



**CÁMARA DE COMERCIO MÉXICO-ESTADOS UNIDOS
UNITED STATES-MEXICO CHAMBER OF COMMERCE**

“U.S.-Mexico Challenges and Opportunities for 2012”

BINATIONAL MEETING & AWARDS GALA DINNER 2011

NOVEMBER 30TH DECEMBER, 2ND, 2011

FOUR SEASONS HOTEL, MEXICO CITY

TENTATIVE AGENDA
(DRAFT - INVITED SPEAKERS)

FOUR SEASONS HOTEL MEXICO CITY

WEDNESDAY, NOVEMBER 30TH, 2011

ALL DAY ARRIVAL

4:00 P.M. REGISTRATION

FOUR SEASONS HOTEL MEXICO CITY OR COFEPRIS

5:00 P.M.

Private Roundtable Discussion with Mikel Arriola, Federal
Commissioner of COFEPRIS, on Sanitary Regulation & Food Safety
(By invitation only)
Pharmaceutical, Agribusiness, Food Processing Companies, Chemical

U.S. AMBASSADOR'S RESIDENCE

7:00 P.M.

WELCOME RECEPTION:
Amb. Anthony Wayne, U.S. Ambassador to Mexico, Embassy of the
United States

THURSDAY, DECEMBER 1ST, 2011

FOUR SEASONS HOTEL MEXICO CITY

9:00 A.M. - 10:00 A.M.

OPENING BREAKFAST WITH THE MAYOR OF MEXICO CITY
Keynote Speaker: Marcelo Ebrard, Mayor, Mexico City

10:00 A.M. - 11:10 A.M.

**ROUNDTABLE: INNOVATION & INFORMATION TECHNOLOGY AND THE
USE OF SOCIAL NETWORKS**
Keynote Speaker: Carlos Guzmán Bofil, Director General, ProMexico
- Tomas Esterrich, CFO, MicroTech
- Javier Medina, Director, TV Azteca
- Gabriel López, President & CEO, Ford de México
- Blanca Treviño, President & CEO, Softek
- John W. Rendon, President and CEO, The Rendon Group, Inc.
- John Farrell, Director General, Google de México

11:10 A.M. – 12: 40 P.M.

ROUNDTABLE: TRANSPORTATION, LOGISTICS & INFRASTRUCTURE

Keynote Speaker: Dionisio Perez-Jacome, Mexico's Secretary of Transportation and Communication (SCT)
- Alan Bersin, Commissioner, U.S. Customs & Border Protection (CBP)
- Alfredo Gutierrez, Commissioner, Mexican Revenue Service (SAT)
- Georgina Kessel, Director General, Banobras
- Bill Graves, President & CEO, American Trucking Associations
- Alonso Quintana Kawage, Vice President Administration & Finance, Empresas ICA

1:00 P.M. – 2:20 P.M.

ROUNDTABLE: TRADE, COMMERCE & FINANCE

Keynote Speaker: Bruno Ferrari, Mexico's Secretary of Economy (SE)
- Manuel Sánchez, Vice Governor of Mexico's Central Bank (Banco de México)
- Enrique Zorrilla, Director General, Banamex
- Héctor Rangel, Director General, Bancomext
- Scott Rank, CEO, Wal-Mart de México
- Jorge Dávila Flores, Director General, CONCANACO

FOUR SEASONS OR LOS PINOS

2:30 P.M. – 3:30 P.M.

PRESIDENTIAL LUNCHEON:

Keynote Speaker: Felipe Calderón Hinojosa, President of Mexico

MUSEUM TBD

8:00 P.M. – 11:00 P.M.

AWARDS GALA DINNER:

AWARDEES:

- Genaro García Luna, Mexico's Secretary of Public Security
- Rodolfo López Negrete, Director General, Mexico Tourism Board

SPECIAL RECOGNITION:

- Alan Bersin, Commissioner, U.S. Customs & Border Protection (CBP)

FOUR SEASONS HOTEL MEXICO CITY

FRIDAY, DECEMBER 2ND, 2011

8:00 A.M. – 9:30 A.M.

EXECUTIVE DIRECTORS MEETING

9:30 A.M. – 11:00 A.M.

ROUNDTABLE: PREPARING FOR THE 2012 ELECTIONS

MODERATOR: Sergio Sarmiento, Columnist and Director of the Editorial Board, TV Azteca
- President, National Action Party (PAN)
- President, Institutional Revolutionary Party (PRI)
- President, Party of the Democratic Revolution (PRD)