

Women's Forum Mexico 2017
Unleash your leadership!
8-9 November 2017, Hyatt Regency Mexico City

Version of 13 Sep.

This is a time to look at major trends and realize an open and culturally dynamic 21st-century Mexico.

2017 marks the beginning of a major transformation for Mexico. How will the country diversify its economic relations? How will it realize new leadership for the 21st century – new modes of managing companies and unleashing Mexico's talent, new identities and inspiration for Mexicans as a people and for the country in the region and the world?

Women's Forum Mexico 2017 takes up these challenges in a programme focused on ***Unleash your leadership!*** Our 2nd edition will bring together 850+ women and men, each an influencer or high potential in his or her field, for debates intended to advance national renewal, encourage corporate and social and cultural innovation, and support individual leadership development. We believe that women's experience, expertise, and vision are essential to achieve viable social and economic advancements. So we feature women leaders from Mexico and abroad in dialogue with their men counterparts. Among the sessions on the agenda:

- Unleash our civic engagement!
- Diversification: Our no. 1 priority
- The trends we must take into account for a thriving 21st-century workforce
- Do it! Being leaders in our sectors
- Leading to address our real social problems
- Learn from Canada and Latin American diversity achievements
- How women can act to reconnect and transform our societies
- Creating more successful tech innovators
- Creating more successful cultural innovators

This edition will see a **Women's Forum Delegation from Canada** joining the meeting. The Delegation will gather with American and Mexican entrepreneurs and business leaders at the Mexican Ministry of Foreign Affairs for a **Nov. 7 pre-programme on women entrepreneurship** co-hosted by the Ministry, Women's Forum, ProMexico, and the Canadian and the U.S. Embassies to Mexico.

Women's Forum Initiatives **CEO Champions** and **Rising Talents** are both on the agenda – CEO Champions for the 2nd year in Mexico, and Rising Talents, celebrating a 10th anniversary this year. And new for 2017:

- **Women in Sport**, foregrounding outstanding women athletes and promoting sports as a leadership route for women and girls.
- **New at the Top** interviews of corporate stars.
- Interactive peer-peer breakfast **workshops** to provide participants a return on investment for their careers, business goals, and social objectives.
- Not yet listed in this agenda, but coming soon: special **Call to action** sessions to enable participants to advance social change agendas together.

Please join us for the cutting edge debates, the "aha!" moments, the learning, and the wonderful new contacts!

Confirmed speakers

Version of 13 September: More names will be added as confirmations are received

- **Holly S. Andersen**, Attending Cardiologist and Associate Professor of Clinical Medicine, NewYork-Presbyterian, Weill Cornell Medical Center
- **Barbara Anderson**, Director of Editorial Innovation, Grupo Milenio
- **Massy Arias**, Fitness trainer
- **María Teresa Arnal**, Country Manager, Google Mexico
- **Bárbara Arredondo**, Cultural Curator, Founder & CEO, WE MATTER strategies and I AM HERE Series
- **Gina Badenoch**, Founder & CEO, Ojos que Sienten AC
- **Norma Bastidas**, Survivor of sexual violence and human trafficking and ultra athlete
- **Amanda Berenstein**, Managing Director, Weber Shandwick Mexico
- **Lourdes Berho**, President & Chief Catalyst, Alchemia Communications Group, and former CEO of the Mexico Tourism Board
- **Breanne Butler**, Director of States & Global, Women's March
- **Itziar Carracedo**, Editor-in-Chief, Quien
- **Carlos Carriedo**, Vice-President and General Manager, American Express Global Corporate Payments Latin America
- **Valeria Chapa**, Vice President & General Counsel Latin America, Honeywell
- **Caroline Codsí**, President & Founder, La Gouvernance Au Féminin
- **Claudia Contreras**, Marketing Director IM and CMO, Samsung Electronics Mexico
- **Cory Crespo**, President & Founder, COLOÜRS
- **Alejandra Cullen**, Reporter and analyst, UNO Television
- **Claudia de Heredia**, Co-founder, Kichink
- **Paola de la Rosa**, Founder and CEO, Lazo
- **Denise de la Rue**, Artist and photographer (in principle)
- **Gina Diez Barroso de Franklin**, President & CEO, Grupo Diarq
- **Anne Engérant**, General Manager, Reckitt Benckiser México
- **Mónica Flores Barragán**, President Latin America, Manpower Group and President, American Chamber of Commerce in Mexico
- **Victoria Fuentes Castañeda**, Director, Mexfam
- **Amy Glover**, CEO, Speyside Mexico
- **Luis Miguel González**, Editor-in-Chief, El Economista
- **Mayra González**, President & CEO, Nissan Mexicana
- **Lorena Guille**, Executive Director, Fundación Cinépolis
- **Rania Habiby Anderson**, Founder, TheWayWomenWork.com and author, UNDETERRED: The Six Success Habits of Women in Emerging Economies
- **Martha Herrera González**, Global Director of Corporate Social Responsibility, CEMEX
- **J. Kelly Hoey**, Author, JKELLYHOEY.CO
- **Altair Jarabo**, Actress, philanthropist and entrepreneur
- **Anuar Layon**, Creative Designer, Mercadorama
- **Daniela Lecuona**, Head of Investor Relations, América Móvil
- **Nicolle Lekare**, Editor, HOTBOOK
- **Pedro López Sela**, Disruptive entrepreneur & business accelerating facilitator, Tecnológico de Monterrey
- **Brenda Lozano**, Author

- **Laura Manzo Aguilar**, Editor-in-Chief, Huffington Post Mexico
- **Alba Medina Flores**, Entrepreneur, investor and Rising Talents alumna
- **Miguel Mier**, Global COO & Executive Board Member, Cinépolis
- **Angella Nazarian**, Co-founder, Visionary Women Nonprofit
- **Alyse Nelson**, President & CEO, Vital Voices Partnership, and Rising Talents alumna
- **Saskia Nino de Rivera**, President and founder, Reinserta Un Mexicano and Rising Talents alumna
- **Lorena Ochoa**, Professional golfer
- **Rosario Perez**, President, RP Advisors LLC, and former President & CEO, Pro Mujer Inc.
- **Marion Reimers**, Host, CENTRAL FOX, FOX Deportes
- **Gabriela Rocha**, Partner & VP Growth, Laboratoria
- **Christian Rodríguez**, Documentary photographer and 2017 TED Fellow
- **Ana María Salazar**, CEO, Grupo Salazar
- **Mari Loli Sánchez Cano G.**, CEO, Jafra Mexico
- **Olga Sánchez Cordero**, Jurist and former Member, Supreme Court of Justice of the Nation
- **Cristina Sanchez Vebber**, Partner, Sanchez-DeVanny
- **Paula Santilli**, President, PepsiCo Mexico Foods
- **Lorena Saravia**, CEO, Lorena Saravia
- **Vicki Saunders**, Founder, SheEO
- **Olga Segura**, Producer
- **Pepita Serrano**, Co-founder, International Society of Values of Mexican Art (SIVAM) and Member of the SIVAM Mexico Board of Trustees
- **Anar Simpson**, Special Advisor, Office of the Chair, Women, Girls and Technology, Mozilla
- **Fern Starke**, Downstream General Auditor, ExxonMobil
- **Maria Josefina Urzaiz Caceres**, Co-founder, Cielo Hammocks/Cielo Hamacas
- **Mauro Vargas Urías**, Executive Director, Gendes A.C.
- **Elizabeth Vazquez**, CEO and Co-founder, WEConnect International
- **Melanne Verveer**, Executive Director, the Georgetown Institute for Women, Peace and Security, Georgetown University, and Founding Partner, Seneca Point Global
- **Esther Wojcicki**, Chief Learning Officer, Planet3
- **José María Zas**, American Express President Global Card Services Mexico Brazil Argentina Latin America
- **Sandra Zuluaga**, Founder, President & CEO, Besteam, Human Architectures

Meeting agenda (subject to change)

Tuesday, 7 November

While Women's Forum Mexico officially begins on Wed., 8 Nov., we take the opportunity on 7 Nov. to stage several private (invitation only) meetings. These include:

Rising Talents: a gathering of the 2017 laureates with Mexican and international alumnae in attendance to integrate the laureates into the group and enable concentrated group networking.

Canadian and American delegates will be invited to attend an "off trade-meetings' programme" presented by the Mexican Ministry of Foreign Affairs (S.R.E) in partnership with Women's Forum Mexico, ProMexico, the Canadian government's Business Women in International Trade (BWIT) Programme, and the Canadian and U.S. Embassies in Mexico.

This pre-programme will include several roundtables and workshops, a visit to the Museum of the Museo de la Memoria y Tolerancia (Museum of Memory and Tolerance), and a dinner reception at El Palacio de Hierro.

There will be openings for **Mexican women entrepreneurs**, who are registered as delegates of the conference, to participate. Please contact jennifer.lecorre@womens-forum.com if you would like to be considered for attendance (limited space and by application only).

Wednesday, 8 November

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| 07:30-09:30 | <i>Registration</i> | |
| 07:30-09:00 | <i>Breakfast workshops (space will be limited and registration will be required)</i> | |
| | <p>CEO Champions breakfast workshop (07:00-09:15) <i>Hosted by McKinsey & Company With the support of Sanchez-DeVanny By invitation only</i></p> <p>A peer-peer C-suite meeting to share programs and strategies for advancing women into leadership positions in the private and public sectors.</p> | <p>Generosity pays: Being a badass networker <i>With the support of Abogadas MX Attendance is restricted; registration will be required</i></p> <p>You network all the time, but you can't help feeling that it's not doing what you were told it should to advance your career. So perhaps it is time to change how you network? Join this workshop to discuss with some truly badass networkers how to rewrite your networking playbook – starting with "give more than you get."</p> |
| | <p>Creating change through effective social entrepreneurship <i>Attendance is restricted; registration will be required</i></p> <p>Business for social impact is not just a great idea, it is a working reality in Mexico today. Meet with practitioners to learn how they unleashed their social business leadership – and how you might too.</p> | <p>Session to be announced later</p> |

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| 09:00-09:45 | Forum official welcome |
| 09:45-10:15 | Opening keynote address <i>Top speaker to be announced later</i> |
| 10:15-11:15 | Diversification: Our no. 1 priority Diversification is both an affair of trade deals and commercial agreements and a business strategy of considerable importance today. How have some conglomerates and growth-oriented smaller companies from Mexico and the Western Hemisphere successfully tackled diversification, and what are their strategies for taking diversification further? |
| 11:15-11:45 | <i>Networking break and Marketplace</i> Meet with the Canadian delegation |
| 11:45-12:15 | A conversation on... <i>Topic and speakers to be announced later</i> |
| 12:15-12:30 | Amazing Women I <i>Hosted by Quien</i> Meet an Amazing Woman: a risk-taker and rule-breaker who acts as a catalyst for positive change in her community and the larger world. |
| 12:30-13:15 | <i>Networking break and Marketplace</i> |
| 13:15-14:45 | Conversation luncheon Unleash our civic engagement! This luncheon is for participants to exchange with one another on the issues they consider essential to make a difference for their communities, and how they can unleash their leadership to promote a better quality of life for all. The table conversations will be reported under Chatham House Rule. |
| 14:45-15:30 | <i>Networking break and Marketplace</i> Meet with the Rising Talents |
| 15:30-15:45 | New at the top I Hear from a CEO appointed in 2017 about making the vital leadership transition, and her plans for her company in 2018. |
| 15:45-16:45 | The trends we must take into account for a thriving 21st century workforce <i>The future has lots of robots, few jobs for humans (Wired).</i> <i>Never mind the robots; future jobs demand human skills (FT).</i> Leaders who care about tomorrow's workforce need to engage today with consequential trends for the future of jobs such as Big Data, digitalization and the Internet of Things, women's aspirations for economic power, changing demographics, and robots and autonomous transport. While nobody has a crystal ball to say what exactly these trends will mean, one thing is certain: <i>Your education today is your economy tomorrow (OECD).</i> |
| 16:45-17:00 | New at the top II <i>Hosted by Quien</i> Hear from a CEO appointed in 2017 about making the vital leadership transition, and her plans for her company in 2018. |

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| 17:00-17:30 | <i>Networking break</i> |
| 17:30-17:45 | Amazing Women II <i>Hosted by Quien</i> Meet an Amazing Woman: a risk-taker and rule-breaker who acts as a catalyst for positive change in her community and the larger world. |
| 17:45-18:45 | CEO Champions: Corporate management for the 21st century <i>Hosted by CEO Champions</i> Public discussion of the key takeaways of the CEO Champions workshop, starting with the major Mexican pipeline issue of how to retain more women talents after they marry. |
| 18:45-19:00 | Women in Sport I A keynote interview with a Mexican sportswoman about how she unleashed her leadership in order to succeed in international competition. |
| 19:00-19:45 | Opening cocktail reception and Marketplace <i>Hosted by Pernod Ricard</i> |
| 19:45-22:30 | Opening dinner <i>Hosted by Nissan Mexicana</i> Expect a great experience! |

Thursday, 9 November

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| 07:00-09:30 | <i>Registration</i> | |
| 08:00-09:30 | <i>Breakfast workshops (space will be limited and registration will be required)</i> | |
| | Dealing with sexism as a woman in the workplace <i>Attendance is restricted; registration will be required</i> Practical advice to help you cope with machismo where you work. And because it's 2017: frank discussion about how you can move beyond coping to fighting back against this sexism. | Increasing access for entrepreneurs to knowledge – funds – markets <i>With the support of WeConnect International</i> <i>Attendance is restricted; registration will be required</i> This workshop is for small business leaders and those who are working to change the entrepreneurial ecosystem to exchange on major challenges, existing resources and new initiatives, and how otherwise to find crucial support to unleash small business leadership. |
| | What SMEs need to grow, and how to find support <i>With the support of WPO</i> <i>Attendance is restricted; registration will be required</i> Too big to take advantage of start-up support, most women-owned SMEs still need enhanced access to markets, finance and talent to grow. Participants in this interactive workshop will have the opportunity to discuss challenges to and potential solutions for SME business growth. | How to ask for promotion and get a seat at the table: A workshop on strategies for succeeding <i>Attendance is restricted; registration will be required.</i> |

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| 09:30-09:55 | A surprise to start | |
| 09:55-10:15 | Helping women at the bottom of the pyramid achieve economic independence A conversation between two trailblazers on their vision, approach, and what needs doing next. | |
| 10:15-11:15 | Leading to address our real social problems What does it mean to unleash leadership to address tough social issues? How do you engage most effectively? And how could influential women and men like those at Women's Forum Mexico best contribute their leadership? | |
| 11:15-11:30 | Women in Sport II A keynote interview with a Mexican sportswoman about how she unleashed her leadership in order to succeed in international competition. | |
| 11:30-12:00 | <i>Networking break</i> | |
| 12:00-13:00 | <i>Sessions in parallel</i> | |
| | Rising Talents: Next-generation leadership is now! <i>Hosted by the Rising Talents initiative partners: Aeromexico, American Express Global Corporate Payments, and Hotbook</i> A conversation with the 2017 Rising Talents at Women's Forum Mexico about how they are working individually and together for an open and culturally dynamic 21st-century Mexico. | Contemporary Mexican design: Taking it out to the world Mexico has fantastic women industrial and fashion designers and architects. Some have begun looking beyond the country to clients and markets from abroad. Join them for a discussion of how this is changing their creative processes and business outlooks. |
| | Learn from Canada and Latin America diversity successes The opportunity for participants to exchange with experts and practitioners from Canada and Latin America on what has worked to advance diversity in their countries. The chance for comparative cross-learning! | It's your issue too: Teenage motherhood and what we can do about it <i>Co-hosted by Reckitt Benckiser México</i> Rates of teenage pregnancy are high across Mexico, the Caribbean and large parts of Latin America. Pregnancy at a young age risks lifelong social exclusion. Join this session to learn why reducing adolescent reproduction is such a perplexing challenge, and how participants can engage themselves for a better future for young girls. |
| 13:00-13:15 | <i>Room change</i> | |
| 13:15-14:45 | Luncheon session: How women can act to reconnect and transform our societies <i>Hosted by El Palacio de Hierro</i> | |
| 14:45-15:00 | <i>Room change</i> | |

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| 15:00-16:00 | <i>Sessions in parallel</i> | |
| | Creating more successful tech innovators Meet some of Mexico's remarkable tech innovators, to discuss with them solutions for more entrepreneurs and executives like them to succeed. | Creating more successful cultural innovators In the arts, music and cultural curation Mexico is world-class. How to further encourage this cultural ferment? How to more broadly spread the message about what's happening in Mexico's cultural scene? |
| 15:00-16:00 | Enabling women leaders to act for their health <i>Hosted by NewYork-Presbyterian</i> Discover tests and monitoring and support tools for women leaders to be proactive for their health, and discuss with a wellness expert about exercise to relieve stress. Eating healthy is a growing trend today: what should you focus on and what to ignore in this movement? | Gender violence: Working to change the machismo <i>Hosted by Tecate</i> Why addressing gender violence requires working with men as much as with women, what are some great examples of powerful online campaigns, and how long-term local programs are also necessary. |
| 16:00-16:45 | <i>Networking break and Marketplace</i> | |
| 16:45-17:45 | Do it! Being leaders in our sectors Top corporate leaders on taking their organizations to a lead position in market share and sales – the crucial talent and team aspects of this trajectory – and the challenges they must meet to maintain sectoral success. | |
| 17:45-18:00 | Amazing Women III Meet an Amazing Woman: a risk-taker and rule-breaker who acts as a catalyst for positive change in her community and the larger world. | |
| 18:00-18:45 | Challenging stereotypes and creating new role models <i>Hosted by Cinépolis</i> Content producers and leading actors debate how to best engage to open audiences to new aspirations and occupations. | |
| 20:30-23:00 | Closing cocktail reception <i>Hosted by El Palacio de Hierro</i> With thanks from the Women's Forum | |