

“Mexico 2016: Challenges and Opportunities for Growth”
Friday, May 13, 2016
St. Regis Hotel
Mexico City

In 2012, President Peña Nieto pushed forward a series of constitutional reforms with the aim of boosting Mexico’s economy, making them the centerpiece of his administration. The energy sector opened up for private investment, the telecommunications reform promoted competition, and structural reforms passed in labor markets and the education sector. Four years after, the benefits from the reform intended to improve efficiency of Mexico’s markets is yet to occur, increasing the need for effective implementation. Declining oil prices, financial turmoil, and the need to strengthen its institutions are among several factors that have stalled growth and productivity.

For its ninth consecutive year Americas Society/Council of the Americas will bring its Latin American Cities Conference to Mexico City. Join AS/COA and ProMéxico for a conference that will convene senior leaders from the private sector and high-level government officials that will discuss the effects of the structural reforms, and Mexico’s challenges and opportunities for investment and increasing productivity.

8:00 – 9:00

Registration

9:00 – 9:15

Welcoming Remarks

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

9:15 – 9:35

Keynote Remarks

- **Ildelfonso Guajardo**, Secretary of Economy

9:35 – 10:35

Energy outlook in Mexico

- What are the opportunities for private sector investment in the oil and gas sector?
 What are the challenges for the Mexican Government to consolidate the reform?
- **Moderator: Ernesto Marcos**, Founding Partner, Marcos y Asociados
- **Ali Moshiri**, President of Africa and Latin America Exploration and Production Company, Chevron
- **Juan Ignacio Rubiolo**, President and CEO, AES Mexico

10:35 – 11:30

Status and effects of the reforms

- What are the benefits of the reforms passed in 2012 that Mexico is witnessing already?
- What are the challenges in terms of transparency and strengthening institutions?
- How are the declining oil prices affecting Mexico's economy?
- What is the Mexican government doing to promote competition in the telecommunications sector?

- **Moderator: Patricia Menéndez-Cambó**, Vice President, Greenberg Traurig
- **Miguel Messmacher**, Undersecretary for Revenues, Secretariat of Finance and Public Credit
- **Alejandra Palacios**, Chairwoman, Mexican Federal Economic Competition Commission
- **Edgar Olvera**, Coordinator of Technical Regulatory Projects, Secretariat of Communications and Transportation

11:30 – 12:00

Keynote Remarks

- **José Antonio Meade**, Secretary of Social Development

12:00 – 13:00

Productivity and Growth

- How has turmoil in global markets spurred by global economic uncertainty affected Mexico?
- Why has Mexico's economic performance been so modest?
- What are the challenges for increasing productivity and reducing informality?

- **Moderator: Juan Carlos Elorza**, Director de Desarrollo Productivo y Financiero, CAF
- **Donna Hrinak**, President, Latin America and Caribbean, Boeing
- **Nicolas Amaya**, VP and General Manager Breakfast & Snacks Latin America, Kellogg Company
- **Marcos Gunn**, President Northern Latin America Region and COO Latin America Region, Chubb Group

13:00 – 13:30

Closing Session

- **María Eugenia Casar**, Executive Director, Mexican Agency for International Development Cooperation (AMEXCID)