

US CHAMBER
AMIIF STUDY PRESENTATION AND KEY AUDIENCES CONTACTS
DRAFT AGENDA

TUESDAY, OCTOBER 4TH, 2016

Afternoon

US Chamber team arrival to Mexico City

Details:

- US Chamber team arrives at Mexico City to start key activities

7:30 pm— Dinner with key General Directors from US Chamber Member Companies and key AMIIF Members

Place to be defined (Polanco Zone recommended)

Details:

- Study presentation.
- Importance of the link between health and productivity, importance of health on behalf of competitiveness.
- Strength link between chambers and industries to improve local performance on Health Sector.

Target Attendees:

	ORGANIZATION	NAME	TITLE
1	A. MENARINI	Ing. Javier Amtmann	General Director
2	ELI LILLY Y COMPAÑIA DE MÉXICO, S.A. DE C.V.	QFB. Carlos Baños Urquijo	President and General Director
3	FERRING, S.A. DE C.V.	Ing. Rafael Suárez	General Director
4	MERCK, S.A. DE C.V.	Ing. Pedro Galvis	General Director
5	CELGENE S de R.L. de C.V.	Dra. Irma Egoavil	General Manager
6	BOEHRINGER INGELHEIM DE MÉXICO, S.A. DE C.V.	Lic. Miguel Alberto Salazar Hernández	President and General Director
7	NOVARTIS FARMACÉUTICA, S.A. DE C.V.	Lic. Alexis Serlín	President and General Director
8	ABBVIE FARMACÉUTICOS, S.A. DE C.V.	Sr. John Guerrero	General Director
9	AMGEN MÉXICO, S.A. DE C.V.	Elvin Penn	General Director
10	LUNDBECK MÉXICO, S.A. DE C.V.	Sr. Oscar Enrique Parra Ornelas	General Director
11	SANOFI AVENTIS DE MÉXICO, S.A. DE C.V.	Félix Scott	General Director
12	AMIIF	Cristóbal Thompson	Executive Director

13	AMIIF	Gabriel Martínez	Public Affairs Director
14	AMCHAM MÉXICO	Lic. Ana López Mestre	Vice President and General Director
15	AMCHAM MÉXICO	Representatives	
16	COMPANIES LEADERS	Representatives	

WEDNESDAY, OCTOBER 5TH, 2016

8:30 pm— Breakfast with 'Remarkables Group'

Chapultepec Meeting Room, JW Marriott (Campos Eliseos, Polanco)

Details:

- US Chamber Study presentation.
- CCE speech.
- COPARMEX speech on NCDs.
- IMCO speech—Obesity Study presentation.
- ManattJones—Automotive Industry Study Presentation
- Impact of obesity and diabetes among young population- Study Presentation

Target Attendees:

	ORGANIZATION	NAME	TITLE
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4	NOVARTIS FARMACÉUTICA, S.A. DE C.V.	Lic. Alexis Serlín	President and General Director
5	ABBVIE FARMACÉUTICOS, S.A. DE C.V.	Sr. John Guerrero	General Director
6	AMGEN MÉXICO, S.A. DE C.V.	Elvin Penn	General Director
7	JANSSEN MÉXICO, S. de R.L. de C.V.	Sr. Mario Sturion	General Director
8	MERCK SHARP & DOHME DE MÉXICO, SA DE CV	Dr. John Markels Hayes	Vice President and General Director
9	PFIZER MÉXICO, S.A. DE C.V.	Sr. Rodrigo Puga	President and General Director
10	PRODUCTOS FARMACÉUTICOS CHINOIN, S.A. DE C.V.	Eric Hagsater Gartenberg	President

11	CETIFARMA	Dr. Juan Francisco Javier Millán Soberanes	General Director
12		Dr. Eduardo González Pier	
13	Consultor	Dra. Nelly Haydee Aguilera	External Advisor
14	Saint Luke Escuela de Medicina	Dr. Antonio Fraga Mouret	Principal
15	ANAFAM	Dr. Dagoberto Cortés Cervantes	President
16	Cámara Nacional de la Industria Farmacéutica CANIFARMA	Ing. Rafael Gual Cosío	General Director
17	Consejo Ejecutivo de Empresas Globales CEEG	Lic. Cecilia Sayeg Seade	General Director
18	CCE Consejo Coordinador Empresarial	Mtro. Juan Pablo Castañón Castañón	President
19	CCE Consejo Coordinador Empresarial	Luis Miguel Pando Leyva	General Director
20	COMCE	Lic. Fernando Ruiz Huarte	General Director
21	COMCE	Valentín Díez Morodo	President
22	CONCAMIN Confederación de Cámaras Industriales de los Estados Unidos Mexicanos	Lic. Juan Casados Arregoitia	General Director
23	CONCAMIN Confederación de Cámaras Industriales de los Estados Unidos Mexicanos	Lic. Manuel Herrera Vega	President
24	CONCAMIN Confederación de Cámaras Industriales de los Estados Unidos Mexicanos	Lic. Raúl Riquelme Cacho	Health Comitee President
25	COPARMEX	Lic. Óscar David Hernández Carranza	President of the National Health Comitee and Protection Against Sanitary Risks
26	COPARMEX	Mtro. Gustavo de Hoyos	President
27	COPARMEX Confederación Patronal de la República Mexicana	Lic. Francisco Lopez Diaz	General Director
28	IMCO Instituto Mexicano para la Competitividad	Dr. Gabriela Alarcon	General Director
29	IMCO Instituto Mexicano para la Competitividad	Dr. Juan Pardinas	General Director
30	Fundación Carlos Slim	Dr. Roberto Tapia Conyer	General Director

31	UNAM Universidad Nacional Autónoma de México	Dr. Enrique Graue Wiechers	Principal
32	UNAM Universidad Nacional Autónoma de México	Dr. Germán Fajardo Dolci	School of Medicine Director
33	Centro Médico ABC	C.P. Alejandro Alfonso Díaz	General Director
34	Instituto Nacional de Ciencias Médicas y Nutrición " Salvador Zubirán"	Dr. David Kershenobich	General Director
35	FUNSALUD Fundación Mexicana Para La Salud, A.C.	Dra. Felicia Marie Knaul	Founder President
36	FUNSALUD Fundación Mexicana Para La Salud, A.C.	Lic. José Ignacio Campillo García	Executive President
37	FUNSALUD Fundación Mexicana Para La Salud, A.C.	Lic. Pablo Escandón	Directive Comittee President
38	Wellness Foundation	Mtro. Héctor Valle Mestre	President
39	ACROM Presidente	Ing. Arturo Rodriguez Jacob	General Director of Infinite Clinical Research
40	INFONAVIT	Dr. Jorge Chávez Presa	INFONAVIT General Sub Director of Planing and Finances
41	PwC Consulting México	Dr. José Alarcón Irigoyen	Lead Partner for Clients
42	AMIS Asociación Mexicana de Instituciones de Seguros A.C.	Sr. Mario Vela	President
42	AMIS Asociación Mexicana de Instituciones de Seguros A.C.	Recaredo Arias	Executive Director
43	Instituto Aspen	Juan Ramón De la Fuente	President
44	Johnson & Johnson de México S.A. de C.V	Roger Brownrigg	General Director
45	Psiquepol	Lic. Gonzalo Olivares	General Director
46	Accion Ciudadana Frente a la Pobreza	Lic. Rogelio Gómez Hermosillo	Operative Team Coordinator
47	CCE Consejo Coordinador Empresarial	Lic. Carlos Noriega Curtis	President of Health and Social Security Comittee
48	AMCHAM MÉXICO	Lic. Ana López Mestre	Vice President and General Director
49	AMIA	Eduardo Solis Sanchez	Executive President
50	Centro de Estudios Economicos del Sector Privado A.C.	Lic. Luis Foncerrada Pascal	General Director
51	De la Calle Madrazo Mancera SC	Dr. Luis De la Calle	Partner

52	Evercore	Dr. Arturo Ramírez	Infraestructure Public Finance Director
53	Evercore	Dr. Pedro Aspe	General Director of Evercore México
54	Evercore	Dra. Karen Kaiser	Subdirectora de Finanzas Públicas
55	PwC Consulting México	Dr. Miguel Ángel González Block	Senior Advisor
56	Wellness Council México	Lic. Ángeles De Gyves	Director
57	Universidad Anáhuac	Dr. Tomás Barrientos Fortes	Director
58	AMID	Mtro. Edgar Romero	President
59	IMS Health	Ing. Javier Valdés	General Director
60	Consejo Coordinador Empresarial	Lic. Gerardo Gutiérrez Candiani	ExPresident
61	ManattJones Global Strategies	Andrew I. Rudman	Managing Director
62	Mesa Directiva de AMID	Carlos Jiménez	General Director
63		Lic. Luis Calderón	
64	BID Banco Interamericano de Desarrollo	Ricardo Pérez-Cuevas	Sr. Specialist in Health and Social Protection, Health and Social Protection Dept.
65	BID Banco Interamericano de Desarrollo	Arnoldo López Marmolejo	Leader Economist for Mexico
66	Albright Stonebridge Group	Dr. Enrique Ruelas Barajas	Senior Advisor
67	CEEG Consejo Ejecutivo de Empresas Globales	Frederic García	President
68	SRE Secretaría de Relaciones Exteriores	Dionisio Pérez-Jácome F.	Permanent Representative
69	Grupo Prodensa	Emilio Cadena Rubio	President & CEO
70	Medtronic	Fernando Oliveros Arreaga	Vice President Mexico
71	GKN Driveline	Fidel Otake	Vice President GKN Driveline México
72	OCDE	Roberto Martínez	Mexico Center Director
<p>1:30 pm— Senators Chamber/ Deputies Chamber JW Marriott (Campos Eliseos, Polanco) Lunch with key group of legislators</p>			

Commissions to be considered: Health, Education, Economy and Budget
(to be confirmed by Legislative Counselors)

Details:

- US Chamber Study presentation.
- ManattJones—Automotive Industry Study Presentation.
- Importance of the link between health and productivity, importance of health on behalf of competitiveness.
- Strength link between chambers and legislators to improve local performance on Health Sector.
- Improve legislators understanding about key factors to improve health environment in Mexico.

4:00 pm—Dr. Narro, Secretary of Health
Meeting with Secretary of Health and key staff members
JW Marriott (Campos Eliseos, Polanco)

Details:

- US Chamber Study presentation.
- ManattJones—Automotive Industry Study Presentation.
- Importance of the link between health and productivity, importance of health on behalf of competitiveness.
- Strength link between authorities and private organisms to improve local performance on Health Sector.

Target Attendees:

	Name	Title
1	Dr. Jesús Áncer Rodríguez	Secretariat of the General Council of Health
2	Dr. Pablo Kuri Morales	Sub Secretariat of Prevention and Health Promotion
3	Dr. José Meljem Moctezuma	Sub Secretariat of Integration and Development of Health Sector
4	Lic. Gustavo Nicolás Kubli Albertini	Head of Economic Analysis Unit

8:00 am— Luis Videgaray, Secretary of Finance
Meeting with key staff members from the Secretary of Finance
JW Marriott (Campos Eliseos, Polanco)

Details:

- US Chamber Study presentation.
- ManattJones—Automotive Industry Study Presentation.
- Importance of the link between health and productivity, importance of health on behalf of competitiveness.
- Strength link between authorities and private organisms to improve local performance on Health Sector.

12:00 pm— Meeting with NGOs and Patient's Groups Leaders
JW Marriott (Campos Eliseos, Polanco)

Details:

- US Chamber Study presentation.
- Importance of the link between health and productivity, importance of health on behalf of competitiveness.
- Strength link between multisectoral environments to improve local performance on Health Sector- Patient's voice as part of the communication
- Results of key meeting and highlights about their activities in Mexico.

Target Attendees:

	ORGANIZATION
1	AMECAT - Thyroid Cancer Patients Association Mexico
2	Asociación ALE - (Transplant and Quality of Health Services)
3	Asociación Pro Transplante de Médula Ósea (UNIDOS) (Transplant)

4	Asociación Mexicana contra la Psoriasis
5	Asociación Mexicana de Ayuda a Niños con Cáncer Amanc org. (children cancer)
6	Asociación Mexicana de Fibrosis Quística, A.C. (Cystic fibrosis)
7	Asociación Mexicana de Hipertensión Arterial Pulmonar A.C. (HAP México) (Pulmonary Hypertension)
8	Asociación Mexicana de Lucha Contra el Cáncer AMLCC (cancer)
9	Asociación Mexicana de Pacientes y Familiares con Artritis Reumatoide (AMEPAR) (rheumatoid diseases)
10	Derechohabiente viviendo con VIH en el IMSS (HIV/AIDS)
11	Federación de Hemofilia de la República Mexicana, A.C. (hemophilia)
12	Federación Mexicana para la Diabetes (diabetes)
13	Fundación Mexicana del Riñón (kidney diseases)

14	Fundación Mexicana para la Salud Hepática FUNDHEPA (liver diseases)
15	Fundación Mexicana para Pacientes Reumáticos (FUMERAC) (rheumatic diseases)
16	Fundación Midete (obesity)
17	Fundación Teresa de Jesus (colorectal cancer)
18	Grupo Reto (Breast Cancer)
19	Respirando con Valor (Lung Cancer)

2:30 pm— *Petit comité lunch with press representatives*

JW Marriott (Campos Eliseos, Polanco)

Details:

- US Chamber Study presentation.
- Importance of the link between health and productivity, importance of health on behalf of competitiveness.
- Strength link between multisectoral environments to improve local performance on Health Sector.
- Results of key meeting and highlights about their activities in Mexico.

Target Attendees:

	Media	Source
1	Reforma	Health and Business
2	El Universal	Health and Business
3	El Economista	Business
4	Excélsior	Health and Business
5	El Financiero	Business
6	Forbes	Business
7	Expansión	Business
8	CNN Expansión	Business
9	Notimex	Health and Business
10	Milenio	Negocios
11	Imagen Radio	Health and Business
12	Diario Imagen	Health and Business
13	La Jornada	Health and Business
14	Suplemento Investigación y Desarrollo	Health
15	ABC Radio	Health
16	Grupo Acir	Health and Business
17	Radio Red	Health and Business
18	Radio Centro	Health and Business
19	Radio Educación	Health and Business
20	Radio Fórmula	Health and Business
21	W Radio	Health and Business
22	Radio UNAM	Health and Business
23	Reporte 98.5	Health and Business
24	Ganar Salud	Health
25	Atención Médica	Health
26	PharmaNews	Health
27	Diálogo Ejecutivo	Health
28	Plenilunia	Health
29	La Salud.com	Health
30	Mundo de Hoy	Health
31	Su Médico	Health
32	Uno más Uno	Health and Business
33	El Sol de México	Health and Business
34	La Crónica	Health and Business

Also considering 1:1 interviews with some of the following key columnists:

	Columnist	Media
1	Alberto Aguilar	Milenio Diario
2	Darío Celis	Excélsior
3	Carlos Mota	El Financiero
4	Alicia Salgado	Excélsior

5	Maricarmen Cortés	Excélsior
6	Bárbara Anderson	Milenio Diario
7	Maribel Coronel	El Economista

**4:00 pm— Secretaries of Economy, Labor, Social Development, Education
Representatives and key staff members of Secretaries of Economy, Labor,
Social Development, Education**

(20 attendees)

JW Marriott (Campos Eliseos, Polanco)

Details:

- US Chamber Study presentation.
- Automotive Industry Study Presentation.
- Importance of the link between health and productivity, importance of health on behalf of competitiveness.
- Strength link between authorities and private organisms to improve local performance on Health Sector.