

“Monterrey: Energy and Competitiveness in Post-Reform Mexico”
Wednesday, November 19, 2014
Club Industrial
Monterrey, Nuevo León

Americas Society/Council of the Americas will bring its Latin American Cities Conference to Monterrey in partnership with ProMéxico and the government of Nuevo León. As an important industrial center, Monterrey is poised to reap significant rewards from inflows of foreign direct investment derived from Mexico’s structural reforms. Particularly, expected growth in the energy sector will also have spillover effects on other fields, notably manufacturing and services. Boasting one of the highest productivity levels in the country, Monterrey and Nuevo León state are industrial and technology hubs, but labor skills shortages, regulation implementation, and inconsistent requirements across municipal, state, and federal levels remain challenges to be addressed.

8:00 – 8:45

Registration

9:00 – 9:15

Welcoming Remarks

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

9:15 – 9:45

Keynote Remarks

- **Rodrigo Medina de la Cruz**, Governor of the state of Nuevo León

9:45 – 10:45

Competitiveness: Stimulating Growth in Post Reform Mexico

- *What is needed to continue attracting FDI in Mexico and to motivate Mexican companies to invest in the country?*
- *How will reforms affect the private sector? How can large companies work with SME’s to bring them into the productive chain?*
- *What effect will lower North America energy costs and the Mexican energy reform have on Mexican companies? Will manufacturing be affected?*
- *What are the barriers to increased productivity – how can the private sector work with the government to eliminate them?*
- **Moderator: Abraham Zamora** , Head of the Economic Productivity Unit, Secretariat of Finance and Public Credit
- **Luis Farias**, Senior Vice President Energy and Sustainability, CEMEX
- **Alejandro González**, CEO, ABA Seguros
- **Blanca Treviño**, CEO, Softtek
- **Máximo Vedoya**, Executive President, Ternium Mexico

10:45 – 11:00

Coffee break

11:00 – 11:15

Keynote Remarks

- **Fernando González**, CEO, CEMEX

11:15 – 12:15

Energy Reforms in Mexico: Implementation and Opportunities

- *What will it take to develop an energy sector in Mexico? What is a reasonable time frame?*
- *What business opportunities will arise from the opening of the energy sector for local companies?*
- *How will the shortage of human capital be met? How will it be developed and how long will it take?*
- *How can foreign companies find local partners?*
- *What are the implications of these reforms on the integration of the North American Energy industry?*
- **Moderator: Alejandro Poiré**, Dean of the School of Government and Public Transformation, Tecnológico de Monterrey
- **Benigna Leiss**, Country Manager, Chevron Mexico
- **Ernesto Marcos**, Founding Partner, Marcos y Asociados
- **Raúl Millares**, Energy Manager, Alfa
- **Antonio Souza**, Senior Managing Director Energy Area, Evercore Partners Mexico

12:15 – 12:45

Closing Session

- **Ildelfonso Guajardo**, Secretary of Economy, Mexico