



BEYOND THE CRISIS:
CREATING A VISION
FOR A NEW ERA



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The Mexico Business Summit

The Premier business event in Mexico.

- *An annual platform to address the key issues shaping Mexico's future and its relationship with its key partners.*

A non-profit, non-partisan, privately-led, event.

- *A unique group of speakers and participants comprising top level political leaders and international personalities, business leaders and renowned academic experts from Mexico and beyond.*
- *Innovative discussion formats leading to recommendations, new initiatives and programs to contribute to shaping Mexico's future and to help meet the challenges confronting Mexico in a global world.*

A platform to help connect Mexico more effectively with the global environment in which businesses have to compete, and to expand the dialogue with Mexico's economic partners in a time of fast change.

An exclusive -by invitation only- high profile national and global event providing an open ground for the expression of diverse perspectives and priorities from all segments of Mexico's society.

From discussions to outcomes

Different discussion formats are designed to produce concrete outcomes and "take home value". Session formats include:

- Brainstorming sessions where participants think together on a particular topic
- Panel discussions, these discussions on stage leads to interaction with the audience
- Business messages by keynote speakers to share their views with participants and engage in a dialogue with them
- Debates, conflicting approaches are explored
- Workshops with smaller groups focus
- Business roundtables, where small groups meet privately on focused topics



"I would like to congratulate the Mexico Business Summit's Organizing Committee for having gathered the most outstanding business, political and intellectual leaders, both national and international, for the past five consecutive years, to generate viable and useful proposals for Mexico".

Felipe Calderón



On the Agenda of the Summit

- The crisis as a game changer and a change accelerator: How will business respond?
- What kind of recovery for Mexico and the global economy
- Addressing Mexico's need for stronger financial markets
- The crisis as an opportunity: Making Mexico a supply chain hub
- How should Mexico benefit from the food crisis...And not be a victim of it?
- Going beyond the Merida Initiative to win the war for law and order
- Fighting recession through infrastructure build up
- Monetary policy and Mexico's competitiveness in uncertain times
- What place for Mexico in the North American destiny?

- Corporate governance post crisis
- The challenges of the new legislature
- Mexico-US: What does the "Obama touch" mean?
- Mexico-Central America: A time for action for a closer relationship

On the occasion of Mexico's Bicentennial, the Mexico Business Summit is introducing three new initiatives to contribute precise recommendations to the reflection on the countries future:

- Five priorities for moving from 2.5-3% to 5% growth
- Moving Mexico towards a lower carbon economy: A strategy for alternative energies
- Five priorities to strengthen Mexico's democracy



The Summit's participants

- Top Mexican and foreign business leaders
- Top business leaders from Latin America
- Political leaders and government officials from Mexico and 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 new generation of leaders

Every year, the Mexico Business Summit invites a group of selected graduates from Mexico's top academic centers of excellence 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.



The value proposition

- An opportunity to get involved in formulating new approaches and generate new initiatives to improve Mexico's business and social environment, creating a more vibrant economy and society.
- 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.
- A way to identify and generate new business opportunities.
- A time-efficient way to expand one's business horizon and create new partnerships.
- An influential and privileged platform for business networking.
- 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.

7th Mexico Business Summit "Beyond the Crisis: Creating a Vision for a New Era"

Like all countries in the world Mexico is going through most challenging times, confronting the impact of the global financial and economic crisis. All sectors, industries and social groups are affected. And the outbreak of the Influenza A (H1N1) epidemic, with its additional devastating impact has added new difficulties and hardships to the existing ones. More than ever, this is time for innovative and bold thinking, for courage, for decisive action. This is time for leadership vision. True to its mission and its record, the Mexico Business Summit will provide a unique and timely platform to generate the vision and to outline and support the policy options and the corporate initiatives that will help propel Mexico beyond the crisis.

Through a set of three initiatives launched during this seventh edition, the Mexico Business Summit will provide a unique forward-looking contribution to the celebrations of the Bicentenario by supplying proposals and recommendations on how to get Mexico to a higher growth path, deepen Mexico's democracy and orient the country towards a lower-carbon economy. This vision of "The Mexico we want" will help make the Bicentenario not only an opportunity for historical celebrations but also a privileged moment for discussing the orientations that will create a better future for Mexico.





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For more information about the Summit, as well
as for the hotel online registration, please visit us at:
www.mexicobusinesssummit.org

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Summit participants will enjoy preferential rates



Hotel Camino Real
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