

## Border Conference on the U.S.–Mexico Competitiveness Agenda

Institute of the Americas • February 14, 2013  
University of California, San Diego

Thursday, February 14, 2013

- 8:30 a.m. Continental Breakfast at Institute
- 9:00 a.m. Welcome
- Ambassador John Negroponte, Chairman, Council of the Americas
  - Ambassador Charles Shapiro, President, Institute of the Americas
- 9:15 a.m. Introductory Remarks - “Two Cities, One Economy,” Mayor Bob Filner
- 9:30 a.m. Panel discussion: The Reform Agenda in Mexico
- Juan Carlos Baker, Director General for North America, Mexican Ministry of Economy
  - Ambassador Sergio Ley, Asia-Pacific Chair of COMCE and former Mexican Ambassador to China
  - Arnulfo Valdivia Machuca, President of the Institute of Mexicans Abroad
  - Moderator: Eric Farnsworth, Vice President, Council of the Americas
- 11:00 a.m. Coffee Break
- 11:15 a.m. Panel discussion: Key Cross-Border Business Sectors
- Chris Anderson, CEO of 3D Robotics and Author of *Makers: The New Industrial Revolution*
  - Eduardo Salcedo, Sr. Vice President, DJO Mexico
  - Dave Hester, President, Kyocera Mexico
  - Moderator: Charles Shapiro, President, Institute of the Americas
- 12:30 p.m. Conference concludes