

“Mexico: A Look at Climate Change, Cybersecurity and Energy in North America”
Thursday, May 21, 2015
Ministry of Foreign Affairs
José María Morelos y Pavón Room
Mexico City

During the recent North American Trilateral Ministerial Meeting the United States, Canada and Mexico met to advance an agenda that expands the region’s leadership in energy, supports sustainable economic growth, and combines strengths to face climate change and cyber security challenges. North America is fast becoming one of the most economically competitive regions in the world. Mexico will play a critical role in fulfilling North America’s potential. Upgrading infrastructure and building strategic logistics corridors will benefit the inter-American community.

For the eighth consecutive year Americas Society/Council of the Americas will host a Latin American Cities Conference to Mexico City. Join AS/COA, the Ministry of Foreign Affairs and ProMéxico for a conference that will address Mexico’s role on the aforementioned topics.

8:00 – 9:00 **Registration**

9:00 – 9:30 **Welcoming Remarks**

- **Susan Segal**, President & CEO, AS/COA
- **Francisco N. González**, CEO, ProMéxico

9:30 – 9:50 **Keynote Remarks**

- **Sergio Alcocer**, Undersecretary for North America, Secretariat of Foreign Affairs (SRE)

9:50 – 10:30 **Climate Change - Financing for Sustainable Growth in North America**

- What are the initiatives being taken in Mexico to finance sustainable growth?
- What are the effects of Mexico’s carbon tax on fossil fuels?
- What are the benefits of public-private partnerships as a tool to mitigate climate change?
- How can economic policy be affected by climate change?
- What are the hazards that can be affected by climate change and what can be done to diminish their costs?
- **Moderator: Rubén Kraiem**, Corporate Partner, Covington & Burling LLP

- **Beatriz Bugeda**, General Director of Climate Change Policy, Secretariat of Environment and Natural Resources (SEMARNAT)
- **Joe Keenan**, Executive Vicepresident for Latin America, The Nature Conservancy
- **Patricia Florissi**, Vice President and Global Chief Technology Officer, EMC Corporation

10:30 – 10:50

Keynote Remarks

- **Ildefonso Guajardo**, Secretary, Secretariat of Economy (SE)

10:50 – 11:15

Keynote Remarks

- **Michael Chertoff**, Executive Chairman, The Chertoff Group (former Secretary of the Department of Homeland Security)

11:15 – 11:55

Cybersecurity: The Cost to Businesses - Building Public Trust

- How are digital transformation and technological advances increasing the businesses vulnerability to cyberattacks?
- What are companies doing to protect their most valuable assets: intellectual property, financial data and customer information?
- How can businesses maintain a proper balance between sharing information to the government and safeguarding their customers' privacy?
- What are the challenges and solutions required to protect critical infrastructure shared by Canada, Mexico and the U.S. against increasing threats such as energy grid lines or water distribution?
- How can public-private partnerships work together to improve security and safeguard networks of critical infrastructure?
- **Moderator: Andrés Rengifo**, Director for Latin America of the Computer Crime Unit and Intellectual Property Issues, Microsoft
- **Lina Ornelas**, Head of Public Policy and Government Affairs for Mexico, Central America and The Caribbean, Google
- **Saúl Padrón Estrada**, Deputy Director for Cybersecurity, Telefónica México
- **Oliver González Barrales**, General Director for the Specialized Center for Technological Response (CERT), Federal Police

11: 55 – 12:10

Receso

12:10 – 12:50

Energy, developing infrastructure and human capital in North America

- What are the opportunities of the National Infrastructure Plan in terms of energy investments?
- How does the decline in oil prices affect the anticipated energy investments in Mexico?
- How can Mexico develop a labor force to meet the increasing demand of the energy sector?
- What is Mexico's role in achieving energy security in North America?
- How can Mexico contribute to Central America's energy integration?
- **Moderator: Nur Cristiani**, Head of Mexico Equity Research & Strategy. J.P. Morgan
- **Arturo Martínez**, General Director, ACE Fianzas Monterrey
- **Carlos Álvarez**, Managing Director, Mexico Infrastructure, BlackRock
- **Rolf Schmitz**, Managing Director & Head Latin America Energy Finance, Scotiabank
- **Daniel Enrique Guerrero Rodríguez**, General Director of Natural Gas and Petrochemicals, Secretariat of Energy (SENER)

12:50 – 1:20

Closing Session

- **Luis Videgaray Caso**, Secretary, Secretariat of Finance and Public Credit (SHCP)

*This agenda is preliminary. The names of the panelists on the agenda may change.