

Bilateral Business Summit Munich 2015

July 16 – 17, 2015

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

PRELIMINARY PROGRAM

FIRST DAY – July 16, 2015 – MAXIMILIANSAAAL

08:30 – 09:00

REGISTRATION

09:00 – 09:30

WELCOMING REMARKS

Dr. Johann Schachtner, General Director for Industry and Internationalization, Bavarian Ministry
Patricia Espinosa Cantellano – Ambassador of Mexico to Germany
Phillip Reimnitz – Head of Multinational Clients, UniCredit Bank AG **(TBC)**

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 – Europe and Africa Regional Director, 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 EMEA Global ITS/ Mexico LABC, E & Y

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 Angel Margain – General Director, IMPI

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 – START OF BUSINESS AGENDAS (B2B) - HOSTED BY: MUNICH AIRPORT

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

José Palacios Jiménez – Secretary of Economic Development 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: Lorenzo Berho – Chairman and CEO, Vesta (TBC)

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: KFW/DEG INVEST, ERNST & YOUNG AND RAVEN GROUP

SECOND DAY – July 17, 2015 – PREYSINGSAAL

COFFEE SERVICE HOSTED BY: CITY OF MUNICH

08:30 – 09:00

REGISTRATION

09:00 – 09:30

WELCOMING REMARKS

Uwe Beckmeyer, Federal Government Co-ordinator for the Maritime Industry **(TBC)**

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

Jorge Aristóteles Sandoval Díaz – Governor of Jalisco

09:30 – 10:00

MEXICO'S NEW ENERGY MODEL: OPPORTUNITIES & CHALLENGES

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

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

Moderated by: Dr. Martin Würth – Managing Director Finance Projects for Oil + Gas, UniCredit **(TBC)**

10:00 – 11:30

PEMEX'S CENTRALIZED PROCUREMENT MODEL & OPPORTUNITIES

Arturo Henriquez Autrey – Chief Procurement Officer, PEMEX

BUSINESS DEVELOPMENT OUTLOOK OF BASF MEXICANA (TBC)

Heberto Moreno – Strategic Business Development, BASF Mexicana

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

Tom Blades – Member of the Executive Board, Linde AG

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

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

11:10 – 11:30

Q & A

11:30 – 14:30

NETWORKING LUNCH BREAK – HOSTED BY: LBBW

START OF BUSINESS AGENDAS (B2B)

14:30 – 14:45

INTERVIEW: CONVERSATION ON FREE TRADE AGREEMENTS: ENERGY & COMMERCE

Francisco Leopoldo de Rosenzweig Mendialdua – Undersecretary for Foreign Trade, Secretary of Economy in Mexico (TBC)

14:45 – 15:00

INTERVIEW: INTEGRATION OF SMEs IN GLOBAL VALUE CHAINS

Enrique Jacob Rocha – General Director, The National Institute of Entrepreneur (INADEM)

PANEL V – DISCOVERING GREENTECH AND ENERGY EFFICIENCY OPPORTUNITIES IN MEXICO

15:00 – 16:50

15:00– 15:10

CFE : EVOLUTION TOWARDS ENERGY EFFICIENCY & GREEN INVESTMENT

Enrique Ochoa Reza – General Director, CFE

15:10 – 15:20

PEMEX AS A LEADER FOR A CLEAN ENERGY IN MEXICO

José Manuel Carrera Panizzo – CEO, PEMEX Marketing International (TBC)

15:20 – 15:30

ENHANCING SUPPLY CHAIN IN MEXICO THROUGH TECHNOLOGY AND INNOVATION

Jon de Souza – CEO for North America, HARTING

15:30 – 15:40

SIEMENS' ENVIRONMENTAL PORTFOLIO: FOCUS ON ENERGY EFFICIENCY AND RENEWABLES

Jan Rabe – Director for Sustainability Worldwide, SIEMENS

15:40 – 15:50

STEP BY STEP INTO RENEWABLE ENERGY IN MEXICO

Kai Buntrock – CFO, SOWITEC

15:50 – 16:00

ELECTRICITY INFRASTRUCTURE: THE TRANSITION

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

16:00 – 16:25

DISCUSSION PANEL V

Moderated by Justus Vitinius – Director Latin America, DEG Invest

16:25 – 16:45

Q & A

16:45 – 17:15

CLOSING REMARKS

- Josef Schmid, Deputy Mayor of the City of Munich (TBC)
- Francisco N. González Díaz – CEO, ProMéxico

17:15 – 19:30 OR SATURDAY (TBC)

GROUP TOUR (optional): BMW PLANT, BASF, Siemens (TBC)

19:30

END OF PROGRAM

