



Forum: Actions for Improving Competitiveness and Regulatory Governance Merida – OECD

Merida, Yucatan
Salón COPARMEX
July 31, 2018

Time	Activity
08:30 – 9:00 hrs.	Registry
09:00 – 09:30 hrs.	Opening ceremony
<p><i>Speakers: (7 mins.)</i></p> <ul style="list-style-type: none"> • Álvaro Cetina Puerta, Deputy Director of Regulatory Improvement. • José Antonio Loret de Mola Gómory, President of COPARMEX Yucatan. • Manuel Gerardo Flores Romero, Senior Economist, Regulatory Policy Division, OECD. • María Dolores Fritz Sierra, Mayoress of the municipality of Merida <p><i>Presidium:</i></p> <ul style="list-style-type: none"> • Álvaro Juanes Laviada, General Coordinator of Administration from the municipality of Merida from the municipality of Merida. • Michel Salum Francis, President of the Business Coordinator Council of Yucatan and president of CANACO Yucatan. <p><i>Distinguished participants:</i></p> <ul style="list-style-type: none"> • Armando Valencia Castillo, President of CANADEVI Yucatan. • Elsa Regina Ayala Gómez, General Director of mercantile regulation from the Ministry of Economy. • Orfelinda Maldonado Rodríguez, Head of the Regulatory Improvement State Commission of Nuevo Leon. • Lizeth Salcedo Salinas, Regulatory Policy Consultant. • Adriana García Campos, Policy Analyst, Regulatory Policy Division, OECD. • Erik Pérez Pérez, Economist, Regulatory Policy Division, OECD. • Giovanna Bacelis Medina, Head of department of the sub-direction of Regulatory Improvement. 	
09:30 – 09:40 hrs.	Official photo
09:40 – 10:55 hrs.	Session 1. Good practices that foster the opening of business.
<p>The simplicity or complexity of the process of opening a company can influence the decision of entrepreneurs to invest or not in a specific location. The ideal process of opening a company is based on the premise of placing the citizen at the centre of the government activity. This implies visualizing the government as a whole, achieving a coordinated and coherent action of the three levels of government, to offer citizens, in a single window whether virtual or physical, access to complete information of formalities and the ability to perform in the same site all the necessary procedures to start a business.</p>	
<p><i>Speakers: (15 mins.)</i></p> <ul style="list-style-type: none"> • Álvaro Cetina Puerto, Deputy Director of Regulatory Improvement of Merida. • Orfelinda Maldonado Rodríguez, Head of the Regulatory Improvement State Commission of Nuevo Leon. • Michel Salum Francis, President of the Business Coordinator Council of Yucatan and president of CANACO Yucatan. • Elsa Regina Ayala Gómez, General Director of mercantile regulation from the Ministry of Economy. <p><i>Q&A: (10 mins.)</i></p> <p><i>Moderator:</i></p> <ul style="list-style-type: none"> • Manuel Gerardo Flores Romero, Senior Economist, Regulatory Policy Division, OECD. 	



10:55 - 11:15 hrs.	COFFEE BREAK
11:15 - 12:25 hrs.	Session 2. Construction permits and inspections to promote regional economy.
<p>For starting a business, it is common for businessmen to build their own facilities. Similarly, the supply of housing and the establishment of infrastructure are intrinsically linked to construction. The construction industry is one of the most dynamic in Mexico and is considered a key element for growth and jobs creation. Therefore, it is essential that the regulatory framework facilitates investment and discourages informality, while ensuring the quality of buildings and preventing risks for the population.</p>	
<p>Speakers: (15 mins.)</p> <ul style="list-style-type: none">• Aref Miguel Karam Espósitos, Director of Urban Development from the municipality of Merida.• Armando Valencia Castillo, President of CANADEVI Yucatan.• David Carrillo Tec, President of the de la Comisión de PCM (Peritos de Construcción Municipal) <p>Q&A: (10 mins.)</p> <p>Moderator:</p> <ul style="list-style-type: none">• Adriana García Campos, Policy Analyst, Regulatory Policy Division, OECD.	
12:25 - 13:25 hrs.	Session 3. Elements that influence the clarity and transparency of information for citizens to complete a formality.
<p>The elements that facilitate or hinder the ease of submission of information to government offices are a critical determinant for the entrepreneur to decide to desist from carrying out all the required procedures and operate in the informal sector, or simply abandon their business project.</p>	
<p>Speakers: (15 mins.)</p> <ul style="list-style-type: none">• Rodrigo Solís Pasos, Director of the IT Direction of Merida.• Antonio Flavio González Blanco, Deputy Director of Economic Promotion and in charge of the Business Centres of Merida.• Lizeth Salcedo Salinas, Regulatory Policy Consultant.• Giovanna Bacelis Medina, Head of department of the sub-direction of Regulatory Improvement. <p>Q&A: (10 mins.)</p> <p>Moderator:</p> <ul style="list-style-type: none">• Erik Pérez Pérez, Economist, Regulatory Policy Division, OECD.	
13:25 - 14:00 hrs.	Conclusions and Closure
<p>Speakers:</p> <ul style="list-style-type: none">• Manuel Gerardo Flores Romero, Senior Economist, Regulatory Policy Division, OECD.• Jorge Alberto Peraza Sosa, Director of Administration of the municipality of Merida.• Álvaro Cetina Puerta, Deputy Director of Regulatory Improvement of Merida.	