

KEEPING MARKETS OPEN: CHALLENGES AND OPPORTUNITIES FOR TRADE AND INVESTMENT IN LATIN AMERICA

15 | 10 | 2015 | MEXICO DF



Draft Program

9:30 - 10:00 am

Welcome Coffee and registration

10:00 – 10:45 am

Opening Remarks by: Juan Pablo Castañón, COPARMEX President
Valentín Diez Morodo, COMCE President
Gerardo Gutiérrez Candiani, CCE President

Keynote Speech: Ángel Gurría, OECD Secretary General

10:45 - 12:00 Panel I

21st Century Trade Dynamics and Global Value Chains: Insights from the OECD

OECD work on global value chains has shown the extent to which trade practice has changed in the last twenty years as a result of technological change and a reduction in transport costs. This panel will set the scene to explore how insight from GVCs can foster trade policies that will promote and encourage trade liberalization in the region for economic growth and prosperity.

- Carlos Véjar Borrego, Secretariat of Economy, Government of Mexico
- Juan Pablo Castañón, COPARMEX President
- Przemyslaw Kowalski, OECD Senior Trade Policy Analyst
- Guillermo Prieto Treviño, Executive President, AMDA

- Moderated by: Ali Karami Ruiz—BIAC Policy Director

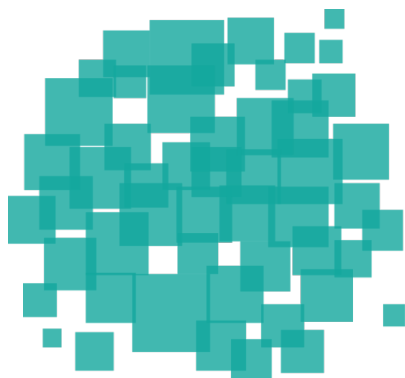
12:00 - 12:30 Coffee Break

12:30 - 13:45 Panel II

Trade in Services: Mexico's (and Latin America's) experience

Trade in services is increasingly a pivotal component of trade and a pillar of companies' international operations. OECD's recently published Services Trade Restrictiveness Index documents the extent of trade restrictive measures in the services which provide the great bulk of growth and jobs in the most advanced economies. Countries can use insights from this work to prioritize reforms and to better understand the benefits of rolling back duplicative, restrictive and burdensome regulations.

- Alexander Mora, Minister of Foreign Trade, Government of Costa Rica
- Maria Cristina Capelo, Public Policy and Government Affairs, Google México
- Dorothee Rouzet, OECD Trade Policy Analyst
- Eduardo Guerrero, Chief Sales Officer, Softek



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- Moderated by Fernando de Mateo, Ambassador of Mexico to the WTO and Chair of the WTO General Council

13:45 - 15:00 Networking Lunch

15:00 - 16:15 Panel III

Fostering Investment: Policies for Changing Business Models

International investments foster growth, innovation and sustainable development. Although many countries continue to strongly support treaty protection for foreign investors, some are seeking modifications and in a few cases countries are terminating treaties. This session will examine how investors promote trade and investment and discuss concerns about the current investment climate in Mexico and across the Latin America region.

- Nicolás Torres, Ministry of Trade, Industry, and Tourism, Government of Colombia
- Marco Mascarua Galindo, Vice President Corporate Affairs, Heineken Mexico
- Iza Lejarraga, OECD Senior Policy Analyst, Investment Division
- Moderated by: Ali Karami Ruiz—BIAC Policy Director

16:15 - 17:30 Panel IV

Towards open and diverse economies

The year 2015 is a crucial one for international trade policy, with an active agenda of mega-regional trade negotiations and the Nairobi WTO Ministerial fast approaching. Against the background of the most recent developments, this closing session will provide an opportunity for the panellists to discuss how countries in the region can exploit multilateral, plurilateral, regional, and unilateral avenues for further trade and investment opening.

- Fernando de Mateo, Ambassador of Mexico to the WTO, Chair of the WTO General Council
- Álvaro Espinoza, Deputy Director of Multilateral Economic Affairs, Chile
- Gerardo Gutierrez Candiani, President, Coordinating Business Council, Mexico
- Moderated by: Ken Ash, OECD Director for Trade and Agriculture

17:30 – 18:00 Concluding Remarks

- **Jesús Mario Chacón Carrillo, ProMexico Head of Investment and International Business Promotion**
- **Juan Pablo Castañón, COPARMEX President**