

Monterrey 2016: Investment Opportunities and Urban Innovation in Nuevo León
Monday, September 12, 2016
Club Industrial
Monterrey, Nuevo León

Monterrey has been known for its favorable business climate and large industrial base. However, as Nuevo Leon moves toward a knowledge-based economy marked by high technology development and innovation, the region is undergoing major changes in both its political and economic environment. Furthermore, the state has experienced exponential population growth and its urban territory has expanded dramatically, increasing the need for urban and infrastructure planning that addresses these challenges.

For a second occasion, Americas Society/Council of the Americas, in partnership with ProMéxico, will bring its Latin American Cities Conference to Monterrey to focus on the region's growth and development, convening government officials of the new administration and companies who span various industries to discuss their perspective for the region.

8:00 – 8:45

Registration

9:00 – 9:15

Welcoming Remarks

- **Ragnhild Melzi**, Vice President, AS/COA
- **Francisco N. Gonzalez**, CEO, ProMéxico

9:15 – 9:45

Keynote Speech

- **Fernando Turner Dávila**, Economy and Labor State Secretary, Nuevo León

Economic Development in Nuevo Leon

9:45 – 10:00

Introduction: Mexico's Economic Outlook

- **Marcelo Carvalho**, Head of Latin America Economic Research, BNP Paribas

10:00 – 11:00

Panel

- **Alberto Chaia**, Partner, McKinsey & Company Mexico
- **Eduardo Garza T. Junco**, President, Chamber of the Transformation Industry (CAINTRA)
- **Máximo Vedoya**, Executive President, Ternium
- **Moderator: Carlos Manuel Rodriguez**, Mexico Bureau Chief, Bloomberg News

11:00 – 11:30

Coffee break

11:30 – 12:30

Innovation and Urban Development

Panel:

- **Andrés Albo Márquez**, Director of Social Commitment, Citi/Banamex
- **Antonio Elosua**, President of the Sustainable Development Commission, Council of Nuevo Leon
- **Juan Miró**, Associate Dean for Undergraduate Programs, University of Texas at Austin; Architect, Miró Rivera Architects
- **Vicente Sais Alva**, Director de Sostenibilidad, Cemex
- **Moderator: Jaime Holguín**, Director, Southern Region Social Development Projects, CAF – Development Bank of Latin America

12:30 – 13:00

Closing Remarks