



North American
Business Development
Mission for Women



**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 20, 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).

08:00 – 08:30 **Registration coffee and tea service**

Room: José María Morelos y Pavón, 1st Floor

08:30 – 08:35 **Business Development Mission Welcome**

Room: José María Morelos y Pavón, 1st Floor

Welcome remarks by Chiara Corazza, Managing Director, Women's Forum for the Economy & Society.

08:35 – 08:50 **Inauguration**

Room: José María Morelos y Pavón, 1st Floor

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**

Room: José María Morelos y Pavón, 1st Floor

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: TBC.

U.S. Speaker: Rossana Fuentes Berain, CEO, Mexico Media Lab S21.



Canadian Speaker: Mairead Lavery, Senior Vice President, Business Development Group, Export Development Canada.

09:45 – 10:00

Networking break

Outside Benito Juárez Room, 1st Floor

10:00 – 12:00

Roundtable Discussions

Business Opportunities with Neighbors

Choose your table by topic and join the discussion with other women from Canada, Mexico and the U.S. The roundtables cover topics relevant to your business today and tomorrow. This session will be staged in 4 rounds of 30 minutes. Table resources from corporations will lead each group for a total of 4 rounds on the specific topics.

FINANCIAL INCLUSION

Room: Benito Juárez, 1st Floor

Women are less likely than men to be able to access the financing needed to start or grow a business. Gain insight into innovative solutions to properly lay a solid foundation for your business to thrive and enjoy new growth opportunities. Also learn about good cash flow management practices and proper insurance solutions for exporters that are essential skills for every entrepreneur.

- AMEXCAP (TBC)
- Mairead Lavery, Senior Vice President, Business Development Group, Export Development Canada.
- Romina Lopez, Managing Director, Relationship Management, Scotiabank.

NON-TRADITIONAL SECTORS

Room: Carmen Moreno, 1st Floor

Is your company and/or sector mostly male-driven? Do you work in a "non-traditional" environment for women? Well, you are not alone. Learn from seasoned leaders in these sectors who will share their thoughts to increase your chances to make your place and help you take your non-traditional business (or the one you are working for) to the next level.

- Karen Flores, Manager of Corporate and Government Affairs, Agnico Eagle Mines Mexico.
- Nissan Mexicana (TBC)
- ExxonMobil (TBC)



LEGAL CONTEXT

Room: Rosario Green, 1st Floor

The panel will address aspects of the international and domestic legal framework of the NAFTA countries, their impact on and importance for successful business operations, and discuss challenges and potential for improvement.

- Alexandra Logvin, Lawyer, Fasken Martineau DuMoulin LLP, Ottawa, Ontario, Canada.
- Samaa Haridi, Partner, Hogan Lovells.

TECHNOLOGY-INNOVATION

Room: Francisco I. Madero, 1st Floor

Despite the growing number of women developing their careers in technology, they still face underrepresentation in this man-predominated industry. This roundtable will explore the role of women in the tech-innovation sector to identify the opportunity areas to close the gender gap in the sector so women in North America can gain more visibility and leadership in today's digital economy.

- Claudia Calvin, Founder, Mujeres Construyendo. (TBC)
- Startup Mexico. (TBC)
- Latam Startup Toronto. (TBC)

12:05 – 14:05

Conversation and Luncheon

Room: José María Morelos y Pavón, 1st Floor

How to grow your business in the region

We want to hear from you! Get ready to share your thoughts and expectations in a structured discussion over lunch. The 4 themes will delve into what can be done to encourage and increase opportunities for women in the economy.

Table hosts will report out at the end and share the top 3 discussion findings with the group. Wrap-up of findings from the table discussions will be included in the report produced by the Women's Forum.

Welcome remarks by Paulo Carreño, General Director, ProMéxico. (TBC)



Access to Markets

What are the top challenges in expanding to new markets and what type of assistance would best support women owned businesses interested in exporting to overcome these hurdles?

Table Host: TBD

Diversity: Supplier Diversity, Inclusion and Corporate Board Diversity

We know there is a business case for including diverse suppliers and diversity on boards. What are your top suggestions for increasing visibility and outcomes for diverse supply chains and diverse government and corporate boards?

Table Host: TBD

Access to Government and NGO Programs and Services for women business owners

Where do you see gaps in existing programs and services for women-owned enterprises and how can this be improved?

Table Host: TBD

Access to Canada, US and Mexico – How can we help demystify your entry into these new markets?

How can the government and industry collaborate to help accelerate the entry of women-owned businesses into these markets to support the growth of women-owned businesses?

Table Host: TBD

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

14:05 – 15:35

Visit to the Museum of Memory and Tolerance

Avenida Juarez 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.



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Participation Instructions for Mexican Business Women

Timeframe	
Date	November 7, 2017
Place	Mexican Ministry of Foreign Affairs, Mexico City
Registration	Deadline: 31st of October

Eligibility requirements

1. Women-owned enterprises.
2. Interest in the North American market.
3. Export capacity/potential.
4. Knowledge of English (the event will be in English with no translation).

Registration Process

The women interested in participating will need to send an e-mail to mmendezb@sre.gob.mx with their business information.

The participations will be subject to available spots (limited capacity) and will be notified via the e-mail address of the North America Front Desk of the Foreign Affairs Ministry.

For further information please contact Ximena Méndez at mmendezb@sre.gob.mx and/or to the phone number in Mexico City +52 (55) 3686-5100 ext. 7632.