



DRAFT AGENDA
XIV FORUM APPAMEX – NAECA 2007

MEXICO: CHALLENGES AND OPPORTUNITIES FACED TO A GLOBAL TRADE

DATES February 22 thru 24, 2007

PLACE *Hotel Meliá Puerto Vallarta*. Paseo de la Marina Sur No. 7, Marina Vallarta. C.P. 48354 Puerto Vallarta, Jalisco.

AGENDA

THURSDAY, FEBRUARY 22

14:30 – 17:00 PRELIMINARY EXCHANGE MEETINGS:
COMMON INTEREST ISSUES APPAMEX, NAECA AND CANADA GRAINS COUNCIL.
BIOSAFETY ISSUES WITH OFFICIALS APPOINTED TO THE INTERSECRETARIAL BIOSAFETY AND GENETICALLY MODIFIED ORGANISMS COMMISSION (CIBIOGEM)

19:00 – 21:00 WELCOME RECEPTION (At the Poolside next to the Restaurant La Palapa)

FRIDAY, FEBRUARY 23

07:00 – 08:00 BREAKFAST (Since 6:30 AM at the Restaurant Quetzal and Los Azulejos)

08:00 – 08:45 REGISTRATION FOR PARTICIPANTS (**Ballroom Sevilla**)

08:45 – 09:15 WELCOME AND OPENING REMARKS. Dr. Javier Trujillo, Director General of Plant Health, National Plant and Animal Health and Agri-Food Safety and Quality Service (SENASICA), Secretariat of Agriculture, Livestock, Rural Development, Fisheries and Food (SAGARPA); Alejandro Monteagudo, Director of International Negotiations, Undersecretariat of International Commercial Negotiations, Secretariat of Economy; Suzanne Heinen, Minister Counselor of the United States Embassy; Dr. Eduardo Perez Pico, Food Biotechnology Commission, National Agricultural Council (CNA); Giuliano Toluoso, Deputy Director, Agriculture and Agri-Food Canada; Amadeo Ibarra, President of the Grains and Oilseeds National Supply Council (CONAGO); Gary Martin, President CEO of the North American Export Grain Association (NAEGA); Alejandro Ortiz, Direction Counselor of the Mexico Agricultural Products Suppliers Association (APPAMEX).

AGRICULTURAL PRODUCTS GLOBAL TRADE PANELS

09:15 – 10:30 Regulatory Framework of the NAFTA Trade Partners: United States Farm Bill, Relationship with the WTO's Doha Round and Multilateral Agreements such as Biosafety Protocol and CODEX Alimentarius. Suzanne Heinen, Minister Counselor or Jeff Nawn, Agricultural Attaché, United States Embassy; Alejandro Ruiz, Agri-Food Trade Commissioner, Embassy of Canada; Agriculture and Agri-Food Canada; Alejandro Monteagudo, Director of International Negotiations Secretariat of Economy; Dennis Stephens, Secretary of the Canada Grains Council and distinguished member of the International Grain Trade Coalition (IGTC).

10:30 – 10:45 COFFEE BREAK



- 10:45 – 12:30 Preparatory Advances, Projects and Actions of NAFTA Partners towards the Final Implementation for Agricultural Markets. Regulatory Harmonization. David Shipman, Deputy Administrator, Federal Grain Inspection Service, Grain, Packers and Stockyards Administration (GIPSA), USDA; Animal and Plant Health Inspection Service (APHIS), USDA; Dr. Javier Trujillo, Director General of Plant Health, SENASICA-SAGARPA.
- 12:30 – 14:00 TRADE SHOW (**Ballrooms Madrid and Barcelona**, next to Ballroom Sevilla) and Free Lunch. Official Opening of the Exhibition Area for Corporate Companies and Organizations. Exhibitors Conferences at Meeting Rooms Alicante, Salamanca or Valencia at the Hotel.
*Side Event 12:30 - 13:30 Chicago Board of Trade and Brokerage Houses
- 14:00 – 15:30 Outlook and Projections of Traditional and Alternative Grains, Oilseeds and Feedstuffs Global Markets. Dr. Ricardo Celma, Director Regional, U.S. Grains Council (USGC); Pedro González, Counselor for the Director Regional, American Soybean Association (ASA); Gary Martin, President CEO North American Export Grain Association (NAEGA); Juan Carlos Anaya, Director General of the Agricultural Markets Consulting Group Co.
Special "Private Inspection Services (Non-Official) for Export Bulk Agricultural Products Shipments", Charles Martin, Intertek
- 15:30 – 17:00 TRADE SHOW (Cont.) (**Ballrooms Madrid and Barcelona**) Exhibitors Conferences at Meeting Rooms Alicante, Salamanca or Valencia at the Hotel.
- 17:30 – 20:15 DINNER AT THE RESTAURANT VISTA GRILL
- 21:00 – 22:00 NIGHT SHOW AT THE HOTEL THEATRE

SATURDAY, FEBRUARY 24

- 07:00 – 08:00 BREAKFAST (Since 6:30 AM at the Restaurant Quetzal or Los Azulejos)
- 08:00 – 08:30 REGISTRATION FOR PARTICIPANTS (**Ballroom Sevilla**)

MEXICAN OFFICIAL AND PRIVATE PLANS AND ACTIONS FOR THE AGRI-FOOD SECTOR DEVELOPMENT AND COMPETITIVENESS

- 08:30 – 09:30 Outlook and Short and Mid Term Projections of Mexican and U.S. Railways. Jana Padilla, Underdirector of Agricultural Products Sales, FERROMEX; Antonio Amérigo, Underdirector of Agribusiness, Kansas City Southern de Mexico; Víctor Valdés, Director of the Mexico Business Unit, BNSF Railway Co.; Mario Amaya, Senior Business Director Ag Products, Industrial Products, Chemicals & Energy, Union Pacific
- 09:30 – 10:30 Mexican Sea Ports Infrastructure Growth and Development Projects. General Coordination of Merchant Ports and Navy – Secretariat of Communications and Transportation (STC); Jorge González, Director General of the Veracruz Port Administration; Armando Palos Director General of the Lázaro Cárdenas Port Administration.
- 10:30 – 10:45 COFFEE BREAK
- 10:45 – 11:45 New Administration National Plans for the Support of Grains Production, Marketing and Trade; and the Agri-food Supply Chain Competitiveness. Direction Chief of the



Agricultural Marketings Supports and Services (ASERCA)-SAGARPA; Guillermo Campos Coy, Director of Agricultural Industries Supply Chains.

11:45 – 13:15 MAIN SPEAKER

The Mexican Agricultural and Agribusiness Sectors Analyzed under the Perspectives of Social Development, the North American Free Trade Agreement Enforcement, and the Global Markets Competitiveness. Leo Zuckermann, Professor of the Economics Research and Academic Center (CIDE). Host, Analyst and Editoralist of Press and of TV and Radio Political and Economical Tables.

13:15 ACKNOWLEDGEMENT FOR THE CONTRIBUTION TO THE GRAIN AND OILSEEDS TRADE DEVELOPMENT AND CLOSING WORDS.

13:30 CLOSING LUNCH (**Restaurant La Palapa**).

NOTES:

- * Includes simultaneous translation service