



May 5-16, 2014
La Jolla, California and Mexico City, Mexico
Draft Agenda

May 4, 2014

Participants arrive in San Diego (Light dinner provided at hotel)

May 5, 2014

7:00 a.m.-8:00 a.m.: Buffet Breakfast at Hotel Holiday Inn

8:15 a.m.: Participants gather in the lobby of Hotel Holiday Inn

8:30 a.m.-9:00 a.m.: Transportation from Hotel Holiday Inn to Institute of the Americas

9:30 a.m.-10:00 a.m.: **Welcome Message**
Charles Shapiro, President, Institute of the Americas

Charles Shapiro served as U.S. Ambassador to Venezuela from 2002-2004. During his 34 years in the United States foreign service, Ambassador Shapiro held numerous senior positions including Principal Deputy Assistant Secretary for the Western Hemisphere and chargé d'affaires at the United States Embassy in Trinidad and Tobago, where he led preparations for the visit of President Barack Obama to the Fifth Summit of the Americas. Ambassador Shapiro's other foreign postings have included Chile, El Salvador and Denmark and he has held a variety of Washington assignments. As advisor to Secretary of State Hilary Clinton, Ambassador Shapiro led an inter-agency working group to reform banking laws so that developing country entrepreneurs could use moveable assets as collateral to obtain small business loans. He has worked with governments, businesses, bankers and development agencies throughout the hemisphere to encourage access to credit for

marginalized groups, entrepreneurship and small business growth, and individual economic autonomy as a means to poverty alleviation and stable democratic development.

10:00 a.m.-11:00 a.m.: Introduction of participants and discussion of goals of the workshop

S. Lynne Walker, Vice President and Director of the China-Americas Program, Institute of the Americas

11:00 a.m.-12:30 p.m.: San Diego: An innovation hub for U.S. and foreign investors at the gateway to Latin America

Presentation by Dr. Mary Walshok, Co-founder, CONNECT
Q&A session

CONNECT is a regional program that promotes the creation of innovative technology and life sciences products in San Diego County by linking inventors and entrepreneurs with the resources they need for success. Since 1985, CONNECT has assisted in the formation and development of more than 3,000 companies. The leadership of CONNECT attributes its success to the unique culture of collaboration between industry, capital sources, professional service providers and research organizations that CONNECT has sought to foster in the region.

[\(http://connect.org/\)](http://connect.org/)

12:30 p.m.-2:00 p.m.: Lunch at Faculty Club, UCSD

2:00 p.m.-2:30 p.m.: Walk to Qualcomm Institute, UCSD campus

2:30 p.m.-3:15 p.m.: Communicating in the 21st century: The next generation of communications technology

Video presentation by Qualcomm Institute

Presentation by Dr. Ramesh Rao, Director, Qualcomm Institute (to be confirmed)

The Qualcomm Institute, which is located on the University of California San Diego campus, represents an experiment in creating the university research environment of the future to fuel innovation in the global economy. Where the university traditionally has focused on education and research, Qualcomm Institute extends that focus to include development and deployment of prototype infrastructure for testing new solutions in a real-world context. [\(http://calit2.net/\)](http://calit2.net/)

3:15 pm.-4:30 p.m. Field visit: Tour of Star Cave, Next Cave and WAVE exhibit
Qualcomm Institute

4:30 p.m.-4:45 p.m.: Walk to Institute of the Americas

4:45 p.m.-5:30 p.m.: Transportation from Institute of the Americas to Holiday Inn Express

6:30 p.m.-7:00 p.m.: Transportation from Holiday Inn to dinner

7:00 p.m.-9:00 p.m.: Dinner

9:00 p.m.-9:15 p.m.: Transportation to Hotel Holiday Inn

May 6, 2014

7:00 a.m.-8:00 a.m.: Buffet Breakfast at Hotel Holiday Inn

8:15 a.m.: Participants gather in the lobby of Hotel Holiday Inn

8:30 a.m.-9:00 a.m.: Transportation from Hotel Holiday Inn to Institute of the Americas

9:00 a.m.-10:15 a.m.: **Mexico and oil: The role of foreign investment in a restructured PEMEX**

Luis Vera, Founding Partner, Vera & Carvajal, Mexico City

Q&A session

The lawyers of Vera & Carvajal have helped define the environmental law practice in Mexico and other Latin American countries. The Firm has a solid reputation based upon the legal excellence of its recommendations and strategies; the effective defense of public, private and social sector clients' interests before the courts and the identification of opportunities and challenges its clients must face in order to successfully comply with their goals assuring the satisfactory completion of environmentally sound projects with social business responsibility.

<http://www.vc.com.mx/>

10:15 a.m.-10:30 a.m.: Tea and coffee break

10:30 p.m.-12:00 p.m.: **Doing business in Mexico: A new approach to international commerce under Mexico's President Pena Nieto**

Speaker to be confirmed

12:00 p.m.-1:00 p.m.: Lunch on Friend Plaza, Institute of the Americas

1:00 p.m.-2:30 p.m.: **Chile: Changing Latin America through Innovation**

Horacio Melo, executive director, Start-Up Chile (to be confirmed)

<http://startupchile.org/about/the-program/>

Q&A session

Start-Up Chile is a program created by the Chilean government that seeks to attract early stage, high-potential entrepreneurs in Chile, using it as a platform to go global. The end goal of the accelerator program is to convert Chile into the definitive innovation and entrepreneurial hub of Latin America. This is a mission shared by the government of Chile and is a primary focus of the Ministry of Economy.

2:30 p.m.-2:45 p.m.: Tea and coffee break

2:45 p.m.-4:30 p.m.: **Lobsters, red cherries and wine : Chile's creative approaches to responding to Chinese consumers**

(Speaker to be confirmed)

Q&A session

4:30 p.m.-5:30 p.m.: Transportation from Institute of the Americas to Orfila Winery

5:30 p.m.-7:30 p.m.: Wine tasting, tour and dinner at Orfila Winery

7:30 p.m.-8:30 p.m.: Transportation from Orfila Winery to Hotel Holiday Inn

May 7, 2014

8:00 a.m.-9:00 a.m.: Buffet Breakfast at Hotel Holiday Inn

9:00 a.m.: Participants gather in the lobby of Hotel Holiday Inn

9:00 a.m.-9:30 a.m.: Transportation from Hotel Holiday Inn to U.S.-Mexico border

9:30 a.m.-10:00 a.m.: Walk from the United States to Mexico

10:00 a.m.-10:30 a.m.: Transportation from international border to the Tijuana Economic Development Council

11:00 a.m.-12:30 p.m.: **Tijuana's role as a manufacturing hub for international companies**

Tijuana Economic Development Council

<http://www.tijuanaedc.org/>

(Speaker to be confirmed)

Tijuana EDC is one of 38 economic development organizations recognized by the International Economic Development Council (IEDC) as an Accredited Economic Development Organization (AEDO). The International Economic Development Council is the largest membership association serving economic and community development professionals in the world, with over 4,400 members nationwide and abroad. The AEDO certification recognizes the professional excellence of

organizations in the field AEDO status says to the community that the accredited organization is a leading authority on economic-related issues.

12:30 p.m.-1:00 p.m.: Transportation from Tijuana Economic Development Council to Saverio's restaurant

1:00 p.m.-2:30 p.m.: Lunch at Saverio's restaurant

2:30 p.m.-3:00 p.m.: Transportation from Saverio's to Deloitte

3:00 p.m.-4:00 p.m.: **Setting up a maquiladora factory in Tijuana: The rules, the regulations and the opportunities**

Deloitte/Tijuana (Speaker to be confirmed)

4:00 p.m.-5:30 p.m.: Site visit

5:30 p.m.-6:00 p.m.: Walk from Mexico to United States

6:00 p.m.-9:00 p.m.: Shopping and open dinner

9:00 p.m.-9:30 p.m.: Transportation to Hotel Holiday Inn

May 8, 2014

7:00 a.m.-8:00 a.m.: Buffet Breakfast at Hotel Holiday Inn

8:15 a.m.: Participants gather in the lobby of Hotel Holiday Inn

8:30 a.m.-9:00 a.m.: Transportation from Hotel Holiday Inn to Institute of the Americas

9:00 a.m.-10:15 a.m.: **Brazil: Oil, Food Security and China**

Bruno de Risois Bath, Consul General of Brazil to the United States, Los Angeles (to be confirmed)

Q&A session

10:15 a.m.-10:30 a.m.: Tea and coffee break

10:30 a.m.-12:00 p.m.: **Brazil's changing economy: Implications for Chinese investors**

Dr. Cornel Ban, associate professor of international relations, Boston University (to be confirmed)

Q&A session

Dr. Cornel Ban is the author of several peer-reviewed articles on Brazil's liberal neo-developmental political economy and sovereign debt crises. He co-edited a special issue on the Washington Consensus in the BRICS and is co-editing a special issue on the crisis politics and economics of the International Monetary Fund.

12:00 p.m.-2:00 p.m.: Lunch at Faculty Club, UCSD

2:00 p.m.-3:15 p.m.: **Argentina: Food production and its role in China's food security**

Eduardo Tempone, Minister of the Economy, Trade and Investment, Argentine Embassy in the United States (to be confirmed)

Q&A session

3:15 p.m.-3:30 p.m.: Tea and coffee break

3:30 p.m.-4:45 p.m.: **China and the Caribbean: Practical lessons about doing business with island economies**

Bill Miao, Managing Partner, SunEnergyNet

Q&A session

In the United States, Mr. Miao is a leader in solar and clean energy, including solar cooling development. He is Vice Chairman of the International Code Council (ICC) Standard Consensus Committee on Solar and has been invited to speak at conferences such as the International Energy Agency and the American Council for an Energy-Efficient Economy. He works with the California Center for Sustainable Energy for the California Solar Initiative. He also collaborates with major technology companies, manufacturers and universities in the U.S. and China. Over the past 10 years, Mr. Miao has worked extensively on solar initiatives with government leaders and business executives in the Caribbean.

<http://sunenergynet.com/>

4:45 p.m.-5:30 p.m.: Transportation to Hotel Holiday Inn

6:30 p.m.: Meet in hotel lobby

6:30 p.m.-7:00 p.m.: Transportation from Hotel Holiday Inn to downtown San Diego

7:00 p.m.-9:30 p.m.: Walking tour of downtown San Diego and dinner

May 9, 2014

7:00 a.m.-8:00 a.m.: Buffet Breakfast at Hotel Holiday Inn

8:45 a.m.: Participants gather in the lobby of Hotel Holiday Inn

8:45 a.m.-9:30 a.m.: Transportation from Hotel Holiday Inn to Institute of the Americas

9:30 a.m.-10:45 a.m.: **Successful strategies for foreign investors doing business in Colombia**

Speaker to be confirmed

10:45 a.m.-11:00 a.m.: Tea and coffee break

11:00 a.m.-12:30 p.m.: **Peru and China: A story of successes and challenges in the bilateral economic relationship**

Dr. Carol Wise, associate professor of international relations, University of Southern California, Los Angeles, and author of, "*The Political Economy of China-Latin America Relations*"

Q&A session

Dr. Carol Wise joined the School of International Relations at USC in 2002 after spending eight years on the faculty at Johns Hopkins University's School of Advanced International Studies in Washington, D.C. She specializes in international political economy and development, with an emphasis on Latin America. She has written widely on trade integration, exchange rate crises, institutional reform and the political economy of market restructuring in the region. Dr. Wise has worked and written most extensively on Argentina, Mexico, and Peru. She is currently completing a book entitled, "China, Latin America, and the End of Neoliberalism."

12:30 p.m.-2:00 p.m.: Lunch at Faculty Club, UCSD campus

2:15 p.m.-3:00 p.m.: Transportation from Institute of the Americas to Hotel Holiday Inn

5:15 p.m.: Participants gather in the lobby of the Hotel Holiday Inn

5:30 p.m.-6:00 p.m.: Transportation from Hotel Holiday Inn to ferry landing in San Diego Harbor

6:00 p.m.-6:25 p.m.: Ferry ride to Coronado Island

6:30 p.m.- 8:00 p.m.: Healthy walk on Coronado Island

8:00 p.m.-9:30 p.m.: Dinner on Coronado Island

9:30 p.m.-10:00 p.m.: Ferry ride to downtown San Diego

10:00 p.m.-10:15 p.m.: Transportation from downtown San Diego to Hotel Holiday Inn

May 10, 2014

Free day to enjoy San Diego tourist attractions such as the San Diego Zoo and Sea World

May 11, 2014

7:00 a.m.-9:00 a.m.: Buffet Breakfast at Hotel Holiday Inn

11:30 a.m.-12:30 p.m.: Lunch

1:00 p.m.: Participants gather in the lobby of Hotel Holiday Inn for checkout. Please have your suitcases packed and your travel documents ready for international travel.

1:00 p.m.-1:45 a.m.: Transportation from Hotel Holiday Inn to San Diego International Airport for Volaris flight #957 to Mexico City

4:07 p.m.: Board Volaris flight #957

9:30 p.m.: Arrive in Mexico City

9:30 p.m.-10:45 p.m.: Immigration and customs processing and transportation to Hotel Sheraton Maria Isabel, Paseo de la Reforma #325

11:00 p.m.: Check-in at Hotel Sheraton Maria Isabel

May 12, 2014

6:30 a.m.-8:30 a.m.: Buffet Breakfast at hotel

8:30 a.m.: Gather in hotel lobby

8:45 a.m.-9:00 a.m.: Walk to corporate offices of HSBC Mexico

9:00 a.m.-9:30 a.m.: **Welcome to Mexico**

S. Lynne Walker, Vice President, Institute of the Americas

S. Lynne Walker has served as Vice President of the Institute of the Americas since April 2008. In recognition of the importance of China in world affairs and the need to facilitate policy interchange between China, the United States and Latin America, Ms. Walker initiated the Institute's China-Americas Program in December 2008.

Before joining the Institute of the Americas, Ms. Walker was the Mexico City Bureau Chief for Copley News Service for 15 years, covering major political and economic news events including the historic elections of opposition candidate Vicente Fox and the challenges that the national oil monopoly PEMEX poses for Mexico's economic future. Ms. Walker's work earned the highest recognition in American journalism. She received the Maria Moors Cabot Prize from the Columbia Graduate School of Journalism for her outstanding coverage of Latin America. And in 2004, Ms. Walker was a finalist for the Pulitzer Prize for National Reporting.

9:30 a.m.-10:30 a.m.: **Energy reform and the impact on Mexico's economy**

Chief economist, HSBC Mexico

Q&A session

10:30 a.m.-10:45 a.m.: Tea and coffee break

10:45 a.m.-12:00 p.m.: **The internationalization of the RBM and implications for China-Mexico trade**

Chief of trade, HSBC Mexico

Q&A session

HSBC Mexico, S.A., the principal operating company of Group Financiero HSBC, S.A. de C.V., is one of Mexico's four largest banking and financial service companies, with 1,400 branches and 5,200 ATMs. As a principal member of the HSBC Group HSBC Mexico is responsible for other operations in the area, principally HSBC Bank (Panama) S.A., HSBC Colombia S.A. formerly Grupo Banistmo, HSBC Costa Rica through the acquisition of the local bank Banex, HSBC El Salvador by the acquisition of the local bank Banco Salvadoreño and HSBC Honduras through what was BGA. (<http://www.hsbc.com.mx/1/2/>)

12:00 p.m.-2:00 p.m.: **Luncheon**

2:00 p.m.-2:15 p.m.: Walk to Learning Center (Centro de Aprendizaje), Deloitte

2:30 p.m.-2:45 p.m.: **Welcome to Deloitte**

Amy Ifang Liang, China Services Group Manager, Deloitte/Mexico

Deloitte, through its Mexico Chinese Services Group (CSG), helps companies and investors with an interest in starting or expanding operations in Mexico, China and Asia. Through a network of specialized professionals who have an intricate understanding of the culture and business practices in these countries, Deloitte provides its clients with access to intellectual capital from experts in several business areas to help them achieve their business objectives.

2:45 p.m.-3:45 p.m.: **Fiscal reform and tax laws**

Deloitte specialist (name to be confirmed)

3:45 p.m.-4:00 p.m.: Tea and coffee break

4:00 p.m.-5:00 p.m.: **Mexican Industries by Sector: Petroleum, Manufacture and Infrastructure**

Deloitte specialist (name to be confirmed)

5:00 p.m.-5:20 p.m.: Healthy walk to Hotel Sheraton Maria Isabel

7:00 p.m.: Meet in lobby

7:00 p.m.-7:30 p.m.: Transportation to Asian Bay restaurant for Institute of the Americas welcome dinner

7:30 p.m.-9:30 p.m.: Dinner at Asian Bay

9:30 p.m.-10:00 p.m.: Transportation to Hotel Sheraton Maria Isabel

May 13, 2014

6:30 a.m.-8:30 a.m.: Buffet Breakfast at hotel

8:45 a.m.: Gather in hotel lobby

9:00 a.m.-10:00 a.m.: Transportation to ProMexico

ProMexico is the Mexican Government institution in charge of strengthening Mexico's participation in the international economy. With this objective in mind, the institution supports the export activity of companies established in the country and coordinates actions to attract foreign direct investment to national territory. ProMexico was established on June 13, 2007 through Presidential Decree as a sectoral public trust under the Ministry of the Economy.

http://www.promexico.gob.mx/en_us/promexico/home

10:00 a.m.-11:00 a.m.: **Opportunities to form strategic alliances and co-production agreements between Chinese and Mexican firms**

ProMexico specialist (speaker to be confirmed)

Q&A session

11:00 a.m.-11:15 a.m.: Tea and coffee break

11:15 a.m.-12:30 p.m.: Match-making sessions to build strategic alliances between Chinese firms and Mexican firms

12:30 p.m.-2:00 p.m.: Lunch

2:00 p.m.-3:00 p.m.: Transportation to Hotel Sheraton Maria Isabel

3:00 p.m.-4:00 p.m.: **Building Alliances in Mexico: A Case Study in Opportunities and Challenges**

Wenyuan Zhu, Public Relations, China Harbour Engineering Company Ltd.

Q&A session

4:00 p.m.-5:30 p.m.: **Al Estilo Mexicano: The Cultural Characteristics of Doing Business in Mexico**

Rafael Perez Falcon, Director of Legal and Government Affairs, SoftLanding Group Mexico

SoftLanding Group (SLG) is the result of a merger of professionals with more than 25 years of experience in key economic sectors. Former directors of BancoMext merged with the Mexico City law firm Perez Falcon to form SLG. Today, SLG specializes in advising international corporations (mainly Asian) that are seeking to open manufacturing/assembly operations in Mexico in different sectors, such as automotive, aerospace, electronics, pharmaceuticals, energy, plastic injection and food & beverages. (www.slgmexico.com)

7:00 p.m.: Gather in the lobby

7:00 p.m.-7:20 p.m.: Walk to dinner

7:30 p.m.-9:00 p.m.: Dinner at El Bajio

9:30 p.m.: Return to Hotel Sheraton Maria Isabel

May 14, 2014

6:30 a.m.-7:30 a.m.: Buffet Breakfast at hotel

7:45 a.m.: Gather in hotel lobby

7:45 a.m.-9:00 a.m.: Transportation to Grupo Bimbo

Grupo Bimbo, S.A.B. de C.V. is the largest Mexican-owned baking company, with operations in the Americas, Asia and Europe. Grupo Bimbo, which is headquartered in Mexico City, has the most extensive distribution network in Mexico and one of the largest in the Americas, with over 52,000 routes. It includes more than 2.2 million sales points across 19 countries. <http://www.bimbo.com.mx/>

9:00 a.m.-10:00 a.m.: **China: a successful, long-term business relationship**

Jorge Zárate, Asia Division Director at Grupo Bimbo

Jorge Zárate has served as Director of the Asia Organization since October 2006. He joined the Group in 1987 and has held positions such as Manufacturing Manager in Bimbo del Noroeste and General Manager of Bimbo de Argentina.

10:00 a.m.-11:00 a.m.: Tour of Bimbo

11:00 a.m.-12:30 a.m.: Transportation to Teotihuacan Pyramids

Just north of Mexico City are the mysterious Teotihuacan Pyramids, built beginning around 300 BC as the centerpiece of an enormous city, often compared to ancient Rome. They were inexplicably abandoned centuries before the arrival of the Aztecs, who called the ancient architectural marvel the "Birthplace of the Gods."

12:30 p.m.-2:00 p.m.: Lunch at La Gruta

2:00 p.m.-5:00 p.m.: Tour of Teotihuacan Pyramids

5:00 p.m.-6:30 p.m.: Transportation to Hotel Sheraton

7:00 p.m.: Dinner

6:30 a.m.-8:30 a.m.: Buffet Breakfast at hotel

May 15, 2014

6:30 a.m.-8:30 a.m.: Buffet Breakfast at hotel

8:45 a.m.: Gather in hotel lobby

9:00 a.m.-10:00 a.m.: Transportation to Bancomext (Banco Nacional de Comercio Exterior)

Bancomext grants financing for short, medium and long terms projects for companies involved in Mexico's foreign trade, including exporters and their vendors, importers, and companies that manufacture import substitutes. Bancomext encourages Mexican companies, namely small and medium-sized firms, to trade in global markets by providing financing, training and technical assistance to drive foreign trade, promote regional growth, and create jobs across the nation, based on each individual client's needs.

<http://www.bancomext.com/Bancomext/secciones/english/index.html>

10:00 a.m.-11:30 a.m.: **Bancomext and ExIm Bank: A new collaboration to promote exports to China**

Enrique de la Madrid, Director General, Bancomext (to be confirmed)

Q&A session

Enrique de la Madrid, a lawyer who holds a master's degree in public administration from the John F. Kennedy School of Government at Harvard University, has served as Director General of BancoMext since December 2012. Mr. de la Madrid, who is the son of former Mexican President Miguel de la Madrid, served as a federal congressman from 2000-2003; as Executive President of ConMexico; as Director General of the Financiera Rural (a government agricultural lending program); and as Executive Director of Institutional Relations and Corporate Communication for HSBC in Mexico and Latin America.

11:30 a.m.-1:00 p.m.: Lunch

1:30 p.m.-2:30 p.m.: Transportation to Galicia Abogados

Galicia Abogados was founded in 1994 and is recognized as one of the most prestigious law firms in Latin America. The firm is committed to providing comprehensive and integral service for domestic and international clients. It provides high-quality and innovative legal advice, as well as the capacity to offer comprehensive service with a global reach within its practice areas, which include mergers and acquisitions, private equity, banking and finance, capital markets, project finance, energy, oil and gas, roads, water, state and municipal infrastructure, environmental issues, intellectual property and foreign trade.

www.galicia.com.mx

2:30 p.m.-4:00 p.m.: Building Bridges between China and the Americas
Juan Pablo Cervantes S.N., Counsel, Galicia Abogados

4:00 p.m.-5:00 p.m.: Transportation to Hotel Sheraton Maria Isabel

7:00 p.m.: Gather in the lobby

7:00 p.m.-7:20 p.m.: Walk to dinner

7:30 p.m.-9:00 p.m.: Dinner at El Dragon

9:30 p.m.: Return to Hotel Sheraton Maria Isabel

May 16, 2014

6:30 a.m.-8:30 a.m.: Buffet Breakfast at Hotel Sheraton Maria Isabel

9:00 a.m.: Participants gather in the lobby of Hotel Sheraton Maria Isabel for checkout. Please have your suitcases packed and your travel documents ready for international travel.

9:00 a.m.- 10:00 a.m.: Transportation from Hotel Sheraton Maria Isabel to Mexico City International Airport for Volaris flight #956 to San Diego, California

10:00 a.m. -11:00 a.m.: Check-in and immigration processing

12:00 p.m.: Board Volaris flight #956

2:30 p.m.: Arrive in San Diego, California

2:30 p.m.-3:30 p.m.: Immigration and customs processing and transportation to Hotel Holiday Inn

3:30 p.m.: Check-in at Hotel Holiday Inn

6:00 p.m.: Gather in hotel lobby

6:30 p.m.-8:30 p.m.: Dinner and closing ceremony

May 17, 2014

Participants depart for China