



M E X I C O
CUMBRE DE NEGOCIOS
BUSINESS SUMMIT®

QUERÉTARO, 11-13 NOV. 2012



Energies
for developing Mexico

A high value proposition...

- An efficient tool to identify and generate new business opportunities.
- A time-efficient way to expand one's business horizon and create new partnerships.
- A privileged platform for creating new business relationships.
- An opportunity to get involved in formulating new approaches and generate initiatives to improve Mexico's business and social environment.
- Exposure to new insights and updates on relevant business, economic, technological and management issues.
- An open exchange of analyses and views on the crucial issues relevant to business, society and the political scene in Mexico.
- The thrill of vibrant, outcome-oriented interaction among peers from Mexico and abroad.
- A full Report that captures the contents and the outcome of the premier business event in Mexico.

Who you meet at the summit

- Top business leaders from Mexico and abroad
- Political leaders and government officials from Mexico
- Public personalities from abroad
- Global thinkers and academic experts of international renown
- Media leaders and opinion makers
- Personalities from civil society and relevant NGOs

The next generation of leaders

• The Mexico Future Group

The Mexico Business Summit introduced in 2011 the **Mexico Future Group**. It is composed of young entrepreneurs who have already begun to make their mark in business or politics and who are showing their sense of involvement in and commitment to Mexico's Future.

• MBS Talented Graduates

Every year, the Mexico Business Summit invites a group of selected graduates from Mexico's top academic centers to participate in the Summit discussions. This allows them to interact with leading personalities, to contribute their views to the discussions and be exposed to leading sources of knowledge and expertise from Mexico and abroad.





A landmark event for a successful initiative: the tenth edition of the Mexico Business Summit

"I sincerely congratulate Don Miguel Aleman Velasco for the magnificent organization of the Mexico Business Summit. Year after year this event has been generating amazingly useful analyze and insights, its prestige keeps on growing stronger..."

It is a world class event which Mexico is very proud of.

Felipe Calderón

The tenth edition: A unique event for a unique moment

Three weeks before the inauguration of a new administration in Mexico, one week after the US presidential election, this edition of the Mexico Business Summit will highlight a new phase in the trajectory of the country. It will allow participants to promote the ideas and actions crucial to unleashing new energies, to create new opportunities for business, for economic and for social development. A "must attend" opportunity:

- to discuss the policies the incoming administration should be putting at the top of its priorities,
- to review the opportunities to be created in the growth sectors emerging in the Mexican economy,
- to discuss the role of domestic and foreign private investment in getting into a higher growth path,
- to focus on how Mexico should leverage better its comparative advantages on an international trade and economic scene shaped by mega-competition,
- to network among peers and establish new relationships.



The Mexico Business Summit as the premier business and economic event in the region

- An impactful annual platform that addresses the key issues shaping Mexico's future and its relationship with its key partners in an outcome oriented way.
- A non-profit, non-partisan, privately-led event.
- An exclusive, high profile, high prestige national and global event providing multi-angled perspectives on the most relevant issues and challenges for Mexico and beyond.
- An event connecting Mexico with the global environment in which business have to operate and compete, and creating the context for a fruitful dialogue with Mexico's economic partners.
- A unique range of speakers and participants comprising top level business leaders, political personalities, and renowned experts from Mexico and abroad.
- Innovative discussion formats conducive to recommendations and new initiatives that positively impact Mexico's future and help meet the country's challenges in a global world.

On the Agenda of the Mexico Business Summit

- Picking the priorities right for Mexico's new era
- The world Mexico needs to prepare for
- A new chapter at los Pinos and at the White House: What needs to change for the better?
- The last ten years and the next ten ones
- Do more with your FTAs
- Hecho en Mexico or made in China or fabricado no Brasil
- The leading role that the Electronics industry can play for Mexico
- A new energy policy for Mexico?
- Mexico's auto industry: An example for getting into the global player league?
- Giving a future to Millions of Mexico's young people
- What comes next in the fight against criminality?
- Policies for a more robust internal market
- Building the Health sector as a new driver of growth
- Devising a green growth strategy that would make sense for Mexico
- Beyond business and politics: three thought leaders on non business, economic or political matters share the latest discoveries in domains such brain functions or the impact of data overload on people's lives



From discussions to outcomes

Innovative discussion formats designed to produce concrete outcomes and "take home value", they include:

- Brainstorming sessions: participants think together on a particular topic.
- Panel discussions: a discussion on stage leads to interaction with the audience.
- Business messages: keynote speakers share their views with participants and engage in a dialogue with the audience.
- Debates: conflicting approaches are explored.
- Workshops: smaller groups focus.
- Conversations: freewheeling dialogues involving business or political personalities designed to unearth new and unscripted insights and perspectives.





M E X I C O
CUMBRE DE NEGOCIOS
BUSINESS SUMMIT®

STEERING COMITEE

Miguel Alemán Velasco
President, México Business Summit

Luis Aranguren Tréllez
Executive President, Arancia Industrial

Carlos Bremer Gutiérrez
CEO, Value Casa de Bolsa S.A. de C.V.

José Calzada Rovirosa
Governor, State of Querétaro

Antonio Chedraui Obeso
Chairman, Grupo Comercial Chedraui

Valentin Diez Morodo
President, COMCE

Frédéric García
G.D., EADS SMO México, America Central, Caribe, Colombia, Peru

Roberto González Barrera
CEO and President, Grupo Financiero Banorte-IXE
Chairman, Grupo Maseca

Carlos Ibarra Covarrubias
President, Intermoda Fashion Group

Juan Carlos Marroquín Cuesta
Executive President, Nestlé México

Rodrigo Medina de la Cruz
Governor, State of Nuevo León

Julio A. Millán Bojalil
President, CORAZA, Corporación Azteca

Oscar Peralta Casares
President, CANACINTRA Querétaro

Carlos Eduardo Represas de Almeida
Chairman of Advisory Board, Bombardier México

Federico Sada González
President and CEO, Grupo Corporativo Empresarial ADAS

Clemente Serna Alvear
President and CEO, Grupo Medcom

Pedro Velasco Alvarado
Partner, Santamarina y Steta

Nicolás Zapata Cárdenas †
Nicolás Zapata de Vengoechea
Vicepresident, Corporación Zapata Cardenas

Alfonso García Cacho
Executive Director, México Business Summit

Claude Smadja
President and Founder, Smadja & Smadja

Yael Smadja
President, Smadja & Smadja USA Inc.

ADVISORY COUNCIL

Luiz Ferezin
President, Accenture México

José Natividad González Paras
President, Primer Circulo

Stéphane Lauret
President, Safran México

Lorenzo Lazo Margáin
Managing Partner, Alemán Velasco y Asociados

Félix Martínez Cabrera
President, CANILEC

Andrés Rozental
President, Rozental & Asociados

To register for the Summit:
registro2012@mexicobusinesssummit.org
For more information about the Summit, please visit us at:
www.mexicobusinesssummit.org
The Mexico Business Summit is produced
by Cumbre de Negocios, S. C. and Smadja & Smadja

Secretariado de México Cumbre de Negocios
Lafontaine 352, Polanco Reforma, 11550, México D.F.
Tels: 52 (55) 5203-9316/5203-9376
Fax: 52 (55) 5203-7731
www.cumbredenegocios.com.mx



Centro de Congresos y Convenciones de Querétaro
Av. De las Artes 531-B, Santiago de Querétaro, Qro.

