



North American  
Business Development  
Mission for Women



**Morelos Room (Section D), 1<sup>st</sup> Floor, Mexican Ministry of Foreign Affairs  
Ave. Juárez #20, Col. Centro, Del. Cuauhtémoc, CP 06010, CMDX  
7 November 2017, 8:00 - 15:35 hrs.**

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 8<sup>th</sup> 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.<sup>1</sup> 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 21<sup>st</sup> century economies and societies.

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<sup>1</sup> 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 November 3, 2017.**

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

*\*Wi-Fi access: Network: Eventos. Username: mmendezbernadez1 Password: mL@tgbHa*

*\*Hashtag of the event #WFMX17*

## AGENDA

**Morelos Room (Section D), 1<sup>st</sup> Floor, Mexican Ministry of Foreign Affairs**

**Master of Ceremonies:** Lydia Antonio de la Garza, Deputy Director General for Competitiveness and Innovation for North America, Ministry of Foreign Affairs.

### **07:15 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 meet at the entrance of the Hotel.

(Bus departs at 07:15 am and arrives at the Foreign Affairs Ministry at 8:00 am)

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

### **08:30 – 08:45 Inauguration – Opening remarks**

Mexico: Carlos Sada, Undersecretary for North America.

Canada: Pierre Alarie, Ambassador to Mexico.

US: Susan Elbow, Minister Counselor for Public Affairs.

### **08:45– 08:50 Business Development Mission Welcome**

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

### **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, Program Director Mexico, WEConnect International.

Mexico: Bernardo González Rosas, Assistant Secretary for Banking, Securities and Savings, Ministry of Finance and Public Credit.

Mexico: Rossana Fuentes Berain, CEO, Mexico Media Lab S21.

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

**09:45 – 09:50 Photo-opp (Ground floor Staircase)**

**09:50 – 10:00 Networking break**

*Outside Morelos Room, 1st Floor*

**10:00 – 12:00 Open Panel Discussions (30 minutes each)**

**Business Opportunities with Neighbors**

Four themes will be covered during the Open Panel Discussion. Join the organic 30 minute conversation to discuss topics relevant to your business today and tomorrow. Discussions will be moderated to keep everyone on track. Come ready with your question!

**10:00 – 10:30**

**FINANCIAL INCLUSION**

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.

Moderator: Susan Elbow, Minister Counselor for Public Affairs, US Embassy in Mexico.

Mexico: Maria Ariza, CEO, AMEXCAP.

US: Tracy Garcia, Assistant Vice President and Head of MetLife Foundation for Latin America.

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

Canada: Romina Lopez, Managing Director, Relationship Management, Scotiabank.



**10:30 – 11:00**

### **NON-TRADITIONAL SECTORS**

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.

Moderator: Josie L. Mousseau, Deputy Director  
Consultations and Domestic Outreach Division, Canadian Business Women  
in International Trade, Global Affairs Canada.

U.S.: Fern Starke, General Auditor, ExxonMobil  
US: Claudia Salgado, Commercial Specialist, US Embassy.  
Canada: Karen Flores, Manager of Corporate and Government Affairs,  
Agnico Eagle Mines Mexico.

**11:00 – 11:30**

### **LEGAL CONTEXT**

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

Moderator: Jorge Córdova, Economic Affairs Officer, United States Embassy  
in Mexico.

Mexico: Adriana Ibarra Fernández, Partner, Baker Makenzie.  
US: Emma Georgina Tello Rodríguez, CEO, Manos Creativas.  
Canada: Alexandra Logvin, Lawyer, Fasken Martineau DuMoulin LLP,  
Ottawa, Ontario, Canada.

**11:30 – 12:00**

### **TECHNOLOGY-INNOVATION**

Despite the growing number of women developing their careers in technology, they still face underrepresentation in this male-dominated industry. This panel 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.



Moderator: Ximena Méndez, North America Desk Officer, Mexican Ministry of Foreign Affairs.

Mexico: Claudia Calvin, Founder, Mujeres Construyendo.

Mexico: Ingrid Orozco, CEO, ULEAD.

US: Teresa Verthein, Commercial Specialist, US Embassy.

12:00 – 12:05

Break

12:05 – 14:05

Conversation and Luncheon

**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**

Alonso De Gortari, Executive Director of International Promotion, ProMéxico.

#### **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 Hosts:

Canada: Josie L. Mousseau, Deputy Director Consultations and Domestic Outreach Division, Canadian Business Women in International Trade, Global Affairs Canada.

US: Isabella Cascarano, Deputy Senior Commercial Officer, U.S. Embassy in Mexico City.

#### **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 Hosts:

Mexico: Luz María de la Mora, Program Director Mexico, WeConnect International.

Mexico: Sofía Elguero, Coordinator for North America, Global Business Promotion Unit, ProMéxico.

### **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 Hosts:

Mexico: Lydia Antonio de la Garza, Deputy Director General for Competitiveness and Innovation for North America, Ministry of Foreign Affairs.

Canada: Stephanie Allard, Delegate General of Quebec in Mexico City.

### **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 Hosts:

Canada: Angeline Fournier, Founder and President, Maeva Investments.

US: Nathalie Scharf, Commercial Officer, US Embassy.

### **Key takeaways of the table conversations and final remarks**

Monica Flores, President, American Chamber of Commerce.

**14:05 – 15:35**

### **Visit to the Museum of Memory and Tolerance**

*Avenida Juarez 8, Centro, 06010 Cuauhtémoc (Next to the Ministry)*

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.



**15:35**

**Transportation to the hotel**

Transportation back to the Hyatt Regency will provided.

Group will meet at the entrance to the Museum.

Bus departs at 15:35 hrs.