



Program of the Event

Wednesday, May 5, 2010.

14:00 hrs **Registration**

20:00 hrs Welcome cocktail in the Fiesta Americana Hotel, host of the 25th National Conference for Competitiveness and Regulatory Reform.

Thursday, May 6, 2010.

8:30-10:00 **Registration**

10:10-11:20 **Inaugural Ceremony of the Conference**

The OECD-Mexico initiative "Strengthening of Economic Competition and Regulatory Improvement for Competitiveness"

- Josef Konvitz, Head of the Regulatory Policy Division, OECD.
- Francisco Fernández Castillo, General Director, C-Estrategia (Mexican Institute for Competitiveness).
- Ivan Rivas Rodríguez, Chief of the Office for Foreign Trade and Investment Promotion, Ministry of Economy.
- Jacobo Pastor García Villarreal, Consultant of the Regulatory Policy Division, OECD.

12:15-12:30 **Break**

- 12:30-13:15 **Institutional Design of Regulatory Bodies in Mexico**
Alejandro Faya Rodríguez
Research Associate, Center for Development Research (CIDAC).
- 13:15-14:00 **Municipal Regulation and its Relevance for Regional Competitiveness**
Eduardo Jesús Castellanos Hernández
General Director of Compilation, Ministry of the Interior.
- 14:00-16:00 Lunch (Fiesta Palace Room, Fiesta Americana Hotel)
- 16:00-16:30 **The Importance of E-Government: Successful Cases from Mexico and the World.**
Rodrigo Becerra Mizuno
Director for E-Government, Microsoft Corp.
- 16:30-18:00 **Institutional Design, Political Support, and Stakeholders Engagement.**
 - Laura Jones, Vice-President for Western Canada, Canadian Federation of Independent Business (CFIB).
 - Víctor Díaz Ortíz, General Director, State of Puebla Commission for Regulatory Reform.
 - Morayma Yassen Campomanes, General Director, State of Sinaloa Commission for Regulatory Reform.
- 18:00-19:00 **The Relevance of SME in Mexico's Competitiveness.**
Gustavo Adolfo Ledesma Díaz
Technical Secretary of the SME Fund, Ministry of Economy.
- 19:00-20:00 Transportation to the dinner hosting venue
- 20:00-22:00 Dinner

Friday, May 7, 2010.

Administrative Simplification: Strategies for Success

- 9:00-10:30
- Rosy Romano Cázares, Director for Regulatory Reform, Government of the State of Baja California.
 - Daniel Trnka, Policy Analyst of the Regulatory Policy Division, OECD.
 - José Ignacio Peralta Sánchez, Mayor of Colima.

Improving the Quality of New Regulations: Challenges at the Sub-national Level

- 10:30-12:15
- Dolors Canals Ametller, General Director for Normative Quality, Autonomous Community of Catalonia, Spain.
 - Salvador Chávez Ferrusca, General Director for Regulatory Reform, Government of the State of Jalisco.
 - Desdémona Cota Valenzuela, General Director of Legal Affairs, Municipality of Hermosillo.
 - Javier Moreno Durán, General Director for Economic Promotion, City of Hermosillo.

12:15-12:25 **Break**

Regulatory Reform at the Sub-national Level: Conclusions and Next Steps

- 12:25-13:00
- Josef Konvitz, Head of the Regulatory Policy Division, OECD.
 - Alfonso Carballo Pérez, Head of Mexico's Federal Commission for Regulatory Reform (COFEMER).
 - Víctor Díaz Ortíz, Regulatory Reform Commission, Mexican Association of Economic Development Secretariats (AMSDE).
 - Manuel Gerardo Flores, Senior Economist of the Regulatory Policy Division, OECD.

Mexico's Political and Economic Framework and its links to Competitiveness.

13:00-13:45 Alfonso Zárate Flores
General Director, Interdisciplinary Consulting Group, political analyst for different media.

13:30-14:00 Closing ceremony of the 25th National Conference for Competitiveness and Regulatory Reform

14:00-15:00 Transportation from Hermosillo to Bahía de Kino, Sonora

15:00-20:00 Closing lunch in Bahía de Kino, Sonora

