



## FORUM

*Attraction of foreign direct investment, export promotion and export development within the framework of public-private partnership*

**México City, 13 – 14 November, 2008**

## PROGRAMME

### First Day: November 13th

Time	Topic	Speaker
08:00 – 08:30	Registration	
08:30 – 08:50	I. Opening	<ul style="list-style-type: none"> <li>• <i>Jorge Máttar</i>, Director a.i. ECLAC Subregional Headquarters, Mexico (5 minutes)</li> <li>• <i>Bruno Ferrari García de Alba</i>, General Director of ProMexico (5 minutes)</li> <li>• <i>Othón Ramírez Gutiérrez</i>, President of the Import and Export Mexican National Association, (5 minutes)</li> <li>• <i>Armando Paredes Arroyo Loza</i>, President of Business Coordinator Council, Mexico (5 minutes)</li> </ul>
08:50 – 09:20	II. Structural Change and Productivity Growth, 20 Years Later. Old problems, new opportunities	<i>René Hernández</i> , Senior Economist, Executive Secretary Office, ECLAC/Santiago, Chile (30 minutes)
09:20 – 10:00	III. Long-term perspectives for innovation and export development in Mexico	<p>Chair: <i>Jorge Máttar</i>, Director a.i., ECLAC Subregional Headquarters, Mexico.</p> <p>Speaker:</p> <ul style="list-style-type: none"> <li>• <i>Lorenza Martínez Trigueros</i>, Vice Minister for Industry and Trade, Ministry of the Economy, Mexico (20 minutes)</li> <li>• <i>Víctor Manuel Reyes Peniche</i>, Director, Business Department, National Council of Science and Technology (CONACYT) Mexico (20 minutes)</li> </ul>
10:00 – 10:30	IV. Open Discussion: II - III	(30 minutes)

10:30 – 10:45	Coffee break	(15 minutes).
10:45 – 12:15	V. Vision of a country strategy (successful strategies of 10 countries in their international insertion)	<p>Chair: <i>Claudia Schatan</i>, Head International Trade and Industry Unit, ECLAC/Mexico.</p> <p>Speaker:</p> <ul style="list-style-type: none"> <li>• <i>Robert Devlin</i>, Regional Adviser and <i>Graciela Moguillansky</i>, Senior Economist, ECLAC/Santiago de Chile (40 minutes)</li> </ul> <p>Discussants:</p> <ul style="list-style-type: none"> <li>• <i>Héctor Álvarez de la Cadena</i>, National Vicepresident for Internacional Affairs and Foreign Trade (CANACINTRA) (10 minutos)</li> <li>• <i>Clemente Ruiz Durán</i>, Coordinator of Economics Postgraduate Program UNAM (10 minutes)</li> </ul> <p>Discussion: 30 minutes</p>
12:15 –13:25	VI. The Experience of Spain	<p>Chair: <i>Clementina Ramos</i>, Executive Director of Entrepreneurial Services and Capacity Building, ProMexico</p> <p>Speaker:</p> <ul style="list-style-type: none"> <li>• <i>Antonio Bonet</i>, President, ACECOMEX Madrid (30 minutes)</li> </ul> <p>Discussants:</p> <ul style="list-style-type: none"> <li>• <i>Guillermo Luis Jiménez</i>, Senior Official for Industrial Development, United Nations Industrial Development Organization, (UNIDO/Mexico) (10 minutes)</li> </ul> <p>Discussion: 30 minutes</p>
13:25 – 14:55	Lunch	
14:55 – 16:45	VII. The Experience of New Zealand and Ireland	<p>Chair: <i>Roberto Mares Pacheco</i>, Vicepresident ANIERM and President and General Director IC INTRACOM.</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <i>David O'Donovan</i>, International FDI Consultant and Former Staff Member of IDA - Ireland (IDA) (30minutes)</li> <li>• <i>Nigel Haworth</i>, Professor, Auckland</li> </ul>

		<p>University, New Zealand (30 minutes)</p> <p>Discussants:</p> <ul style="list-style-type: none"> <li>• <i>Arturo Elízaga Martínez</i>, General Director, Mexican Business Council for Foreign Trade, Investment and Technology (COMCE) (10 minutes)</li> <li>• <i>Claudia Ivette García</i>, General Deputy Director of International Trade and Digital Economy, Ministry of the Economy, Mexico (10 minutes)</li> </ul> <p>Discussion:30 minutes</p>
16:45	End First Day	

### Second Day: November 14th

Time	Topic	Speaker
08:30 - 09:30	VIII. The Challenge of Foreign Competition (China, India, Eastern Europe, etc.)	<p>Chair: <i>Ramón Padilla</i>, Economic Affairs Officer, ECLAC/Mexico</p> <p>Speaker:</p> <ul style="list-style-type: none"> <li>• <i>Enrique Dussel Peters</i>, General Coordinator, China-Mexico Studies Center, Universidad Nacional Autónoma de Mexico (UNAM) (30 minutes)</li> </ul> <p>Discussants:</p> <ul style="list-style-type: none"> <li>• <i>Eric Alvarez</i>, Chief of the Regional Office for Latin America and the Caribbean , International Trade Center (ITC-UNCTAD-WTO)(10 minutes)</li> </ul> <p>Discussion: 20 minutes</p>
09:30 – 10:50	IX. The Experience of Korea	<p>Chair: <i>Enrique Michel</i>, Chairman Mexico – Philippines (COMCE)</p> <p>Speaker:</p> <ul style="list-style-type: none"> <li>• <i>Yoo Soo Hong</i>, Director, Institute for Global Innovation and Economy (IGIE), (30minutes)</li> </ul> <p>Discussants:</p> <ul style="list-style-type: none"> <li>• <i>Sergio García de Alba</i> (former Minister of the Economy, Mexico), ITESM Monterrey, NL, Mexico (10 minutes)</li> <li>• <i>Gregorio Manuel Canales</i>, General Director of Foreign Investment, Ministry of the Economy (10 minutes)</li> </ul>

		Discussion: 30 minutes
10:50 – 11:05	Coffee Break	
11:05 – 12:15	X. The Experience of Czech Republic	<p>Chair: <i>Jorge Mario Martínez</i>, Economic Affairs Officer, ECLAC/Mexico</p> <p>Speaker:</p> <ul style="list-style-type: none"> <li>• <i>Vladamírr Benáček</i>, Economy Department, Charles University, Praga (30 minutes)</li> </ul> <p>Discussant:</p> <ul style="list-style-type: none"> <li>• <i>César Remis Santos</i>, General Director of Economic Bilateral Relations, Ministry of the Economy, Mexico (10 minutes)</li> </ul> <p>Discussion: 30 minutes</p>
12:15 – 13:35	XI. The experience of Public-Private Partnership in Mexico	<p>Chair: <i>Claudia Schatan</i>, Head, International Trade and Industry Unit, ECLAC//Mexico</p> <ul style="list-style-type: none"> <li>• <i>Ilán Bizberg</i> (Consultant, ECLAC), Public-Private Partnership: the Mexican case (20 minutes)</li> <li>• <i>Juan José Palacios</i> (Consultant ECLAC) (20 minutes), Public-Private Partnership: the Jalisco case</li> <li>• <i>Ricardo Bisso</i>, Advisor Competitiveness and Productive Integration, United Nations Development Programme (UNDP), Governance and Competitiveness: The case of Mexico (20 minutes)</li> <li>• <i>Mónica Casalet</i>, <i>Professor-Researcher</i> (FLACSO), Institutional mediation initiatives to foster innovation (20 minutes)</li> </ul> <p>Discussion: 30 minutes</p>
13:35 – 15:05	Lunch	
15:05 – 16:10	XII. Round Table: Conclusions and recommendations.	<p>Chair: <i>Jorge Máttar</i>, Director a.i. ECLAC Subregional Headquarters, Mexico.</p> <ul style="list-style-type: none"> <li>• <i>Rodrigo Guerra Botello</i>, President, Regiomontana University and Former President ANIERM (10 minutes)</li> <li>• <i>Sergio Carrera</i>, General Direction of Domestic Commerce and Digital Economy, Ministry of Economy, Mexico</li> </ul>

		<p>(10 minutes)</p> <ul style="list-style-type: none"> <li>• <i>Gabriel Barrera</i>, Head, Export Development Unit, ProMexico (10 minutes)</li> <li>• <i>David Ríos Jara</i>, Vicepresident, Mexican Association of Applied Research and Technological Development Directors (ADIAT) (10 minutes)</li> </ul> <p>Discussion: 35 minutes</p>
16:10 – 16:20	Closing Ceremony	

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