



**CÁMARA DE COMERCIO MÉXICO-ESTADOS UNIDOS  
UNITED STATES-MEXICO CHAMBER OF COMMERCE**

***“U.S.-Mexico Challenges and Opportunities for 2012”***

**BINATIONAL MEETING & AWARDS GALA DINNER 2011**

**NOVEMBER 30<sup>TH</sup> DECEMBER, 2<sup>ND</sup>, 2011**

**FOUR SEASONS HOTEL, MEXICO CITY**

**TENTATIVE AGENDA  
(DRAFT - INVITED SPEAKERS)**

**FOUR SEASONS HOTEL MEXICO CITY**

**WEDNESDAY, NOVEMBER 30<sup>TH</sup>, 2011**

**ALL DAY ARRIVAL**

**4:00 P.M. REGISTRATION**

**FOUR SEASONS HOTEL MEXICO CITY OR COFEPRIS**

**5:00 P.M.**

Private Roundtable Discussion with Mikel Arriola, Federal Commissioner of COFEPRIS, on Sanitary Regulation & Food Safety  
*(By invitation only)*  
Pharmaceutical, Agribusiness, Food Processing Companies, Chemical

**U.S. AMBASSADOR'S RESIDENCE**

**7:00 P.M.**

**WELCOME RECEPTION:**  
Amb. Anthony Wayne, U.S. Ambassador to Mexico, Embassy of the United States

**THURSDAY, DECEMBER 1<sup>ST</sup>, 2011**

**FOUR SEASONS HOTEL MEXICO CITY**

**9:00 A.M. - 10:00 A.M.**

**OPENING BREAKFAST WITH THE MAYOR OF MEXICO CITY**  
**Keynote Speaker:** Marcelo Ebrard, Mayor, Mexico City

**10:00 A.M. - 11:10 A.M.**

**ROUNDTABLE: INNOVATION & INFORMATION TECHNOLOGY AND THE USE OF SOCIAL NETWORKS**  
**Keynote Speaker:** Carlos Guzmán Bofil, Director General, ProMexico  
- Tomas Esterrich, CFO, MicroTech  
- Javier Medina, Director, TV Azteca  
- Gabriel López, President & CEO, Ford de México  
- Blanca Treviño, President & CEO, Softek  
- John W. Rendon, President and CEO, The Rendon Group, Inc.  
- John Farrell, Director General, Google de México

**11:10 A.M. – 12: 40 P.M.**                    **ROUNDTABLE: TRANSPORTATION, LOGISTICS & INFRASTRUCTURE**  
**Keynote Speaker:** Dionisio Perez-Jacome, Mexico's Secretary of Transportation and Communication (SCT)  
- Alan Bersin, Commissioner, U.S. Customs & Border Protection (CBP)  
- Alfredo Gutierrez, Commissioner, Mexican Revenue Service (SAT)  
- Georgina Kessel, Director General, Banobras  
- Bill Graves, President & CEO, American Trucking Associations  
- Alonso Quintana Kawage, Vice President Administration & Finance, Empresas ICA

**1:00 P.M. – 2:20 P.M.**                    **ROUNDTABLE: TRADE, COMMERCE & FINANCE**  
**Keynote Speaker:** Bruno Ferrari, Mexico's Secretary of Economy (SE)  
- Manuel Sánchez, Vice Governor of Mexico's Central Bank (Banco de México)  
- Enrique Zorrilla, Director General, Banamex  
- Héctor Rangel, Director General, Bancomext  
- Scott Rank, CEO, Wal-Mart de México  
- Jorge Dávila Flores, Director General, CONCANACO

**FOUR SEASONS OR LOS PINOS**

**2:30 P.M. – 3:30 P.M.**                    **PRESIDENTIAL LUNCHEON:**  
**Keynote Speaker:** Felipe Calderón Hinojosa, President of Mexico

**MUSEUM TBD**

**8:00 P.M. – 11:00 P.M.**                    **AWARDS GALA DINNER:**  
  
**AWARDEES:**  
- Genaro García Luna, Mexico's Secretary of Public Security  
- Rodolfo López Negrete, Director General, Mexico Tourism Board  
  
**SPECIAL RECOGNITION:**  
- Alan Bersin, Commissioner, U.S. Customs & Border Protection (CBP)

**FOUR SEASONS HOTEL MEXICO CITY**

**FRIDAY, DECEMBER 2<sup>ND</sup>, 2011**

**8:00 A.M. – 9:30 A.M.**                    **EXECUTIVE DIRECTORS MEETING**

**9:30 A.M. – 11:00 A.M.**                    **ROUNDTABLE: PREPARING FOR THE 2012 ELECTIONS**  
**MODERATOR:** Sergio Sarmiento, Columnist and Director of the Editorial Board, TV Azteca  
- President, National Action Party (PAN)  
- President, Institutional Revolutionary Party (PRI)  
- President, Party of the Democratic Revolution (PRD)