

SONORA - ARIZONA LA MEGARREGIÓN

UNIÓN QUE GENERA RESULTADOS



ARIZONA-MEXICO
COMMISSION

COMISIÓN SONORA-ARIZONA AND ARIZONA-MEXICO COMMISSION ANNUAL MEETING

"Sonora-Arizona the Megaregion, finding new innovative ways for collaboration"

November 29- 30, 2018 | Hermosillo, Sonora Mexico | Fiesta Americana Hotel

Thursday, November 29

9:00 A.M.

Registration Location: Fiesta Americana Hotel Lobby

11:00 A.M. - 11:40 A.M.

Session: The 2030 Agenda, working together to create a better world

Session focusing on the work to accomplish the UN's 2030 Sustainable Development Goals and its proposed impact in the Megaregion.

Location: Salón Sonora

Speaker: Arturo Gómez Shuster, Representative for National Volunteer Centers UN – Mexico

11:45 A.M. - 12:25 P.M.

Panel: Sonora - Open For Business

Panel discussion centered on collaborative business partnerships located in both Arizona and Sonora, and the setting of new standards and trends for attracting new investment within the Megaregion - Highlighting success stories like Lucid Motors and International Constellation Brands.

Location: Salón Sonora

Moderator: Jorge Vidal Ahumada, Secretary of Secretariat of Economy, State of Sonora

Speaker: Daniel Baima, President, Constellation Brands (Mexico)

1:00 - 1:50 P.M.

Forum: What's New and What's Next? The United States–Mexico–Canada Agreement (USMCA)

Narrative about the renegotiation of the North American trade agreement proposed by Mexico, that recognizes the benefits of economic integration and the creation of stronger initiatives.

Location: Salón Sonora

Panelists:

- Dr. Sergio Silva Castañeda, Office of Dr. Graciela Márquez Colín, Appointed Federal Secretary of the Economy
- Roberto Martínez Yllescas, Director, OECD Development Center in Mexico for Latin America
- Patricio Gamboa, Director of Energy, Grupo Deacero

2:00 - 3:00 P.M.

Lunch Location: Fiesta Americana Hotel Garden and Restaurant

3:00 - 3:15 P.M.

Transition to Committee Meetings

3:15 - 6:00 P.M.

Committee Meetings:	Hotel:	Salon:
1. Art & Culture	Fiesta Americana	Condesa
2. Real Estate	Fiesta Americana	Fiesta Palace
3. Economic Development	Fiesta Americana	Sonora 3
4. Sports	Araiza Hotel	Onix
5. Environment & Water	Araiza Hotel	Araiza 1
6. Community & Social Organizations	Fiesta Americana	Sonora 2
7. Transportation, Infrastructure & Ports	Fiesta Americana	Sonora 1

6:00 - 7:00 P.M.

Break | Transition to Welcoming Reception

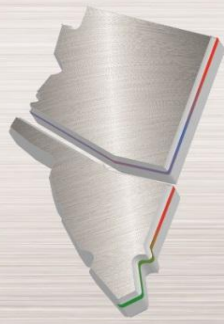
7:00-9:30 P.M.

Welcoming Reception

Location: Parque Infantil Avenida Morelia S/N, Colonia Centro, near Parque Madero

Attire: Business Casual

Special Guest: Gastón Pavlovich, Film Producer



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Friday, November 30

8:00 A.M.

Registration Location: Fiesta Americana Hotel Lobby

8:30 - 10:30 A.M.

Committee Meetings:	Hotel:	Salón:
1. Agribusiness & Wildlife	Fiesta Americana	Sonora 2
2. Emergency Management	Fiesta Inn	Salon A
3. Finance & Legal Services	Araiza Hotel	Araiza 1
4. Education	Fiesta Americana	Fiesta Palace
5. Energy	Araiza Hotel	Araiza 2
6. Mining	Araiza Hotel	Araiza 3
7. Health Services	Fiesta Americana	Sonora 3
8. Tourism	Fiesta Americana	Sonora 1
9. Security	Private	

10:30 - 11:00 A.M

Transition to Plenary Session in Salón Sonora

11:00 A.M. - 12:00 P.M.

Plenary Session

Location: Salón Sonora

- **Keynote Address:** Duncan Woods, Director, Mexico Institute Wilson Center
- **Video:** Overview of the Arizona-Sonora relationship and achievements
- **Award Ceremony (“Álvaro Obregón” Award)**
- **The signing of Memorandum of Understanding**
- **Remarks by Arizona Governor Doug Ducey**
- **Remarks by Sonora Governor Claudia Pavlovich**

12:05 - 1:05 P.M.

Panel: Innovative Talent and Productivity Development Tools

Discussion focusing on workforce development needs, and ways for educational institutions and businesses to collaborate to ensure that the Arizona and Sonora have a workforce trained and educated for the 21st Century.

Location: Salón Sonora

Moderator: Chamber President

Panelists:

- Ben Beckstead, Head of Cardiology, W.L. Gore & Associates
- Dr. Rita H. Cheng, President, Northern Arizona University (NAU)
- Armando Lee, Manager, Tetakawi Maquilas
- Adolfo Rivera Castillo, Director, National Institute of Technology in México, Institute of Technology in Hermosillo

1:10 - 2:10 P.M.

Panel: Finding New Innovative Ways to Collaborate

Insightful discussion focusing on growth and collaboration between all levels of industry as a determining factor in the elevation of productivity.

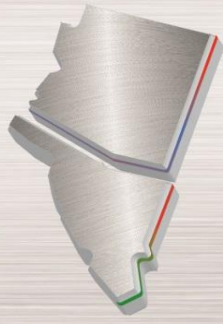
Location: Salón Sonora

Panelists:

- Colonel Antonio Bravo Álvarez, Executive Director, 2019 Mexico Aerospace Fair (FAMEX)
- Dr. Francisco Javier Mendieta-Jiménez, Director, The National Space Agency of Mexico (AEM)
- Guillermina Rodríguez Licea, Deputy Director of Economic Analysis, CitiBanamex
- Manuel Zazueta Villavicencio, Executive Division Director, HSBC Mexico

2:10 - 2:20 P.M.

Transition to Luncheon



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2:20 - 4:20 P.M.

Closing Networking Luncheon

Location: Fiesta Americana Hotel