

Mexico: Reforms and Market Opportunities

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

8:00 – 8:45

Registration

9:00 – 9:30

Opening Remarks

- **Ildefonso Guajardo**, Secretary of Economy (confirmed)

9:30 – 9:45

Welcoming Remarks:

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

9:45 – 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 (confirmed)
- **Emilio Lozoya**, CEO, Pemex (confirmed)
- **Ali Moshiri**, President, Africa & Latin America, Chevron (confirmed)
- **Carlos Ruiz Sacristán**, CEO, IEnova (confirmed)

10:45 – 11:00

Keynote Remarks:

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 (confirmed)
- **Miguel Calderón**, Vicepresident, Regulation, Telefónica Mexico (confirmed)
- **Irene Levi**, President, Observatel (confirmed)
- **Adriana Labardini**, Commissioner, Ifetel (confirmed)

12:15 – 12:30

Coffee Break

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 (confirmed)
- **Enrique De La Madrid**, General Director, Bancomext (confirmed)
- **William Wheeler**, President, Americas, MetLife (confirmed)
- **Guillermo Ortiz**, Chairman, Grupo Financiero Banorte (confirmed)

1:30 – 1:45

Closing Remarks

*This agenda is preliminary. The names of the panelists and firms on the agenda will possibly change.