

Mexico: Reforms and Market Opportunities

Monday, May 12, 2014
Club de Industriales
Mexico City, Mexico

8:00 – 8:45**Registration****9:00 – 9:15****Opening Remarks**

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

9:15 – 9:50**Discussion with Idefonso Guajardo & Luis de la Calle**

- **Idefonso Guajardo**, Secretary of Economy
- **Luis de Calle**, Partner, De la Calle, Madrazo, & Mancera

9:50 – 10:45**Panel: The Energy Reform**

- How will foreign and domestic investment turn out in the oil and electricity sector?
- How will the reform be implemented?
- What implications does the reform have for the energy scenario in North America? Will we see more integration?
- What lessons can be learned from other countries that deal with the topic?

Panelists:

- **Moderator: Chantal Kordula**, Partner, Cleary Gottlieb Steen & Hamilton
- **Emilio Lozoya**, CEO, Pemex
- **Ali Moshiri**, President, Africa & Latin America, Chevron
- **Carlos Ruiz Sacristán**, CEO, IEnova

10:45 – 11:00**Keynote Remarks**

- **Lourdes Melgar**, Undersecretary of Hydrocarbons, Secretariat of Energy

11:00 – 12:00**Panel: Media, Telecommunications and the Telecom Infrastructure**

- What impact will the reform have for FDI? Why?
- What will be the long-term results of the reform?
- What will be the implications of the reform for the infrastructure and development of Mexico?

Panelists:

- **Moderator: Patricia Menéndez-Cambó**, Vice President and Secretary, Greenberg Traurig
- **Miguel Calderón**, Vicepresident, Regulation, Telefónica Mexico
- **Irene Levy**, President, Observatel
- **Adriana Labardini**, Commissioner, Ifetel

12:15 – 12:30**Keynote Remarks**

- **José Ignacio Peralta**, Undersecretary of Communications, Secretariat of Communications and Transportation

12:30 – 1:30**Panel: Reforms in Financial Services**

- What will change in the entrepreneurial climate with more access to credit? What does this imply for the largest Mexican companies? For the Mexican economy?
- How will this reform make it easier for Mexican companies that want to transform to a global scale?
- How will this affect productivity?

Panelists:

- **Moderator: Carlos Mota**, Journalist, El Financiero
- **Enrique De La Madrid**, General Director, Bancomext
- **William Wheeler**, President, Americas, MetLife
- **Guillermo Ortiz**, Chairman, Grupo Financiero Banorte

1:30 – 1:45**Closing Remarks**

- **Fernando Aportela**, Undersecretary of Finance and Public Credit, Secretariat of Finance and Public Credit.