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Green Solutions 2015
“Mexico: sustainable economy and industry”
Conference
Durango, Durango
December 15-16

Monday, December 14, 2015

19:00 – 21:00 Welcome Cocktail Reception

Sponsored by the Government of Durango

Tuesday, December 15, 2015

10:30 – 11:00 Green Solutions Opening Ceremony

Master Room

- ❖ Enrique Peña Nieto, President of the Mexican United States. TBC
- ❖ Ildfonso Guajardo Villarreal, Secretary of Economy. TBC
- ❖ Rafael Pacchiano Alamán, Secretary of Environment and Natural Resources. TBC
- ❖ Jorge Herrera Caldera, Governor of Durango. TBC
- ❖ Mercedes Juan López, Secretary of Health. TBC

11:00 – 11:15 Green Solutions Exhibition Floor Tour

Exhibition Room

11:15 – 11:50 Public policies for promoting sustainable investment.

Interview

- ❖ **Michael Bloomberg, Former New York Mayor, founder of Bloomberg LP & Bloomberg Philantropies.** TBC
- ❖ Interview on behalf of ProMexico’s Head of Energy & Environmental Technologies, Erika Salazar.

11:50 – 12:10 Public policies for promoting sustainable investment – Ministry of Finance and Public Credit.

Master Conference

- ❖ **Luis Videgaray Caso, Secretary of Finance and Public Credit.** TBC

12:10 – 13:30 Mexico’s public policies for promoting sustainable investment.

Master Panel

- ❖ **Moderator:** Michael Bloomberg, Former New York Mayor, founder of Bloomberg LP & Bloomberg Philantropies. TBC
- ❖ Rafael Pacchiano Alamán, Secretary of Environment and Natural Resources. TBC



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- ❖ Pedro Joaquín Coldwell, Secretary of Energy. TBC
- ❖ Jorge Herrera Caldera, Governor of Durango. TBC
- ❖ Claudia Ruiz Massieu, Secretary of Foreign Affairs. TBC
- ❖ Rosario Robles, Secretary of Agrarian, Territorial and Urban Development. TBC
- ❖ Enrique de la Madrid Cordero, Secretary of Tourism. TBC

13:30 – 14:00 **Impact on the health sector of implementing environmental technologies.**
Master Conference

- ❖ **Mercedes Juan López, Secretary of Health. TBC**

14:00 – 16:00 **VIP Luncheon**
Strategic Partner

16:00 – 17:30 **Transition towards clean energy: investment opportunities.**
Master Panel

- ❖ **Moderator:** Francisco N. González Díaz, General Director ProMéxico.

Speakers

- ❖ Undersecretary of the Ministry of Energy. TBC
- ❖ Enrique Ochoa Reza, Managing Director of the Federal Electricity Commission. TBC

Discussants

- ❖ Francisco Xavier Salazar Diez de Sollano, President of the Regulatory Energy Commission. TBC
- ❖ Eduardo Meraz Ateca, General Director of the National Energy Control Center. TBC
- ❖ Nicola Melchioti, Regional Manager Enel Green Power. TBC
- ❖ Wind Power Success Story – TBC Miguel Alonso Rubio, Country Manager Acciona México. TBC
- ❖ Solar Power Success Story – TBC Bruno Bernal Trujillo, CEO Eosol Energy. TBC

17:30 – 18:30 **Innovation's role in sustainability**
Master Panel

- ❖ **Moderator:** Blas Pérez Henríquez, Stanford University. TBC
- ❖ Enrique Cabrero Mendoza, General Director of CONACYT. TBC
- ❖ José Luis Fernández Zayas, Director of the Electric Research Institute. TBC
- ❖ José Rogelio Garza, Undersecretary of Industry and Commerce. TBC
- ❖ Isabel Studer, Founder Director of the Global Institute for Sustainability of the EGADE Business School. TBC
- ❖ María Teresa Alarcón Herrera, Director of the Durango Innovation and Competitiveness in Renewable Energy and Environment Unit.
- ❖ Amorita Salas Westphal, climate change specialist from Universidad Juárez de Durango.



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17:30 – 19:00 Discussion tables.

- Opportunities and challenges facing the new energy model:
 - ❖ **Tema 1. Wind energy.**
 - Opportunities for investment in wind energy's supply chain.
 - *Siemens, TBC*
 - ❖ **Tema 2. Solar energy.**
 - Opportunities for investment in solar energy's supply chain.
 - *Sergio Castellanos, MIT, TBC*
 - ❖ **Tema 3. Geothermal energy.**
 - Geothermal potential and opportunities for investment in México.
 - *ClusterGEO/Alstom, TBC*
 - ❖ **Tema 4. Smart grid.**
 - Implementation of Smart grid in Mexico: challenges and opportunities.
 - *Hector Beltrán, CRE. TBC*
 - ❖ **Tema 5. Clean Energy Certificates (CECs)**
 - Implementation of a CECs market in Mexico.
 - *Oliver Flores/Daniela Pontes, SENER. TBC*

19:15 – 20:30 Networking cocktail.

Wednesday, December 16, 2015

**09:00 – 9:30 Sustainable Manufacturing
Master Conference**

- ❖ **Hon. Teresa Wat, Minister of International Trade, British Columbia, CA. TBC**

9:30 – 10:25 Mexico: Manufacture Giant. Effect of the reforms in promoting sustainable practices in the manufacturing industry.

- ❖ **Moderator:** Elena Achar, Head of the Export Promotion Unit, ProMéxico.
- ❖ Hon. Teresa Wat, Minister of International Trade, British Columbia, CA. TBC
- ❖ Guillermo Javier Haro Bélchez, Federal Attorney for Environmental Protection. TBC
- ❖ Gerardo Gutiérrez Candiani, President of Mexico's Business Council. TBC
- ❖ Rodolfo Balmaceda, President of the Mexican Association of Industrial Parks. TBC
- ❖ Manuel Gómez Peña, Sustainability Director at Wal-Mart México. TBC
- ❖ Jorge Echeverría Vargas, General Manager, MASISA. TBC



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10:30 – 11:00 Sustainability and climate change.

Master Conference

- ❖ **Mohan Munasinghe**, physicist, academic and economist. Founder of the Munasinghe Inst. of Development and Vice Chair of the UN Intergovernmental Panel on Climate Change, who shared the 2007 Nobel Prize. TBC

11:00 – 12:00 Social impact and sustainability of the mine and oil industries.

Master Panel

- ❖ **Moderator:** Mohan Munasinghe, physicist, academic and economist. Founder of the Munasinghe Inst. of Development and Vice Chair of the UN Intergovernmental Panel on Climate Change, who shared the 2007 Nobel Prize. TBC
- ❖ Mario Alfonso Cantú Suárez, General Coordinator for the Mining Industry, Ministry of Economy. TBC
- ❖ Emilio Lozoya Austin, Managing Director of PEMEX. TBC
- ❖ Guillaume Ropars, General Director of Total Mexico. TBC
- ❖ Ivan Sandrea, General Director of Sierra Oil & Gas. TBC
- ❖ Sergio Fernando Alanis Ortega, Executive Director of Industrias Peñoles. TBC

12:00 - 13:00 Sustainable agriculture, livestock and fisheries in Mexico

Master Panel

- ❖ **Moderator:** José María Figueres, former President of Costa Rica, President of the Carbon War Room, founder of Entebbe – Costa Rica Foundation for Sustainable Development. TBC
- ❖ Jorge Armando Narvaez Narvárez, Undersecretary of Agriculture. TBC
- ❖ Benjamin Grayeb, President of the National Agriculture Commission. TBC
- ❖ Roberto Ramírez de la Parra, Director of the National Water Commission. TBC
- ❖ Rafael Gamboa González, General Director of FIRA. TBC
- ❖ Eduardo Tricio Haro, President of Grupo LALA. TBC

13:00 – 14:00 Sustainability in the automotive industry.

Master Conference

- ❖ Eduardo J. Solís Sánchez, Executive President of the Mexican Association of the Automotive Industry.
- ❖ Speakers and discussants TBD.

14:00 – 15:30 Lunch break

Strategic Partner



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15:30 – 16:00 Financing green & sustainable investment.

Master conference

- ❖ Michael Liebreich, Founder of Bloomberg New Energy Finance. TBC

16:00 - 17:00 Financing green & sustainable investment.

Master Panel

- ❖ **Moderator:** Michael Liebreich, Founder of Bloomberg New Energy Finance.

Speakers

- ❖ Jaques Rogozinski, Director of Nacional Financiera. TBC
- ❖ Stefan Blum, Director of DEG Mexico. TBC

Discussants

- ❖ Ary Naim, Country Manager IFC Mexico. TBC
- ❖ Gerónimo Gutiérrez Fernández, General Director, NADBANK. TBC
- ❖ José Marcos Ramírez Miguel, Executive Director of Grupo Financiero Banorte. TBC
- ❖ Representative of BlackRock México. TBC
- ❖ Mercedes Rosalba Aroz Fernández, Mexico Representative of IDB. TBC
- ❖ TBD, General Director, Bancomext. TBC
- ❖ Abraham Zamora Torres, General Director, Banobras. TBC

17:00 – 18:00 Forestry sector in Mexico: Biodiversity and use of resources.

Master conference

- ❖ **Moderator:** TBD.
- ❖ Jorge Rescala Pérez, General Director of the National Forestry Commission. TBC
- ❖ TBD, Success story in the forestry sector in Mexico.

16:00 –18:00 Discussion Tables

- Opportunities and challenges in implementation of environmental technologies in Mexico. Success stories and lessons learned:
 - **Tema 1. Water treatment.**
 - Agua Inmaculada. TBC
 - **Tema 2. Waste management.**
 - Low Carbon Initiative.
 - **Tema 3. Community impact of the development of the energy sector.**
 - **Tema 4. Sustainability in agricultura.**
 - Jesús Alberto Aguilar Padilla, Undersecretary of Agriculture at SAGARPA.
 - **Tema 5. Forestry, TBD.**



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18:10 - 18:30

Low Carbon Business Action – Opportunities for collaboration between Mexico and the European Union

Conference

- ❖ David Calvo, Low Carbon Business Action Team Leader, Mexico.

18:30 -19:00

Closing ceremony

Master Room

- Francisco N. González Díaz, General Director, ProMéxico.
- Jorge Herrera Caldera, Governor of Durango.
- Víctor Lichtinger, Director, Biodiversity COP13.