



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



PRIORITIES FOR A NEW ERA

QUERÉTARO, 23-25 OCT. 2011

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.
- An exclusive, by invitation only, high profile, national and global event providing an open platform for the expression of diverse perspectives and approaches from all segments of Mexico's society.
- An event connecting Mexico with the global environ-

ment in which businesses have to operate and compete, and creating the context for a fruitful dialogue with Mexico's economic partners.

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



"This Summit has become an essential meeting place, not only to analyze the situation of the country, but also to develop together a vision on the Mexico we have and the Mexico that we want and that should be."

Felipe Calderón

The 9th Mexico Business Summit: "Priorities for a New Era"

The ninth edition of the Mexico Business Summit will take place as the campaign for the presidential election will enter in its active phase, and prospects for Mexico's economy will become clearer in a context of accumulating uncertainties on the evolution of the global economy.

This ninth edition will come at a very timely moment to discuss what priorities should presidential candidates address in their respective platforms and how Mexico should better leverage its assets and comparative advantages to keep pace with its competitors in its attempt to move from emerging market economy to a developed economy status.

What are the sectors with the most potential? What are the reforms that need to be on the top of the list? How should Mexico take optimum advantage of its presidency of the G-20 in 2012? What should make "Marca Mexico" a valuable, distinctive brand? And how should Mexicans think about themselves and about their country? These are some of the key issues that will be the hallmark of this ninth edition of the Mexico Business Summit. A summit more than ever true to its mission and tradition to being an open platform to discuss the future of Mexico in a global context in an independent, outcome-oriented way.

From discussions to outcomes

Innovative discussion formats designed to produce concrete outcomes and “take home value” including:

- ✔ **Brainstorming sessions:** Participants think together on a given topic in a structured and well-moderated way leading to specific outcomes.
- ✔ **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:** Different approaches and perspectives are discussed on stage and with the audience.
- ✔ **Workshops:** Smaller groups focused discussions leading to practical conclusions.
- ✔ **Conversations:** Freewheeling dialogues involving business leaders and political personalities designed to unearth new insights and perspectives.



The Initiatives

In line with its mission of contributing to the dialogue advancing Mexico's position in the global environment, the Mexico Business Summit will continue work on some of the initiatives launched in previous years. In addition, as the Presidential election campaign is about to enter into its “active phase”, the Mexico Business Summit will launch a special Brainstorming on identifying priorities for the next era. Preparatory work will be done prior to the Summit to identify the most urgent issues. In Querétaro, participants will devote one morning structured in various different formats to brainstorm on key priorities that candidates to the presidency should consider for their program.

The Summit's participants

- ✔ 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 new generation of leaders

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.



The 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 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 analysis 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.



On the Agenda of the 2011 Mexico Business Summit

- Surveying the global economy: What opportunities should Mexico leverage? What risks should we worry about?
- Mexico's priorities: A message for the presidential candidates.
- The high-potential sectors:
 - Agribusiness: How can Mexico become an agribusiness leader in an era of rising food prices
 - Tourism: Priorities to get to 25 million tourists by 2020.
 - Logistics and transportation
- Achieving a virtuous circle: Fiscal reform + energy reform= higher competitiveness
- Is there something wrong with Mexico's capitalism?
- What Mexico can learn from the world success stories in economic take off.
- How to lift Mexico's underinvestment curse?
- Marca México: Making it the national asset it should be.
- The US-Mexico relationship.
- How should Mexico leverage the G-20 presidency?
- Mexico in need of a cultural revolution.



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For more information about the Summit, please visit us at:
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The Mexico Business Summit is produced by:
Cumbre de Negocios, S.C. and Smadja & Associates



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