



North American
Business Development
Mission for Women



**Juárez Room, 1st Floor, Mexican Ministry of Foreign Affairs
Ave. Juárez #20, Col. Centro, Del. Cuauhtémoc, CP 06010, CMDX
7 November 2017, 8:00 am - 4:30 pm**

Gender equality and women's economic empowerment are key to furthering a sustainable, competitive and progressive North America. The region's three governments recognize the vital role of women in business and have put in place initiatives aimed at reinforcing the role of women in our economies by supporting programs focused on advancing a gender-neutral business climate.

The North American Business Development Mission for Women is one such initiative born out of the June 2016 Ottawa Memorandum of Understanding signed by Mexico, the United States and Canada within the framework of the 8th North American Leaders Summit.

The Mission will be hosted by the Mexican Ministry of Foreign Affairs, in partnership with the Women's Forum Mexico, ProMéxico, the Canadian and United States Governments and Embassies in Mexico, through the Mexico-US Entrepreneurship and Innovation Council's Sub-Committee on Women Entrepreneurship.¹ The November 7 program will showcase prominent and inspiring women speakers and participants who have achieved the highest recognition for their leadership roles in all three countries. We will learn from them and from each other in a variety of sectors, and build new and enduring professional and personal bonds in the process.

After this enriching day, you will have the opportunity to participate in the Women's Forum Mexico 2017, on November 8 and 9. The theme this year is "Unleash your leadership!", a great opportunity to meet established influencers and rising stars in business, culture, sports, and social entrepreneurship, and to dialogue with them about new leadership for 21st century economies and societies.

¹ The Mexico-US Entrepreneurship and Innovation Council (MUSEIC) seeks to strengthen the binational entrepreneurship and innovation ecosystems, promoting the growth and development of entrepreneurs and of micro, small and medium size enterprises. Through MUSEIC's Women Entrepreneurship Subcommittee, Canada, the US, and Mexico collaborate to increase public awareness of women's participation in the economy, improving their access to finance, and supporting the development and growth of women business leaders.



***Version as of October 3, 2017. Additional updates will be uploaded.**

***All the sessions will be conducted in English.**

***Open to media (TBC).**

AGENDA

- 07:15 – 08:00** **Transport from the conference hotel to the Ministry of Foreign Affairs**
Bus transportation will be available for Business Development Mission participants staying at the Hyatt Regency Hotel (Campos Elíseos 204, Polanco, Polanco IV Secc, 11550). *Please note that we cannot delay the bus for latecomers, so you will need to make alternative arrangements if your schedule requires a later start.*
- 08:00 – 08:30** **Registration coffee and tea service**
- 08:30 – 08:35** **Business Development Mission Welcome**
Welcome remarks by Chiara Corazza, Managing Director, Women’s Forum for the Economy & Society.
- 08:35 – 08:50** **Inauguration**
Opening remarks by Mexican Undersecretary for North America, Carlos Sada.
Opening remarks by U.S. Minister Counselor for Public Affairs, Susan Elbow.
Opening remarks by Canadian Ambassador to Mexico, Pierre Alarie.
- 08:50 – 09:45** **Panel Discussion**
Ecosystems to Support Women-owned Businesses in North America
Mexico, the United States and Canada share the priority of advancing the economic growth and prosperity of women across the region. Representatives from the private and public sectors of the three countries will discuss their respective countries’ initiatives, efforts and challenges to increase women’s participation in the economy. Listen and participate in this dynamic discussion to learn which initiatives are available to assist women-owned businesses access new market opportunities and address challenges to narrow the gender gap.

Moderator: Luz María de la Mora, WEConnect International.

Mexican Speaker: Vanessa Rubio, Undersecretary for Finance and Public Credit (TBC).
U.S. Speaker: TBC.
Canadian Speaker: Mairead Lavery, Senior Vice President, Business Development Group, Export Development Canada.



09:45 – 10:00

Networking break

(and setup for the round table sessions)

10:00 – 12:00

Roundtable Discussion

Business Opportunities with Neighbors

This session will be staged in 3 rounds of 30 min. each. A moderator will lead each group for a total of 3 rounds on the specific sectors. A general discussion and tips on how to access each market will be explored during each round, including export and international business strategies.

FINANCIAL INCLUSION

- AMEXCAP (TBC)
- Export Development Canada (TBC)

NON-TRADITIONAL SECTORS

- TransCanada (TBC)
- Nissan Mexicana (TBC)
- ExxonMobil (TBC)
- Canadian delegate ITT (TBC)

LEGAL CONTEXT

- Canadian Lawyer (TBC)
- Novo Law Firm (TBC)
- Honeywell International Inc. (TBC)

TECHNOLOGY-INNOVATION

- MIND Building (TBC)

12:05 – 14:05

Conversation and Luncheon

How to grow your business in the region

Welcome remarks by Paulo Carreño, General Director, ProMéxico.

Participants will be seated in small groups for this conversation luncheon. With the support of distinguished table leaders, each small group will have the opportunity to discuss in depth a topic relating to doing business in the North American region. Key takeaways of the table conversations will be shared in a brief to be distributed after the Trade Mission.

Key takeaways of the table conversations and final remarks by Monica Flores, President of AmCham (TBC).



14:05 – 15:35

Visit to the Museum of Memory and Tolerance

(Avenida Juárez 8, Centro, 06010 Cuauhtémoc)

The Museum of Memory and Tolerance focuses on the consequences of indifference, discrimination and violence and seeks to be a channel of expression to understand and accept cultural diversity. Special bus transportation to be arranged from the Ministry of Foreign Affairs to the Museum for this visit.

15:35 – 16:20

Transportation to the hotel

Transportation back to the Hyatt Regency will provided.