



“Three Nations, Two Borders—One Economy”

North American Competitiveness and Innovation Conference

Creating Jobs for North America

October 27-29, 2013

Hilton La Jolla Torrey Pines
San Diego, California

SUNDAY, OCTOBER 27

5:00 p.m.

Registration

5:30 p.m.

Reception

MONDAY, OCTOBER 28

7:00 a.m. – 8:00 a.m.

**Registration and Breakfast
Sponsors’ Exhibitions**

8:00 a.m. – 8:30 a.m.

**Welcome to the North American Competitiveness and
Innovation Conference**

Welcoming Remarks:

- Remedios Gomez-Arnau, Consul General of Mexico (San Diego)
- David Fransen, Consul General of Canada (Los Angeles)
- Andrew S.E. Erickson, Consul General of the United States (Tijuana)

Opening Remarks:

- Rick Bregman, Market President, Bank of America, San Diego
- Greg Cox, Chairman of the San Diego Board of Supervisors

Masters of Ceremony:

- Jerry Sanders, President of the San Diego Regional Chamber of Commerce
- Walter Bastian, Deputy Assistant Secretary for the Western Hemisphere, U.S. Department of Commerce
- James Clark, Director of Mexico Business Center, San Diego Regional Chamber of Commerce

8:30 a.m. – 9:30 a.m.

North American Vision Paper

Moderator: Charles Shapiro, President of Institute of the Americas

- Laura Dawson, President of Dawson Strategic
- Chris Sands, Senior Fellow at Hudson Institute
- Duncan Wood, Director of the Mexico Institute at the Wilson Center



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INTERNATIONAL
TRADE
ADMINISTRATION

9:30 a.m. – 10:20 a.m.

CEO Discussion on the Importance of the North American Supply Chain

- Moderator: Juan Pablo Cuevas, Head of Global Transaction Services, Latin American and the Caribbean, Bank of America Merrill Lynch
- Wayne Purboo, President, CEO, and Co-Founder, QuickPlay Media
- Omar Ishrak, Chairman and CEO, Medtronic Inc.
- Bradley H. Feldmann, President and COO, Cubic Corporation⁽ⁱ⁾

10:30 a.m. – 12:00 p.m.

Simultaneous Panel Session I

PUBLIC-PRIVATE PARTNERSHIPS

The critical role of public-private partnerships in enhancing North American competitiveness

Moderator:

- Alex Hinojosa, Deputy Managing Director, NADBank

Panelists:

- Robert Muller, Managing Director, JP Morgan Securities
- Gary Gallegos, Executive Director, San Diego Association of Governments (SANDAG)
- Marc Brazeau, Director General, Major Bridge Projects, Transport Canada

CLEAN ENERGY AND GREEN TECHNOLOGIES

Ensuring North American energy sustainability through green technologies

Moderator:

- Mike Niggli, President/COO, San Diego Gas & Electric

Panelists:

- Duncan Wood, Director of the Mexico Institute at the Wilson Center
- David Muñoz, Director General, State of Baja California Energy Commission
- Enrique Marroquin, VP of Project Development, Hunt Power, Texas

FOREIGN DIRECT INVESTMENT

Growing your business through regional investment opportunities

Moderator:

- Patrick Kilbride, Senior Director of the Americas, U.S. Chamber of Commerce

Panelists:

- Mark R. McQueen, President and CEO, Wellington Financial
- Luis Ricardo Rodriguez, Global Location and Expansion Services Latin America Lead Partner, KPMG
- Francisco Uranga, Corporate Vice President and Chief Business Operations Officer for Latin America, Foxconn
- Francisco Nicolás González Díaz, Director General/CEO, ProMéxico

AEROSPACE

Enhancing North American leadership in the aviation and aerospace industries

Moderator:

- Eric Miller, Vice President for Policy, Innovation, and Competitiveness, Canadian Council of Chief Executives

Panelists:

- Michael McAdoo, Vice President Strategy Business Development and International Trade, Bombardier
- Fariba Alamdari, Vice President, Market Analysis and Business Development, Boeing Commercial Airplanes
- Vladimiro de la Mora, Director GE IQ Infrastructure and President, Mexican Aerospace Federation (FEMIA)

12:15 p.m. – 1:45 p.m.

Keynote Luncheon: A Competitive and Innovative North America

- Introduction: Juan Pablo Cuevas, Head of Global Transaction Services, Latin America and the Caribbean, Bank of America Merrill Lynch
- Moderator: Rolando Nichols, Network News Anchor, MundoFox
- U.S. Secretary of Commerce Penny Pritzker
- Mexican Secretary of Economy Ildefonso Guajardo
- Canadian Minister of International Trade Ed Fast

2:00 p.m. – 3:30 p.m.

Simultaneous Panel Session II

THE NORTH AMERICAN WORKFORCE

Partnering industry and academia for developing a 21st – century workforce

Moderator:

- Mark Cafferty, President and CEO, San Diego Regional Economic Development Corporation

Panelists:

- William Bold, Senior Vice President of Government Affairs, Qualcomm
- Dr. Rafael Rangel Sostmann, Special Advisor to the President, Arizona State University
- Lauren Friese, Founder, TalentEgg

AUTOMOTIVE

The next generation of the automotive industry

Moderator:

- Eric Miller, Vice President for Policy, Innovation, and Competitiveness, Canadian Council of Chief Executives

Panelists:

- Dr. Eduardo Solís, President, Mexican Automotive Industry Association
- Mark Nantais, President of the Canadian Vehicles Manufacturers' Association

RESEARCH AND DEVELOPMENT IN INNOVATIVE TECHNOLOGIES

Case studies in biotechnology, nanotechnology, and medical devices

Moderator:

- Mary Walshok, Associate Vice Chancellor for Public Programs, UCSD

Panelists:

- Simon Goldbard, CEO, StelaGenomics, Santa Clara, California
- Dr. Ilse Treurnicht, CEO, MaRS Discovery District, Toronto, Canada
- Guillermo Fernandez, Executive Director, FUMEC, Mexico

TOURISM
*Promoting North America as a
global destination*

Moderator:

- Jesse Hereford, Chairman, Border Trade Alliance

Panelists:

- David F. Goldstein, President and CEO of the Tourism Industry Association of Canada
- Caroline Beteta, President and CEO of Visit California
- Juan Tintos, Secretary of Tourism, Baja California

3:45 p.m. – 5:00 p.m.

North American Borders in the New Global Economy

- Moderator: Ana Hinojosa, Deputy Assistant Commissioner, U.S. Customs and Border Protection
- Sergio Alcocer Martinez de Castro, Mexican Under Secretary of Foreign Relations for North America
- David Moloney, Canadian Senior Advisor to Privy Council Office, responsible for Border Action Plan Implementation
- Susan Kurland, Assistant Secretary for Aviation and International Affairs, U.S. Department of Transportation

5:30 p.m. – 6:30 p.m.

Reception

7:00 p.m. – 8:30 p.m.

Dinner: "The North American Vision"

- Introduction: Juan Pablo Cuevas, Head of Global Transaction Services, Latin America and the Caribbean, Bank of America Merrill Lynch
- Keynote Speaker: Bill Richardson, former Governor of New Mexico, and Senior Fellow for Latin America at Rice University's James A. Baker III Institute for Public Policy

TUESDAY, OCTOBER 29

7:30 a.m. – 8:00 a.m.

Breakfast

8:00 a.m. – 9:15 a.m.

Mayoral Discussion on Regional Innovation and Competitiveness

- Introductions: Julian Parra, Senior Vice President and Commercial Banking Market Executive, Bank of America San Diego
- Moderator: Marek Gootman, Director of Strategic Partnerships, Brookings Institution
- Eddie Francis, Mayor of Windsor, Ontario
- Todd Gloria, Interim Mayor of San Diego
- Carlos Bustamante, Mayor of Tijuana⁽ⁱ⁾

9:30 a.m. – 10:30 a.m.

Cross-Border Regions

Successful strategies for cross-border collaboration

- Moderator: Don Alper, Director of the Border Policy Research Institute
- David Mayagoitia, Chairman of the Tijuana EDC/Cali-Baja Mega Region
- Colin Smith, Private Sector Chairman, Pacific Northwest Economic Region Foundation
- Jon Barela, Secretary for the New Mexico Economic Development Department
- Álvaro Navarro, Secretary of Economy of Chihuahua

10:45 a.m. – 11:45 a.m.

Breakout Room A-B

Media Discussion on Focusing the Narrative on Economic Prosperity

- Moderator: John Lynch, Vice Chairman and CEO, Union Tribune San Diego
- Gabriel Guerra Castellanos, CEO Guerra Castellanos y Asociados (GCYA)/Columnist and Member of Editorial Board, *El Universal*
- Konrad Yakabuski, National Affairs Columnist, *The Globe and Mail*
- Alberto Mier y Terán, Senior Vice President and General Manager, Univision Television Group

12:00 p.m. – 1:30 p.m.

Keynote Luncheon on North American Leadership

- Introduction: Malin Burnham, Vice Chairman of Cushman & Wakefield
- Opening Remarks: Julian Parra, Senior Vice President and Commercial Banking Market Executive, Bank of America San Diego
- Keynote Speaker: José E. Calzada Roviroso, Governor of Querétaro

Closing Remarks

- Judy Forrester, Market Manager, Bank of America, San Diego
- Malin Burnham, Vice Chairman of Cushman & Wakefield

1:30 p.m. – 3:30 p.m.

San Diego-Tijuana Cluster Mapping Pilot Launch

Local leaders in San Diego and Tijuana will discuss the bilateral launch of a regional cluster mapping registry to foster cross-border economic development. All registrants are welcome to attend.



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INTERNATIONAL
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WEDNESDAY, OCTOBER 30

9:00 a.m. – 5:00 p.m.

OPTIONAL TOUR: TIJUANA

Tour will feature possible ways that U.S. and Canadian companies can sell components into Mexican maquiladoras. It will highlight key enterprises in Tijuana and will focus on global competitiveness and profitability in the global marketplace.

**There will be a \$70 fee for this tour (lunch and transportation included). Space is limited to 25 people.*

Registration Information

Please visit the conference website (www.northamericanconf.com) to register

Cost: \$250-before October 7; \$295 standard

Conference Information

Start: Sunday, October 27, 2013 at 5:00 PM

End: Tuesday, October 29, 2013 at 3:30 PM

Optional Tour: Wednesday, October 30, 2013 at 9:00 AM

Location:

Hilton La Jolla Torrey Pines
10950 N Torrey Pines Road
La Jolla, CA, 92037



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