

## **Mexico Business Forum**

### **"New business opportunities south of the Rio Grande"**

Tuesday, 7/27/2010, 9.00 am – 2.00 pm

Chamber of Industry and Commerce for Munich and Upper  
Bavaria

Venue: IHK-Akademie, Großer Akademiesaal (A 401),  
Orleansstr. 10-12, 81669 Munich

### **Programme**

In collaboration with:

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Draft: 6/25/2010

<b>8.30 am</b>	<b>REGISTRATION</b>
<b>9.00 am</b>	<p><b>Peter Driessen</b> Chief Executive Officer, Chamber of Industry and Commerce for Munich and Upper Bavaria, Munich <i>Introduction</i></p>
<b>9.10 am</b>	<p><b>Miguel Angel Padilla Acosta</b> (tbc) Jefe de Cancillería, Embassy of the United Mexican States in Germany "Mexico and Germany - results of a long partnership"</p>
<b>9.30 am</b>	<p><b>Andrés Franco Abascal</b> Secretary of State, Ministry of Economic Affairs of the State of Nuevo Leon, Monterrey <i>"Mexico's economic development and business opportunities"</i></p>
<b>9.50 am</b>	<p><b>Panel I: "Mexico Markets - Experiences of Bavarian companies in emerging sectors – energy, automotive, medical and environmental technology"</b></p> <ul style="list-style-type: none"> <li>- <b>Michael N. Rosenheimer</b> President, MIPM GmbH, Mammendorf (Medical Technology)</li> <li>- <b>Bernardo Nehm</b> Vice President of Corporate Strategies Meso-America, Siemens AG, Munich (Energy)</li> <li>- <b>Dr.-Ing. Hubert C. Tuczek</b> Managing Director, Lisa Dräxlmaier GmbH, Vilsbiburg (Automotive)</li> <li>- <b>Max von Igel</b> Managing Director HUBER Latin America, Santiago, Chile (Environmental technology)</li> </ul> <p>Moderator: <b>Alexander Hoeckle</b>, Deputy Head Foreign Trade, CCI Munich, Munich</p>

<b>11.00 am</b>	<b>COFFEE BREAK</b>
<b>11.20 am</b>	<b>Ricardo Kegel</b> Head of the Investment Promotion Office of the State of Guanajuato <i>"Mexico as technology hub"</i>
<b>11.40 am</b>	<b>N.N.</b> <i>"The NAFTA membership - a curse and a blessing for Mexico's economy"</i>
<b>12.00 pm</b>	<b>Frank Behrenz</b> Attorney and Certified Tax Consultant, Sonntag & Partner – Auditors, Tax Consultants, Attorneys, Munich <i>"What you should know about designing contracts in Mexico"</i>
<b>12.20 pm</b>	<b>Panel II: "Mexico: so close and yet so far! - socio-cultural characteristics in the Mexican market "</b> <ul style="list-style-type: none"> <li>- <b>Alexander Prince of Saxony</b> (tbc) Managing Partner, APYCSA Logistics de CV, Mexico City</li> <li>- <b>Christian Weber</b> Director, State of Bavaria - Mexico Office for Economic Development</li> <li>- <b>N.N.</b> Giesecke &amp; Devrient GmbH, Munich</li> <li>- <b>N.N.</b></li> </ul> <p>Moderator: <b>Daniel Delatrée</b>, Manager Latin America, CCI Munich, Munich</p>
<b>1.00 pm</b>	<b>LUNCH</b>
<b>2.00 pm</b>	<b>B2B Contacts</b> Individual meetings with the mexican Delegation. Only upon prior arrangement - please use the enclosed registration form
<b>4.00 pm</b>	<b>END OF CONFERENCE</b>

**- The conference is held in English -**