

Bilateral Business Summit Munich 2015

July 16 – 17, 2015

Venue: HypoVereinsbank, Kardinal-Faulhaber-Str.14, 80333 Munich, Germany

PROGRAM

FIRST DAY – July 16, 2015 – MAXIMILIANSAAL

08:30 – 09:00

REGISTRATION

09:00 – 09:30

WELCOMING REMARKS

Dr. Johann Schachtner – General Director for Industry and Internationalization, Bavarian Ministry of Economic Affairs and Media, Energy and Technology

Patricia Espinosa Cantellano – Ambassador of Mexico to Germany

Phillip Reimnitz – Head of Multinational Clients, UniCredit Bank

09:30 – 09:50

DOING BUSINESS IN MEXICO – A SUCCESS STORY WITH A LONG TRADITION

Johannes Hauser – CEO, CAMEXA

09:50 – 10:10

INVESTING IN MEXICO – PERSPECTIVES FROM PROMÉXICO

Carlos Eduardo Sánchez Pavón – Minister in London and Regional Director for Europe and Africa, ProMéxico

PANEL I – AUTOMOTIVE INDUSTRY IN MEXICO – THE GREAT LEAP FORWARD

10:10 – 11:45

10:10 – 10:20

A STRONG LOCAL SUPPLY CHAIN – AUDI MEXICO

Michael Kerschensteiner - Head of Project Purchasing B-Series / Q5 Mexico, AUDI

10:20 – 10:30

SWOBODA: INTEGRATING BAVARIAN EXPERTISE IN THE MEXICAN AUTOMOTIVE INDUSTRY

Matthias Groth – CEO, Swoboda Hartmann Holding

10:30 – 10:40

MEXICO, A PERFECT LOCATION TO PRODUCE PREMIUM CARS

José Padilla – Partner EMEIA Global ITS/ Mexico LABC, Ernst & Young

10:40 – 10:50

CONTINENTAL'S SUSTAINABLE INVESTMENTS IN MEXICO

Thomas Sewald – Head of Environmental Automotive, Continental

10:50 – 11:00

INVESTING IN THE FUTURE – BMW MEXICO

Christian Dunckern – Production Senior Vice President Technical Planning, BMW

11:00 – 11:25

DISCUSSION PANEL I

Moderated by Katharina Vogt – Director Trade Finance Region Bayern, UniCredit Bank

11:25 – 11:45

Q & A

11:45 – 12:15

COFFEE BREAK – HOSTED BY: INVEST IN BAVARIA

PANEL II – DOING BILATERAL BUSINESS, THE "SME PERSPECTIVE"

12:15 – 13:50

12:15 – 12:25

HOW THE GERMAN "MITTELSTAND" MAINTAIN HIGH QUALITY STANDARDS GLOBALLY

Dr. Hans-Jürgen Völz – Head of Politics and Economic Department, German Small Medium Size Companies Association (BVMW)

12:25 – 12:35

SUPPLY CHAIN STRATEGIES FOR SMEs

Luis Rossano – President of the Board, Suministro Express

12:35 – 12:45

INTELLECTUAL PROPERTY & SMEs

Miguel Ángel Margáin – General Director, IMPI (Mexican institute for intellectual property)

12:45 – 12:55

MADE IN MEXICO: THE CASE OF C+F INTERNATIONAL

Francisco Quiroga – Managing Director, C&F International

12:55 – 13:05

MADE IN GERMANY: SUCCESS STORY

Héctor Ordaz Sommerz – Brand Director, LEONI

13:05 – 13:30

DISCUSSION PANEL II

Moderated by: Joachim Elsaesser, Responsible for International Cooperation, LVI

13:30 – 13:50

Q & A

13:50 – 15:30

**NETWORKING LUNCH BREAK – HOSTED BY: MUNICH AIRPORT
START OF BUSINESS AGENDAS (B2B)**

PANEL III – THE CHALLENGE OF CREATING SHARED VALUE

15:30 – 16:55

15:30 – 15:40

JALISCO'S STRENGTHS IN THE GLOBAL ECONOMY AND COMMITMENT WITH SUSTAINABILITY

Jorge Aristóteles Sandoval Díaz – Governor of the State of Jalisco

15:40 – 15:50

"UMWELT CLUSTER BAYERN" – PARTNER FOR SUSTAINABLE DEVELOPMENT

Reinhard Büchl – CEO, Umwelt Cluster

15:50 – 16:00

SUPPORTING SUSTAINABLE MANUFACTURING PROJECTS IN MEXICO

Holger Czuday – Manager of Mobility and Automotive, Bayern Innovativ

16:00 – 16:10

VALUE CREATION PARTNERSHIP WITH CHEMIECLUSTER

Daniel A. Gottschald – Managing Director, ChemieCluster

16:10 – 16:35

DISCUSSION PANEL III

Moderated by: Dr. Edmund Duckwitz – Of. Counsel, von Wobeser y Sierra

16:35 – 16:55

Q & A

17:00 – 17:30

DAY 1 SUMMARY

Christoph G. Schmitt – General Manager, LAV

18:00

"PARTNER EVENT" - HOSTED BY: AHT, DEG INVEST and ERNST & YOUNG

SECOND DAY – July 17, 2015 – PREYSINGSAAL

COFFEE SERVICE HOSTED BY: CITY OF MUNICH

08:30 – 09:00

REGISTRATION

09:00 – 09:30

WELCOMING REMARKS

Franz Josef Pschierer – State Secretary in the Bavarian Ministry of Economic Affairs and Media, Energy and Technology

Jorge Aristóteles Sandoval Díaz – Governor of the State of Jalisco

09:30 – 10:00

MEXICO'S NEW ENERGY MODEL: OPPORTUNITIES & CHALLENGES

Keynote speaker: Cesar E. Hernández Ochoa – Undersecretary of Electricity, Ministry of Energy in Mexico

PANEL IV – DEVELOPING THE OIL & GAS VALUE CHAIN: AN OPPORTUNITY FOR GERMAN - MEXICAN COLLABORATION

10:00 – 11:45

10:00 – 10:30

PEMEX'S CENTRALIZED PROCUREMENT MODEL & OPPORTUNITIES

Arturo Henríquez Autrey – Chief Procurement Officer, PEMEX

10:30 – 10:40

BUSINESS DEVELOPMENT OUTLOOK OF BASF MEXICANA

Heberto Moreno – Strategic Business Development, BASF Mexicana

10:40 – 10:50

AN OUT-INSIDE INDUSTRY PERSPECTIVE ON MEXICO'S OIL & GAS MARKET

Tom Blades – Member of the Executive Board, Linde AG

10:50 – 11:00

PARTNERSHIP & COLLABORATION OPPORTUNITIES IN OIL & GAS, THE ROLE OF PROMEXICO

Erika Salazar Sugich – Coordinator for Energy & Environmental Technologies, ProMéxico

11:00 – 11:25

DISCUSSION PANEL IV

Moderated by: Thomas Ohler – Director Trade Finance Sales Manager, UniCredit Bank

11:25 – 11:45

Q & A

11:45 – 14:45

**NETWORKING LUNCH BREAK – HOSTED BY: LBBW
START OF BUSINESS AGENDAS (B2B)**

14:45 – 15:00

CONVERSATION ON FREE TRADE AGREEMENTS

Francisco N. González Díaz – CEO, ProMéxico
INTERVIEW by Hildegard Stausberg - die WELT

15:00 – 15:15

INTEGRATION OF SMEs IN GLOBAL VALUE CHAINS

Enrique Jacob Rocha – President, The National Institute of Entrepreneur (INADEM)
INTERVIEW by Christian Weber – State of Bavaria – Mexico Office

PANEL V – DISCOVERING GREENTECH AND ENERGY EFFICIENCY OPPORTUNITIES IN MEXICO

15:15 – 16:35

15:15 – 15:25

GREEN ENERGIES IN MEXICO

Erika Salazar Sugich – Coordinator for Energy & Environmental Technologies, ProMéxico

15:25 – 15:35

ENHANCING SUPPLY CHAIN IN MEXICO THROUGH TECHNOLOGY AND INNOVATION

Jon de Souza – CEO for North America, HARTING

15:35 – 15:45

SIEMENS' ENVIRONMENTAL PORTFOLIO: FOCUS ON ENERGY EFFICIENCY AND RENEWABLES

Jan Rabe – Director for Sustainability Worldwide, SIEMENS

15:45 – 15:55

STEP BY STEP INTO RENEWABLE ENERGY IN MEXICO

Kai Buntrock – CFO, SOWITEC

15:55 – 16:05

ELECTRICITY INFRASTRUCTURE: THE TRANSITION

Dr. Diana Sasse – Partner, Goodrich, Riquelme y Asociados

16:05 – 16:30

DISCUSSION PANEL V

Moderated by Justus Vitinius – Director Latin America, DEG Invest/KFW

16:30 – 16:50

Q & A

16:50 – 17:20

CLOSING REMARKS

- Rita Roider – Managing Director Marketing & Communication, City of Munich
- Francisco N. González Díaz – CEO, ProMéxico

17:20 – 17:30

GROUP TOUR Departure (optional): BMW Welt

18:00 – 18:45

GROUP TOUR: BMW Welt

19:00

END OF PROGRAM

