

EXPLORE MEXICO FOR ITS BUSINESS OPPORTUNITIES

PLAN YOUR EXPANSION INTO THIS PROMISING MARKET

WEDNESDAY, SEPTEMBER 26, 2013

- 7:30 am** **REGISTRATION AND BREAKFAST**
- 8:05 – 8:15 am** **OPENING REMARKS AND A PORTRAIT OF MEXICO**
To be confirmed
ProMexico
- 8:15 – 8:50 am** **THE BEST STRATEGY FOR SUCCESS IN MEXICO / PROMISING SECTORS**
To be confirmed
- 8:50 – 9:10 am** **BUSINESS CULTURE IN MEXICO**
Maria Morfin-Gutierrez
Lecturer
Department of International Business, HEC Montréal
- 9:10 – 9:45 am** **STRATEGIES FOR GAINING ACCESS TO PUBLIC PROCUREMENT IN MEXICO**
Alfredo Moreira
Lawyer
CMKZ, Business and International Trade Law
- 9:45 – 10:00 am** **NETWORKING BREAK**
- 10:00 – 10:25 am** **Patrick Devlin**
Responsible for large enterprises
Employers Confederation of the Mexican Republic (COPARMEX)
- 10:25 – 11:00 am** **DOING BUSINESS IN MEXICO: SPECIFIC LEGAL ASPECTS YOU NEED TO KNOW**
Micheline Dessureault
Lawyer and Trademark Agent
Director of the Intellectual Property and International Business Law Departments
Honorary Vice-Consul of Mexico in Québec
Joli-Cœur Lacasse
- 11:00 – 11:55 am** **ROUND TABLE DISCUSSION: COMPANIES ACTIVE IN MEXICO**
To be confirmed
- 11:55 am – noon** **CONCLUSION AND NETWORKING**