
12:00-13:15	Fostering High Tech hubs in the region: The Universities / Entrepreneurs / Venture Capital connection
13:15-14:45	Plenary Luncheon <i>Featuring a keynote speaker</i>
15:00-16:15	Trailblazing
15:00-16:15	Enhancing the Agribusiness sector through innovation
15:00-16:15	After the AFORES reform: Making pension funds contribute more to growth
16:15-16:45	Networking break
16:45-18:00	Watch out session: "How is the manufacturing sector responding to new trends such as robotics, 3D printing and on-shoring back to the US?"
16:45-18:00	Pharma Industry: Transitioning towards the global top league What would it take: <ul style="list-style-type: none"> - Strategic partnerships - Upping the R&D efforts toward more Innovation - Quality Focus
16:45-18:00	Briefing: The disruptions we need to prepare for
18:15-19:45	Legislate, Enforce, Supervise: Setting the priorities right on corruption
20:00-22:15	Gala Dinner

Tuesday 27 October	
08:45-10:15	How will the energy reform boost Mexico's competitiveness
08:45-10:00	Creating value and growth through Innovation
10:00-10:30	Networking break
10:30-11:45	Making our brain cope with the technology explosion
10:30-11:45	TPP: New openings, new markets, how and when?
10:30-11:45	Briefing: Where is the global Energy sector going



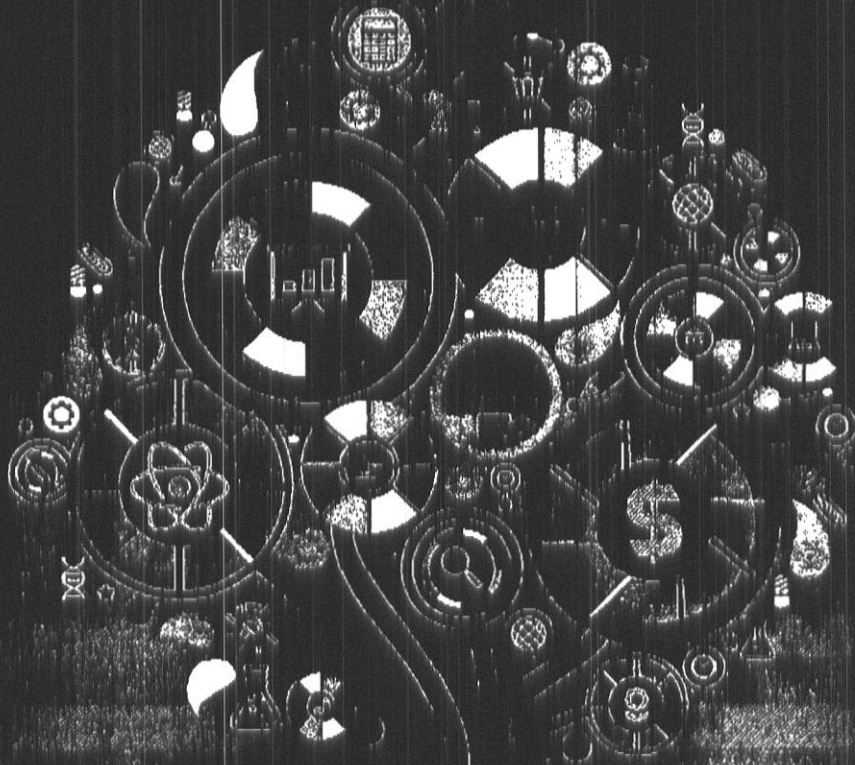
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Addressing Mexico and the region's strategic challenges

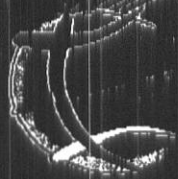
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12:00-13:15	It's about the Middle Class, Stupid
12:00-13:15	Market Leaders: Leveraging change and Innovation A roundtable of entrepreneurs riding the wave of innovation and societal changes to create new businesses.
13:30-15:00	Plenary luncheon <i>Featuring a keynote speaker</i>
15:15-16:30	After the mid term elections: What margin of maneuver for the administration
16:45-18:00	Closing Plenary Session
18:00-19:00	Farewell reception

Over its 13 years of existence the Mexico Business Summit has become the number one economic and business event in the region. It has expanded its footprint to cover not only Mexico's future but the key strategic issues common to, or impacting, the whole region. The creation of the Pacific Alliance, the Trans Pacific Partnership developments have highlighted how so many crucial issues affecting one country such as Mexico, and its partners, impact on one another. The Mexico Business Summit has thus become the unique platform covering these strategic issues combining regional and national perspectives.



**UNLEASHING
THE POWER OF
INNOVATION**



**M E X I C O
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BUSINESS SUMMIT**

Guadalajara, Jalisco
25|27 OCTOBER 2015

Over its 13 years of existence the Mexico Business Summit has become the number one economic and business event in the region. It has expanded its footprint to cover not only Mexico's future 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 how so many crucial issues, while having their specificity in each country, are in fact common challenges for Mexico and its partners in the region. The Mexico Business Summit has thus become the unique platform covering these strategic issues combining regional and national perspectives.



13th Mexico Business Summit: Unleashing the power of innovation

Mexico is entering a new phase: the major structural reforms of the last two years, new developments such as the recovery in the US or the way the Pacific Alliance - and the prospects it opens - are making their impact felt, are creating new opportunities for **Mexico** to increasingly become a **regional and global player**. Innovation - in all the domains it can apply to - and the way it will be leveraged in creating new business opportunities and spurring productivity will be a key component to enhance Mexico's role and foster the country's growth.



Guadalajara

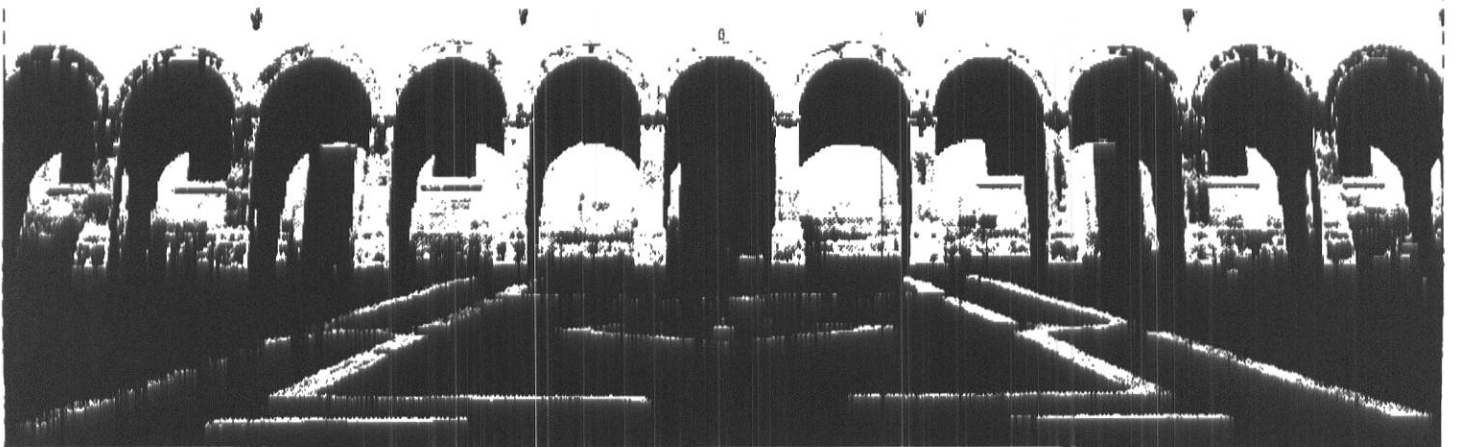
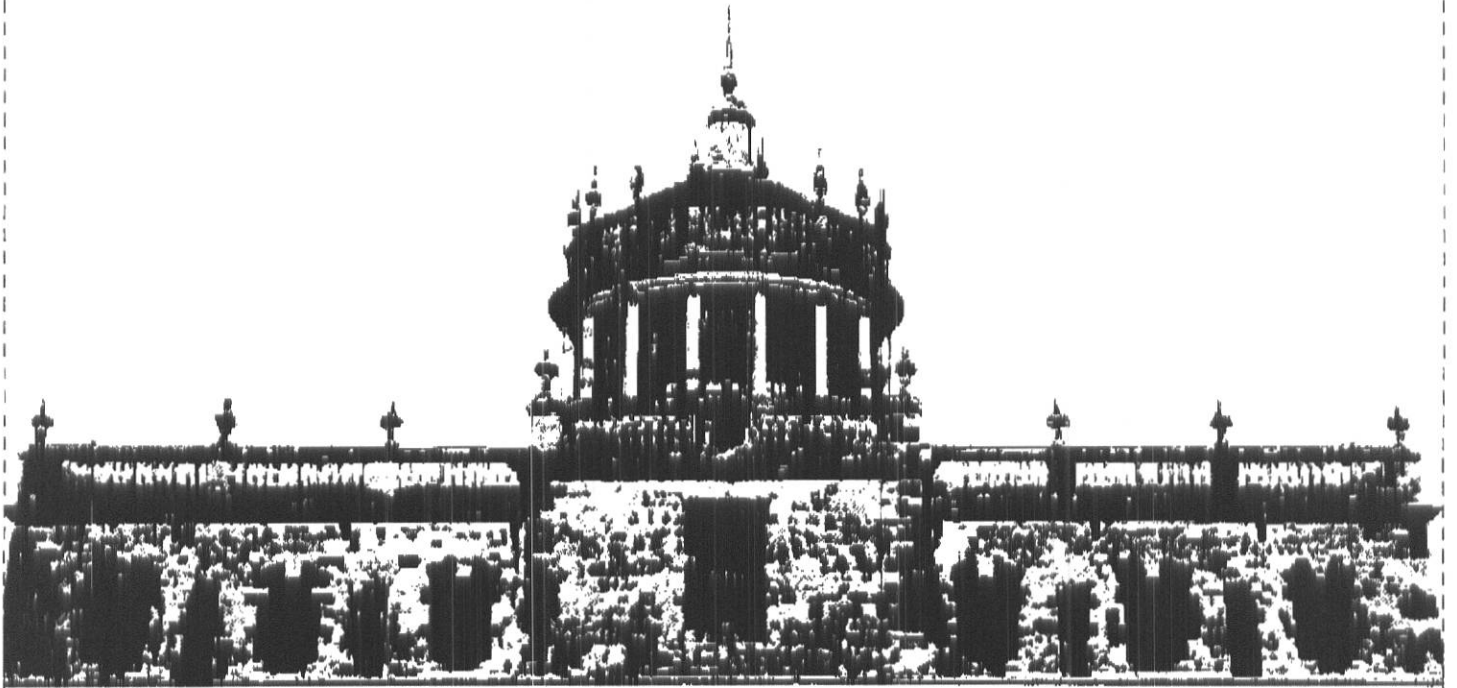
The capital of one of the most dynamic states in the country, Guadalajara is a hub for Mexican and foreign companies involved in - among another domains - high tech, pharma and life sciences industries, automotive and agribusiness - all sectors where technological innovation is the key to a higher value added and productivity.





The vision, leadership and commitment of Mexican businessman and entrepreneurs are essential, hence the importance of the Mexico Business Summit, which enables the exchange of ideas among economic, social, academic and political leaders from Mexico and abroad.

Enrique Peña Nieto



A taste of the Program

- How will the energy reform boost Mexico's competitiveness?
- Pharma industry: Transitioning towards the global top league.
- Making our brain cope with the technology explosion
- Scenarios for Mexico's economic outlook 2016.
- Legislate, Enforce, Supervise: Setting the priorities right on corruption.
- What could make the rule of law a reality in Mexico?
- Mexico / Colombia: Creating new opportunities.



- Watch out session: "How is the manufacturing sector responding to new trends such as - robotics, on-shoring and 3D printing back to the US?"
- Fostering High Tech hubs in the region: The Universities/Entrepreneurs/Venture Capital connection.

• **US / Mexico** - a stronger partnership for enhanced competitiveness.

• **CEO Roundtable:** As technology rocks the global business landscape...

• **Private equity** as a new driver for Mexico's growth.

• **TPP:** New openings, new markets, how and when?

The Value Added:

- New and provocative insights on relevant business, economic, technological and management issues
- New relationships with peers beyond usual borders
- New business opportunities
- Being involved in a constructive dialogue with political leaders and public personalities from Mexico and abroad focusing on new approaches and possible initiatives to improve Mexico's business and social environment
- Expand your business horizon, feed your strategy
- A full Report that captures the contents and the outcomes of the premier business event in Mexico



The Mexico Business Summit:

An high impact annual platform to address Mexico and the region's strategic challenges.

- A non-profit, non-partisan, privately led initiative.
- A by-invitation only, high profile, national and global gathering.
- A privileged platform for an outcome-oriented dialogue among the key stakeholders in Mexico's and the region's future.
- A unique opportunity for an outcome-oriented dialogue between business leaders, political leaders and top academic experts on the challenges shaping Mexico and the region future.

....And its Constituency:

- Top business leaders from Mexico and abroad
- Political leaders and government officials from Mexico and abroad
- Thought leaders and academic experts of international renown
- Media leaders and opinion makers
- Personalities from civil society and relevant NGOs
- The next generation of leaders

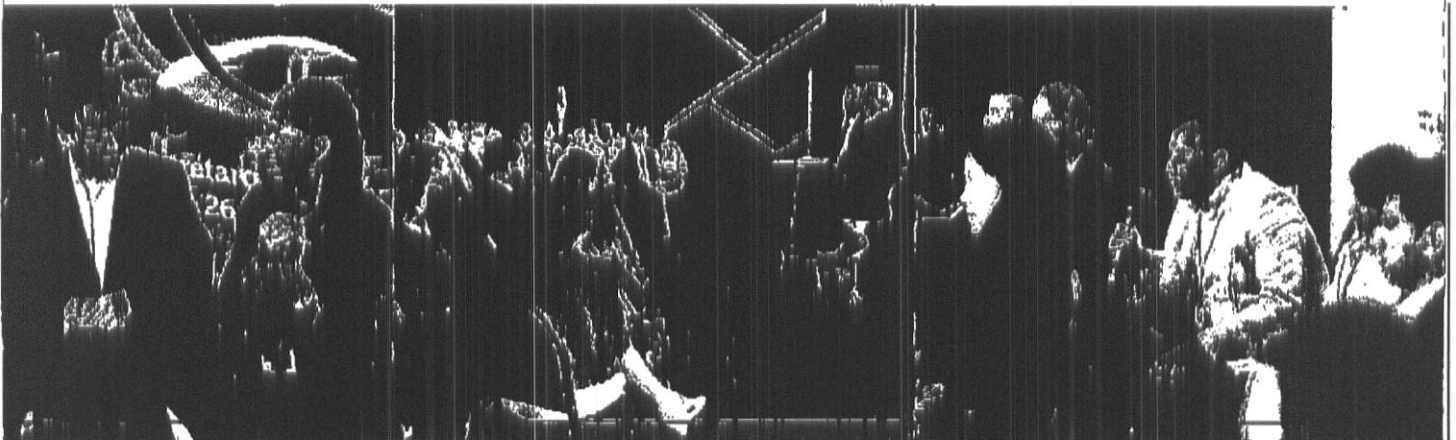
The next generation of leaders

The Mexico Future Group

The Mexico Future Group was created in 2011 to bring together young entrepreneurs who have already begun to make their mark in business and who are demonstrating a sense of involvement in - and commitment to - Mexico's future. The Mexico Future Group is an opportunity to network with your global peers, interact with leading Mexican and foreign personalities, brainstorming on themes that directly impact your business and your life.

MBS Talented Graduates

Every year, the Mexico Business Summit invites a group of selected graduates from Mexico's top academic centers to participate in the Summit discussions, allowing them to interact with leading personalities, contribute their views to the discussions and be exposed to leading sources of knowledge and expertise from Mexico and abroad.



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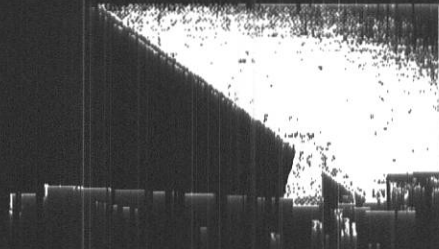
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For more information about the Summit, please visit us at www.cumbrelineaeros.com.mx
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