



Friday, July 31st, 2009
NASDAQ MarketSite
New York, NY

PROGRAM



- 08:15 hrs. **Registration and Continental Breakfast**
- 08:45 hrs. **Welcoming Remarks**
Alejandro Ramos, Executive Director, U.S.-Mexico Chamber of Commerce, Northeast Chapter

Edward S. Knight, Executive Vice President, General Counsel & Chief Regulatory Officer, The Nasdaq OMX Group, Inc

Amb. Rubén Beltrán, Consul General of Mexico in New York
- 09:00 hrs. **Mexico's Economic Perspectives**
Dr. Alejandro Werner, Undersecretary of Finance
- 09:20 hrs. Q & A
- 09:40 hrs. **Infrastructure Investment, the New Engine for Growth and Development**
Act. Alonso García Tamés, Director General, Banobras
- 10:00 hrs. Q & A
- 10:20 hrs. **Trade and Investment, Outlook and Opportunities**
Ing. José Antonio Torre, Head of the Unit of Business Intelligence, ProMéxico
- 10:40 hrs. Q & A
- 10:55 hrs. **Mexico Tourism Industry: Great Destination and Profitable Investment.**
Patrick K. Sullivan, President, Society of Incentive & Travel Executive (Site) International
- 11:15 hrs. Q & A
- 11:30 hrs. **Concluding remarks**
Amb. Arturo Sarukhan, Ambassador of Mexico to the United States
- 12:00 hrs. **Raffle**
Courtesy of:





NASDAQ OMX



Alejandro Ramos

Alejandro Ramos is the Executive Director of the U.S.-Mexico Chamber of Commerce, Northeast Chapter. Alejandro Ramos has had the opportunity to participate in different sectors and activities, acquiring important knowledge and experience in finance and management consulting, as well as international exposure working for and representing international firms and organizations. Before coming to New York, Alejandro worked as consultant in management, business and finance. He assisted foreign firms to establish and initiate operations in Mexico and performed consulting services for financial institutions in areas of credit, internal control, due diligence and process diagnosis and reengineering. He was pioneer in the development of the loan secondary market in Mexico, heading one of the first independent loan management firms in Mexico. Alejandro also served as Director of International Affairs at the Mexican Banking and Securities Commission, where besides representing the Commission at international organizations and managing its working relations with foreign financial authorities, he developed research studies on domestic and international banking, financial services and markets as well as on their regulation and supervision.

Alejandro holds a BS in Economics and he also concluded his MBA studies at the Instituto Tecnológico Autónomo de México.

Edward S. Knight

In October 2000, Edward Knight was named Executive Vice President and General Counsel of the Nasdaq Stock Market, Inc. Mr. Knight served as the Chief Legal Officer of the National Association of Securities Dealers (NASD, now FINRA) from June 1999 until becoming NASDAQ General Counsel. In his role as General Counsel, Knight is responsible for providing legal counsel to senior management and for overseeing the quality of legal services across the global organization. He is also responsible for government relations, listing qualifications, and market regulation. In addition, Knight oversees the Office of Corporate Secretary, which is responsible for all of NASDAQ's corporate governance activities and maintaining the Corporate Record. Mr. Knight is the Chief Regulatory Officer of the NASDAQ Exchange.

Knight led NASDAQ's efforts to operate as a national securities exchange. In January 2006, the Securities and Exchange Commission (SEC) unanimously approved NASDAQ's application for exchange status. This action allowed NASDAQ to complete its separation from NASD and realize its vision as the premier market in the world served by the gold standard in regulators, the NASD.

Prior to joining the NASD, Knight served as General Counsel of the U.S. Department of the Treasury from September 1994 to June 1999, where he was the Department's longest-serving General Counsel since the position was created in 1934. Upon his departure, Knight received from Treasury Secretary Robert Rubin the Alexander Hamilton Award, the Department's highest award, for exemplary service to the Department and also received the Honor Award from the Secret Service. Before being named General Counsel, Knight served as Executive Secretary and Senior Advisor to Secretary of the Treasury Lloyd Bentsen.





Knight's accomplishments at the Treasury Department include his critical involvement in the United States' provision of bilateral assistance to the Government of Brazil in the fall of 1998 and to the Government of Mexico in 1995. He also led the legal team that successfully privatized the U.S. Enrichment Corporation in July 1998, the largest privatization in U.S. history. He also was on the commission that restructured the Internal Revenue Service in 1996 and led the legal team that advised Treasury Secretary Rubin in 1995 and 1996 on the debt limit crisis.

Prior to his tenure at the Treasury, Knight was a partner with the law firm of Akin, Gump, Strauss, Hauer and Feld in its Washington, D.C., office. A Texas native, Knight received his B.A., with honors in Latin American Studies from the University of Texas at Austin and his J.D. from the University of Texas School of Law, and sits on the law school's Alumni Board of Directors. Knight is a member of the District of Columbia, Texas and Supreme Court Bars, and the Council on Foreign Relations. Mr. Knight served as a member of the Obama Transition Team at the U.S. Treasury Department.

Amb. Rubén Beltrán Guerrero

Ruben Beltrán Guerrero is Consul General of Mexico in New York

He has been a career diplomat since 1981. He was promoted to the rank of Ambassador in April 2005. On December 17, 2007, Rubén Beltrán took office as Consul General of Mexico in New York, after being appointed by President Felipe Calderón. Previously, Beltrán Guerrero served as Consul General of Mexico in Los Angeles, California and in Phoenix, Arizona. In the Ministry of Foreign Affairs, Beltrán served as Director General for Latin America and the Caribbean; Director General for Protection and Consular Affairs and Director General for Legal Affairs. He had participated as Head of Delegation and Delegate in several meetings of the Migration Regional Conference, integrated by the Central American countries, the Dominican Republic, Mexico, the United States and Canada. As international civil servant Beltrán served as Director for Latin American and Caribbean at the World Intellectual Property Organization (WIPO), based in Genève (1987-1991) and as Director for Policies and Planning at United Nations Industrial Development Organization (UNIDO), in Vienne (1995-1997).

Beltrán was born in Mexico City. He graduated from the Universidad Iberoamericana of Mexico in 1975 with a degree in law.

Dr. Alejandro Werner

Alejandro Werner holds a B.A. in economics from the Instituto Tecnológico Autónomo de México (ITAM) and a PhD in economics from the Massachusetts Institute of Technology (MIT). He has worked as economist for the International Monetary Fund. In Mexico, his career in the public sector includes the Central Bank and the Ministry of Finance. At Banco de Mexico, he headed the Economic Research Department. At Hacienda, he was the Chief of Staff for the Minister of Finance from February to August of 2003 and Head of the Economic Planning Unit up to November of 2006. In December 2006 he was appointed Vice Minister of Finance and Public Credit. Additionally, he has been a part-time professor at ITAM and a visiting professor at the Department of Economics at Yale University. He has written many articles in Academic journals on financial, monetary and fiscal issues.





NASDAQ OMX



Act. Alonso García Tamés

Alonso García Tamés, 49 years old, studied Actuarial Sciences at the Universidad Anáhuac (1982). He has attended several courses and seminars since his enrollment at the Central Bank of Mexico, in the United States, Japan and Europe, mainly on Portfolio Management, Foreign Exchange and Monetary Policy. He joined the Central Bank of Mexico in 1981 and since then Mr. García had been involved in areas in charge of the Management of the International Reserves, the Peso-Dollar Exchange, the execution of the open market operations and in the design of some Peso-Dollar exchange risk hedging vehicles. He was in charge of the General Direction of Central Banking Operations at the Central Bank. He joined the Ministry of Finance and Public Credit on December 2000 as General Director of Public Credit. Under Secretary of Finance and Public Credit in Mexico on 2003 to 2006. At the present he is General Director of BANOBRAS.

Ing. José Antonio Torre

José Antonio heads the Intelligence Unit at PROMÉXICO, before holding this position he was Chief of Staff of the same institution. PROMEXICO is the Mexican Government's agency for promoting international trade and direct foreign investment .

José Antonio has an entrepreneurial background; he has founded 3 companies currently in operation in diverse industries such as healthcare, distribution and educational entertainment. He has been CEO of two such companies. Previously, he also held a variety of corporate positions at Grupo Pulsar and Grupo Cydsa.

He holds a BD in Industrial Engineering from the Instituto Tecnológico y de Estudios Superiores de Monterrey; and a MBA from Harvard University.

Patrick Sullivan

Patrick Sullivan is the owner of PRA Destination Management New York and current President of SITE "Society of Incentive & Travel Executives".

Patrick Sullivan has worked with a widely diverse clientele, from pharmaceuticals product managers to broadcasting CEO's. His innate ability to understand the client's objectives and transform the goals into a productive and professional event has earned him accolades from both clients and the industry. Born in Kentucky, educated at the University of San Francisco then moved to New York City in 1979 to pursue his career goals. Patrick brings a high-level managerial ability and talent to every project. Coupled with an intuitive sense of business, he identifies synergies and merges the essential creative talents uniquely specific to each project.





NASDAQ OMX



He also served as the Chair to the FICP (Financial & Insurance Conference Planners) 2007 Hospitality Partners Committee. He is a current member of MPI and ADME.

Patrick's experience provides the client with a worldly perspective and a very creative edge that stand out from the competition. Patrick has been exceptionally successful meeting both goals for corporate and travel companies alike while managing their programs in New York.

A successful business owner, Patrick has worked in the meeting and incentive industry for over 20 years where his experience started as a meeting planner for a New York meeting and incentive company called, "Gallagher/Wold". He was mentored by Anne Wold who was the founder and first President of SITE (Society of Incentive Executives). Having successfully started his own company in 1996, and purchased the PRA Destination Management franchise in 2000, he understands the necessity and need for a professional destination management company in New York City. Aside from his extensive experience in creating spectacular events, Patrick has unique expertise in creating new venues for all his clients. By developing events internationally and establishing contacts around the world, Patrick's experience brings the potential of international flair and excitement to the client's program in Manhattan.

Patrick's personal mission is to offer every client an individualized program that exceeds his client's business objectives, goals, and budget. He firmly believes that "boiler-plate" programs do not achieve business objectives established by the client.

Amb. Arturo Sarukhan

Arturo Sarukhan is a career Ambassador in the Mexican Foreign Service since 1993. He was promoted to ambassadorial rank on November 20, 2006.

Ambassador Sarukhan served as Coordinator for International Affairs for the President elect's Transition team and prior to that was the Campaign Coordinator for International Affairs and International spokesperson to Felipe Calderón. He was on a leave of absence from the Foreign Service from February to November of 2006. He obtained a BA in International Relations (1988) from El Colegio de México and read History at the Universidad Nacional Autónoma de México. Recipient of the Fulbright Scholar and Ford Foundation Fellow Scholarships (1989), Mr. Sarukhan received an MA in U.S. Foreign Policy from the School of Advanced International Studies (SAIS) of the Johns Hopkins University, in Washington, D.C. (1991).

Previous to his career in government, he was Executive Secretary of the non-governmental Bilateral Commission on the Future of Mexico-United States Relations (1988-89), sponsored by the Ford Foundation and headed by William D. Rogers and Hugo B. Margain. In 1991 he was appointed as an advisor to the Secretary of Foreign Relations (SRE) in charge of national and international security issues. In 1992, he was appointed Director for Inter-American Negotiation at the Foreign Ministry. During this tenure, he was responsible for the Ibero-American Summit and Latin American cooperation mechanisms such as the Rio Group, the G-3 (Mexico, Venezuela and Colombia) and the Tlatelolco Treaty. He was responsible for the negotiation of the full adhesion of Argentina, Chile, and Brazil to the Tlatelolco Treaty and was Mexico's Permanent Representative at the Agency for the Prohibition of Nuclear Weapons in Latin America and the Caribbean (OPANAL). In 1993 he was commissioned to the





NASDAQ OMX



Mexican Embassy in Washington, D.C. where he held the position of chief of staff to the Ambassador. In 1994, he was appointed Head of the counternarcotics and law enforcement section at the Embassy. In this capacity, he coordinated the U.S.-Mexico Bilateral High Level Contact Group (HLCG) and negotiated the steering and implementation documents that derived from the Group. In 1998 he was posted to Mexico City as a Senior Advisor to the Secretary of Foreign Affairs on North American issues, including security and organized crime. Additionally, he was designated in 2000 as the Mexico's National Coordinator for the Multilateral Evaluation Mechanism against Illicit Drugs (MEM) of the Organization of American States. In December 2000, Ambassador Sarukhan was the liaison official between the Secretariat of Foreign Affairs of Mexico and the Transitional Team of the President Elect Vicente Fox and afterwards, was designated Chief of Staff to the Secretary of Foreign Affairs. In February 2003, the President appointed Mr. Sarukhan as Consul General of Mexico in New York. In this capacity, he chaired a multidisciplinary team of 62 people, in charge of the political agenda, consular management, economic, trade, cultural and image promotion of Mexico in Mexico. Mr. Sarukhan served as Consul General of Mexico in New York until February 2006.

He has been a member of various organizations and fora, among them the Mexican Council on Foreign Relations (COMEXI); the International Institute for Strategic Studies of London (member of the 1991 "New faces" group) and the Task Force for Inter-American Security of the Woodrow Wilson Center in Washington, D.C. He is also a fellow of the Foreign Policy Association in New York. He has written articles in Mexican and foreign journals on different issues regarding international affairs. He was a professor at the Instituto Tecnológico Autónomo de México (ITAM); has been an annual lecturer at the Center for Advanced Naval Studies of the Mexican Navy and at the Mexican National Defense College; and a guest lecturer at the Inter-American Defense College and the National Defense University (NDU) in Washington, D.C. His most recent publication is "Drug Trafficking and Terrorism: non traditional threats to security" in Rafael Fernández de Castro, ed. *Change and Continuity in Mexico's Foreign Policy*, published by Planeta, Mexico, D. F., 2002.

The Kingdoms of Spain and Sweden decorated him with the Order of Civil Merit, Officers Degree, and the Order of the Polar Star, Commanders Degree, respectively. He recently (May 2008) received an Honorary Doctorate in International Relations from Marian College (Indianapolis, Indiana).

Mr. Sarukhan has full command of English and Catalan, and is fluent in French. He reads Portuguese and Italian.

U.S.- Mexico Chamber of Commerce Northeast Chapter

The United States–Mexico Chamber of Commerce, Northeast Chapter (USMCOC-NE) is a non-profit business organization constituted by corporations, businesspeople and institutions committed to promoting trade and business between the United States and Mexico by helping companies to bridge the two nations' differences in their legal, regulatory and economic systems, as well as their languages and cultures.

For more information about the Chamber please visit www.usmcocone.org





Consulate General of Mexico in New York

The Consulate General of Mexico in New York has the duty to protect and defend the rights of the Mexican nationals and promote Mexico's interests in the tri-state area. The Mexican Consulate also has the responsibility to serve as a bridge between Mexican authorities and the business community in the states of New York, New Jersey and Connecticut looking to take advantage of the investment and economic opportunities our country offers.

The Mexican Consulate, as part of Team Mexico, is committed to joint efforts that promote Mexico today as a reliable partner and an attractive destination for investment and tourism alike.

For more information about the General Consulate of Mexico in New York please visit www.sre.gob.mx/nuevayork

Mexico Tourism Board

The Mexico Tourism Board (MTB), also referred to as the Consejo de Promocion Turistica de Mexico (CPTM), brings together the resources of federal and state governments, municipalities and private companies to promote Mexico's tourism attractions and destinations internationally.

Created in 1999, the MTB functions as an executive agency of Mexico's Tourism Secretariat, with autonomous management and the broad participation of the private sector.

The MTB has nine offices throughout North America -- Chicago, Houston, Los Angeles, Miami, Montreal, New York, Toronto Washington D.C. and Vancouver -- as well as in Europe, Asia and Latin America. These offices are dedicated to supporting the wholesalers, travel agents, airlines and hotel chains that serve the country.

The MTB's CEO is Oscar Fitch Gómez, who was named to the post in October 2007. Prior to his appointment, Fitch Gomez held several positions in the public and private sector in tourism and related sectors in Mexico and other countries. His past positions include: Director of Public Relations and Marketing for FEMSA-Cervecería Cuauhtémoc Moctezuma and founding force behind Fitch and Associates.

For more information on Mexico's many destinations, call 1-800-44-MEXICO or visit www.visitmexico.com





ProMéxico

ProMéxico is the Mexican Government institution in charge of strengthening Mexico's participation in international economy. With this objective in mind, the institution supports the exportation activity of companies established in the country and coordinates actions to attract foreign direct investment to national territory.

ProMéxico was established on June 13, 2007, through Presidential Decree, as a sectoral public trust under the Ministry of the Economy, and operates through a network of 52 offices throughout Mexico and more than 30 offices in 21 countries.

For more information visit: www.promexico.gob.mx

