



# Realizing the Economic Strength of Our 21<sup>st</sup> Century Border

## *Trade, Education, and Jobs*

SUNDAY, SEPTEMBER 23	
4:00 p.m. – 7:30 p.m.	Registration <i>Lobby</i>
6:00 p.m. – 8:00 p.m.	Welcome Reception (Hosted by the U.S. Chamber of Commerce) <i>Lobby</i>
	<p><u>Welcome &amp; Introduction:</u></p> <ul style="list-style-type: none"> <li>• Rick Van Schoik, Director, North American Center for Transborder Studies at Arizona State University</li> <li>• Michael Camuñez, U.S. Assistant Secretary of Commerce for Market Access &amp; Compliance</li> </ul> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> <li>• Patrick Kilbride, Senior Director of the Americas, U.S. Chamber of Commerce</li> <li>• Laura F. Dogu, Deputy Chief of Mission, U.S. Embassy in Mexico</li> <li>• Henry Cuellar, U.S. House of Representatives, 28<sup>th</sup> District of Texas</li> </ul>
MONDAY, SEPTEMBER 24	
8:00 a.m. – 5:00 p.m.	Registration <i>Lobby</i>
8:30 a.m. – 9:00 a.m. <i>Open to Press</i>	Welcoming Remarks <i>Auditorium</i>
	<p><u>Speaker:</u></p> <ul style="list-style-type: none"> <li>• Greg Stanton, Mayor, City of Phoenix</li> </ul>
9:00 a.m. – 10:00 a.m. <i>Open to Press</i>	Opening Keynote <i>Auditorium</i>
	<p><u>Introduction:</u></p> <ul style="list-style-type: none"> <li>• Rick Van Schoik, Director, North American Center for Transborder Studies at Arizona State University</li> </ul> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> <li>• Michael Crow, President, Arizona State University</li> <li>• Michael Camuñez, U.S. Assistant Secretary of Commerce for Market Access &amp; Compliance</li> </ul>
10:00 a.m. – 11:00 a.m. <i>Open to Press</i>	Business Executive Leaders Panel: Trade Facilitation and Value Chain Solutions for Crossborder Trade <i>Auditorium</i>

	<p><u>Panelists:</u></p> <ul style="list-style-type: none"> <li>• David Hester, President, Kyocera Mexicana S.A. de C.V.</li> <li>• Ronald Scruggs, President, Triumph Group Mexico</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>• Ambassador Charles Shapiro, President, Institute of the Americas</li> </ul>
<b>11:00 a.m. – 11:15 a.m.</b>	<b>Coffee Break</b>
	<i>Lobby</i>
<b>11:15 a.m. – 12:30 p.m.</b>	<b>Industry Sector Breakout Panels I</b>
<i>Closed to Press</i>	<i>Redrock, Tempe, Coronado, &amp; Encantada Rooms</i>
<p><b>AEROSPACE</b></p> <p><i>Exploring Aerospace Opportunities in Mexico and the American Southwest</i></p> <p><i>Redrock Room</i></p>	<p><u>Panelists:</u></p> <ul style="list-style-type: none"> <li>• Marcelo Funes-Gallanzi, Director, AVNTK S.C.</li> <li>• Stephan Hollman, Founder and President, Pacific Aviation and Lease Management</li> <li>• Juan Nicolás Rhoads, Senior VP of Commercial Planning, Aeroméxico Airlines</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>• Scott Miller, Chair of Aerospace Engineering Department, Wichita State University</li> </ul>
<p><b>ENHANCING TOURISM BETWEEN MEXICO AND THE UNITED STATES</b></p> <p><i>U.S.-Mexico Crossborder Tourism</i></p> <p><i>Tempe Room</i></p>	<p><u>Panelists:</u></p> <ul style="list-style-type: none"> <li>• Luis Alfonso Lugo, Under Secretary of Tourism Operations, Mexico Ministry of Tourism</li> <li>• John T. Reilly, President, SeaWorld San Diego</li> <li>• Steve Moore, President &amp; CEO, Greater Phoenix Convention &amp; Visitors Bureau</li> <li>• Erik Lee, Associate Director, North American Center for Transborder Studies at ASU</li> <li>• Laura F. Dogu, Deputy Chief of Mission, U.S. Embassy in Mexico</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>• Simon Rosenberg, President, New Policy Institute</li> </ul>
<p><b>ENERGY AND GREEN TECHNOLOGIES</b></p> <p><i>Efficiency: Energy, Water, and Sustainable Infrastructure</i></p> <p><i>Coronado Room</i></p>	<p><u>Panelists:</u></p> <ul style="list-style-type: none"> <li>• David Muñoz Andrade, Director General, Baja California State Energy Commission</li> <li>• Enrique Marroquin, Vice President, Hunt Power</li> <li>• Christopher Gonzales, Plant Manager, General Electric Energy</li> <li>• Crady deGolian, Director of the National Center for Interstate Compacts, Council of State Governments</li> <li>• Erika Benson, Partner, Gardere Wynne Sewell LLP</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>• Rick Van Schoik, Director, North American Center for Transborder Studies at Arizona State University</li> </ul>
<p><b>ATTRACTING FOREIGN DIRECT INVESTMENT</b></p> <p><i>Investment Strategies and Market Opportunities</i></p> <p><i>Encantada Rooms</i></p>	<p><u>Panelists:</u></p> <ul style="list-style-type: none"> <li>• Steve Olson, Executive Director, SelectUSA</li> <li>• José Mario Juárez López de Nava, Trade Commissioner, ProMéxico</li> <li>• Michael Treyger, Regional Director for International Business and Trade; Office of the Governor of Texas</li> <li>• Eugenio Lagarde, President, Industrial Development Commission of Mexicali</li> <li>• Luis Ricardo Rodríguez, International Trade, Customs, Location &amp; Business Expansion, KPMG</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>• Patrick Kilbride, Senior Director of the Americas, U.S. Chamber of Commerce</li> </ul>
<b>1:00 p.m. – 2:15 p.m.</b>	<b>Keynote Luncheon</b>
<i>Closed to Press</i>	<i>Auditorium</i>

Introduction:

- Sethuraman Panchanathan, Senior Vice President of Knowledge Enterprise Development, Arizona State University

Speakers:

- Raúl M. Grijalva, U.S. House of Representatives, 7<sup>th</sup> District of Arizona
- Eloy Cantú, Mexican Chamber of Deputies, State of Nuevo León
- Silvestre Reyes, U.S. House of Representatives, 16<sup>th</sup> District of Texas

**2:30 p.m. – 3:45 p.m.**  
*Closed to Press*

**Policy Breakout Panels II**

*Redrock, Tempe, & Coronado Rooms*

**CROSSBORDER  
ECONOMIC  
DEVELOPMENT  
AND JOB CREATION**

*Increasing Prosperity  
and Competitiveness in  
the Border Region*

*Redrock Room*

Panelists:

- Nelson Balido, President, Border Trade Alliance
- James Clark, Director General of Mexico Business Center, San Diego Regional Chamber of Commerce
- Jon Barela, Cabinet Secretary, New Mexico Economic Development Department
- Sam Hughes, Assistant Vice President of Mexico Markets, Union Pacific
- Guillermo Gutiérrez Morquecho, Member of the Mexican Council of the Maquiladora Industry

Moderator:

- David Mayagoitia, President, Tijuana Economic Development Corporation

**WORKFORCE NEEDS AND  
EDUCATIONAL  
DEVELOPMENT**

*Building International  
Education Networks and  
Exchanges*

*Tempe Room*

Panelists:

- Rafael Rangel, Special Advisor to the President, Arizona State University and Former Rector, Tec de Monterrey System
- Mark Cafferty, President & CEO, San Diego Regional Economic Development Corporation
- Cecilia Levine, President, MFI International Manufacturing
- Ambassador Charles Shapiro, President, Institute of the Americas

Moderator:

- Maria Eugenia Calderon-Porter, Executive Director of U.S.-Mexico Relations, Texas A&M International University

**PUBLIC PRIVATE  
PARTNERSHIPS**

*Fostering Creative  
Border Solutions*

*Coronado Room*

Panelists:

- Hank Marshall, Senior Vice President, Arizona Commerce Authority
- Ruben Barrales, President and CEO, San Diego Regional Chamber of Commerce
- Gerónimo Gutierrez, Managing Director, North American Development Bank
- Basil Khalil, VP of Planning and Engineering, FedEx Latin America & Caribbean
- David Ebbrecht, Executive Vice President & COO, Kansas City Southern

Moderator:

- Christopher Wilson, Associate, Mexico Institute at the Woodrow Wilson Center

**4:00 p.m. – 5:30 p.m.**  
*Closed to Press*

**Roundtable Discussion: 21<sup>st</sup> Century Border Management Initiative**

*Auditorium*

Panelists:

- Michael Camuñez, U.S. Assistant Secretary of Commerce for Market Access & Compliance
- Eduardo Baca, Director General for North America, Mexican Secretariat of Foreign Relations
- Kevin K. McAleenan, Acting Assistant Commissioner of U.S. Customs and Border Protection, U.S. Department of Homeland Security
- Juan Carlos Baker, Director General for Trade Negotiations, Mexican Secretariat of Economy
- Rachel Poynter, U.S.-Mexico Border Coordinator, U.S. Department of State

Moderator:

- Gary Gallegos, Executive Director, San Diego Association of Governments

<b>4:00 p.m. – 5:30 p.m.</b>  <b>U.S. and Mexico Trade Workshops featured by U.S. Commercial Service and ProMexico</b>  <i>Encantada Room</i>	<b>Business Workshop: Tips on How to Succeed Explaining Your Business Beyond Your Side of the Border</b>  <u>Workshop Topics:</u> <ul style="list-style-type: none"> <li>Opportunities in an integrated market</li> <li>Legal considerations</li> <li>Cultural &amp; regional nuances</li> <li>Export &amp; investment promotion programs</li> </ul> <u>Speakers:</u> <ul style="list-style-type: none"> <li>Randy Avon, CEO, Asian Pacific Development Corporation</li> <li>Robert Brenner, Senior Vice President, Avnet Mexico</li> <li>J. Felipe Garcia, Senior Vice President, Tucson Convention &amp; Visitors Bureau</li> <li>José Mario Juárez López de Nava, Trade Commissioner, ProMéxico</li> <li>Ocsar Villareal, Division Director for Northern Sonora, Banamex</li> </ul> <u>Moderator:</u> <ul style="list-style-type: none"> <li>Geoffrey Bogart, Commercial Officer, U.S. Commercial Service San Diego</li> </ul> <div style="text-align: right;"><i>Encantada Room</i></div>
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<b>6:30 p.m. – 9:00 p.m.</b>  <i>Closed to Press</i>	<b>Official Dinner: Realizing the Strength of Our 21<sup>st</sup> Century Border</b>  <div style="text-align: right;"><i>Auditorium</i></div>
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<u>Introduction:</u> <ul style="list-style-type: none"> <li>Raul Rodriguez, Chairman of the Board of Advisors of the North American Center for Transborder Studies, Arizona State University</li> </ul> <u>Keynote Remarks:</u> <ul style="list-style-type: none"> <li>Jerry Sanders, Mayor, City of San Diego, Chair, U.S.-Mexico Border Mayors Alliance</li> <li>Susana Martinez, Governor of the State of New Mexico, Chair, U.S.-Mexico Border Governors Conference</li> </ul> <u>Recognition of Border Cooperation Award Winners:</u> <ul style="list-style-type: none"> <li>Rick Van Schoik, Director, North American Center for Transborder Studies at Arizona State University</li> </ul>
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<b>TUESDAY, SEPTEMBER 25</b>
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<b>9:30 a.m. – 10:00 a.m.</b>  <i>Open to Press</i>	<b>Opening Remarks</b>  <div style="text-align: right;"><i>Auditorium</i></div>
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<u>Introduction:</u> <ul style="list-style-type: none"> <li>Rick Van Schoik, Director, North American Center for Transborder Studies, Arizona State University</li> </ul>
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<b>10:00 a.m. – 11:30 a.m.</b>  <i>Open to Press</i>	<b>Mayoral Panel: Best Practices for Trade and Economic Development</b>  <div style="text-align: right;"><i>Auditorium</i></div>
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<u>Panelists:</u> <ul style="list-style-type: none"> <li>Carlos Bustamante, Mayor, City of Tijuana</li> <li>John Cook, Mayor, City of El Paso</li> <li>Arturo Garino, Mayor, City of Nogales</li> <li>Scott Smith, Mayor of Mesa, City of Mesa</li> </ul> <u>Moderator:</u> <ul style="list-style-type: none"> <li>Ruben Barrales, President and CEO, San Diego Regional Chamber of Commerce</li> </ul>
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<b>11:30 a.m. – 12:15 p.m.</b>  <i>Open to Press</i>	<b>Press Panel</b>  <div style="text-align: right;"><i>Auditorium</i></div>
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	<p><u>Panelists:</u></p> <ul style="list-style-type: none"> <li>• Don Henninger, Publisher, Phoenix Business Journal</li> <li>• Stephen Keppel, Director of Financial Content and Economics Editor, Univision Network</li> <li>• Keith Rosenblum, Freelance Journalist on Border Issues</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>• Walter Bastian, Deputy Assistant Secretary for the Western Hemisphere</li> </ul>
<p><b>12:30 p.m. – 2:00 p.m.</b></p> <p><i>Closed to Press</i></p>	<p><b>Keynote Luncheon</b></p> <p style="text-align: right;"><i>Auditorium</i></p>
	<p><u>Introduction:</u></p> <ul style="list-style-type: none"> <li>• Rick Van Schoik, Director, North American Center for Transborder Studies, Arizona State University</li> </ul> <p><u>Keynote Speaker:</u></p> <ul style="list-style-type: none"> <li>• Arnulfo Valdivia Machuca, President Elect Enrique Peña Nieto Transition Team</li> </ul>
<p><b>2:00 p.m. – 2:15 p.m.</b></p> <p><i>Closed to Press</i></p>	<p><b>Closing Remarks</b></p> <p style="text-align: right;"><i>Auditorium</i></p>
	<p><u>Speaker:</u></p> <ul style="list-style-type: none"> <li>• Michael Camuñez, U.S. Assistant Secretary of Commerce for Market Access &amp; Compliance</li> <li>• Rick Van Schoik, Director, North American Center for Transborder Studies, Arizona State University</li> </ul>
<p><b>3:00 p.m. – 4:30 p.m.</b></p>	<p><b>Decision Theater Demonstration (By Invitation Only)</b></p> <p style="text-align: right;"><i>Arizona State University Campus</i></p>
	<p><u>Theme:</u></p> <ul style="list-style-type: none"> <li>• Roadmap to a Competitive North America: Challenges and Building Partnerships in Modeling U.S.-Mexico Crossborder Trade and Tourism</li> </ul> <p><u>Facilitators:</u></p> <ul style="list-style-type: none"> <li>• Rick Van Schoik, Director, North American Center for Transborder Studies, Arizona State University</li> <li>• Francisco Lara Valencia, Associate Professor, School of Transborder Studies, Arizona State University</li> </ul>

### Registration Information

Please visit the conference website ([www.regonline.com/ASUtradeconference](http://www.regonline.com/ASUtradeconference)) to register

Cost: \$225-general public; \$50-students

### Conference Information

Start: Sunday, September 23, 2012 at 4:00 PM

End: Tuesday, September 25, 2012 at 5:00 PM

Location:

Fiesta Resort Conference Center

2100 South Priest Dr.

Tempe, AZ 85282

(480) 967-1441

Fiesta Resort provides free airport shuttles