

2023 MEXICO GLOBAL CONFERENCE

October 11-13, 2023
JW Marriott Hotel, Mexico City, Mexico



Up to 15.5
NY MCLE Credits

Who are we?

New York State Bar Association and the International Section

The New York State Bar Association (NYSBA) is the largest voluntary state bar organization in the United States and has members across the globe that have a nexus to New York law.

The International Section is one of NYSBA's most active sections having over 1,500 members internationally with chapters in more than 70 countries worldwide and is NYSBA's global representative and international advocate for the rule of law.

In addition, the NYSBA International Section brings members together to discuss and influence the resolution of key legal practice issues before local, state, national and international policy makers. Members include legal professionals from major international law firms, multi-national corporations, and other organizations that influence, and are influenced by, international law.

What is the Global Conference?

Each year, NYSBA's International Section hosts a conference in a different city outside of the United States to provide American and foreign colleagues the opportunity to meet, network, and expand their international practices. Our most recent conferences have been held in New York City, Tokyo, Montréal, Antigua, Guatemala, Paris, São Paulo, Vienna, Hanoi, Lisbon, Panama, Sydney and the list goes on!

This year, the conference will consist of three days of Continuing Legal Education (CLE) panels and plenaries, including, various hot topics in international law. The meeting also offers networking opportunities in the form of extended breaks, luncheons, receptions, dinners, including our traditional gala dinner, and social and cultural events.

Steering Committee

International Section Chair:

Gonzalo S. Zeballos, Baker & Hostetler LLP, New York, NY

Conference Co-Chairs:

Carlos Ramos-Mrosovsky, Baker & Hostetler LLP, New York, NY

Mariana Eguarte-Morett, Sánchez Devanny, México City, México

Steering Committee Members:

Adrián Magallanes, Von Wobeser y Sierra, S.C., México City, México

Debby McKey, Sánchez Devanny, México City, México

Emilio Aarún, Creel, García-Cuéllar, Aiza y Enríquez, México City, México

Jaime Rodriguez, Ibarra, del Paso y Gallego, México City, México

Jimena González de Cossío Higuera, Chevez Ruiz Zamarripa, México City, México

Jorge A. León Orantes B., Santamarina y Steta, México City, México

Juan Luis Blanco Montoya, Müggenburg Gorches y Peñalosa, S.C., México City, México

Luciano Pérez, Nader Hayaux & Goebel, México City, México

Maria Andrea Colin Albarrán, JA del Río, México City, México

Visit the International Section website at www.nysba.org/ilp.

IMPORTANT INFORMATION

Up to 15.5 NY MCLE Credits

This program is transitional and approved for MCLE credit in New York for all attorneys, including those newly admitted.

The New York State Bar Association has been certified by the New York State Continuing Legal Education Board as an accredited provider of continuing legal education in the State of New York. For more information about the CLE Rules, visit NYCOURTS.GOV/ATTORNEYS/CLE.

Discounts and Scholarships

New York State Bar Association (“NYSBA”) members and non-members may receive financial aid to attend this program. Under this policy, anyone who requires financial aid may apply in writing, not later than 20 working days prior to the start of the program, explaining the basis of his/her hardship, and if approved, can receive a discount or scholarship, depending on the circumstances. To apply, fill out the tuition assistance application form at www.nysba.org/TuitionAssistanceForm/ and send your request to Holly Hirsch at: New York State Bar Association, One Elk Street, Albany, New York 12207, or hhirsch@nysba.org. Scholarships are for the CLE portion of the program only and not evening and social functions.

Accommodations for Persons with Disabilities

NYSBA will make reasonable modifications/accommodations to allow participation in its services, programs, or activities by persons with disabilities. NYSBA will provide auxiliary aids and services upon request. NYSBA will remove architectural barriers and communication barriers that are structural in nature where readily achievable. To request auxiliary aids or services or if you have any questions regarding accessibility, please contact Carra Forgea at cforgea@nysba.org or 1-518-487-5521.

Dress Code

- Conference Panels, Plenaries and Lunches: Business Attire or Business Casual
- Wednesday and Thursday Receptions: Business Attire or Business Casual
- Friday Gala Reception and Dinner: Business Attire or Semi-Formal (ex. cocktail dresses and suits are appropriate)

Account and Registration Assistance

For account and registration assistance, we invite you to reach out to our Member Resource Center (MRC) at mrc@nysba.org or at 800-582-2452 / +1 (518) 463-3724.



ACCOMMODATION

MAIN HOTEL

JW Marriott Hotel

Andrés Bello 29, Polanco, Polanco IV Secc, Miguel Hidalgo 11560 Ciudad de México, CDMX

Start Date: Tuesday, October 10, 2023

End Date: Sunday, October 15, 2023

Standard Room (Single or Double Occupancy):

- \$417.0550 USD per night (including VAT and City Tax)
- Mandatory gratuities (as per union)
 - Bellboy - \$5.50 USD per person in/out.
 - Housekeeping - \$5.00 USD per room per night.

Nonsmoking Policy:

The Hotel is 100% smoke free facility, it is strictly forbidden to smoke within the hotel, in case this regulation is violated there is a **\$250.00 USD** fee for smoking (per day).

Individual Reservation:

1. Reach out to the hotel's Individual Reservations Department by phone at (52 55) 110-22010 or by email at reservaciones@marriott.com and identify as part of the group **New York State Bar Association** for the special group room rate to be honored.
2. *Participants can also make their own sleeping room reservation through the Reservations Web Link provided by the hotel:* [Book Your Group/Corporate Rate | Marriott International](#)

Cut-off date: Monday, October 2, 2023

Note: Special group rate will only be respected as mentioned above, in case guest wants to come before or leave after event's dates, reservation will be confirmed with the rate the system shows at that moment.

OTHER NEARBY HOTEL OPTIONS

InterContinental Presidente México City

Campos Elíseos 218, Polanco, Col. Chapultepec Polanco, Miguel Hidalgo, 11560 Ciudad de México, CDMX, México

Hyatt Regency México City

Campos Eliseos. 204 Polanco Chapultepec, Polanco, Chapultepec, 11560 Ciudad de México, CDMX, México

W México City

Campos Elíseos 252, Polanco, Chapultepec, Miguel Hidalgo, 11560 Ciudad de México, CDMX, México

Suites Obelisk

Calle Julio Verne 28-30, Polanco, Polanco III Secc, Miguel Hidalgo, 11540 Ciudad de México, CDMX, México

The Alest Hotel

Eugenio Sue 45, Polanco, Polanco IV Secc, Miguel Hidalgo, 11550 Polanco, CDMX, México

Habita Hotel

Av. Pdte. Masaryk 201, Polanco, Polanco V Secc, Miguel Hidalgo, 11580 Ciudad de México, CDMX

AGENDA

New York State Bar Association
International Section 2023 México Global Conference
JW Marriott Hotel
Andrés Bello 29, Polanco, Polanco IV Secc, Miguel Hidalgo 11560 Ciudad de México, CDMX
<https://nysba.org/international-section-2023-México-global-conference/>

Tuesday, October 10, 2023

3:00 pm–5:00 pm	Executive Committee Meeting JW Marriott Hotel (Room: TBD) <i>(For NYSBA International Section Executive Committee Members only)</i>
7:00 pm	Executive Committee Dinner Venue: TBD <i>(For NYSBA International Section Executive Committee Members only)</i>

DAY 1 – Wednesday, October 11, 2023

8:00 am–5:00 pm	Registration Outside of the Los Morales and Campos Eliseos Rooms
8:30 am–9:00 am	Arrival Coffee Break Outside of the Los Morales and Campos Eliseos Rooms
9:00 am–9:15 am	Welcome Remarks Chapultepec Room Gonzalo Zeballos, International Section Chair, New York State Bar Association Sherry Levin Wallach, Immediate Past President, New York State Bar Association
9:15 am–10:45 am	PLENARY 1 Chapultepec Room Investment in México: Challenges and Opportunities This panel will delve into the evolving landscape of investment in México, with particular emphasis on the legal and economic dimensions, providing insights for those considering venturing into the Mexican market, engaging in cross-border transactions, or exploring expansion strategies. Topics to be discussed, include the following: <ol style="list-style-type: none">1. Nearshoring:<ol style="list-style-type: none">a. industrial space availabilityb. status of infrastructure and services (electricity and water supply, as well as the compelling shifts towards cleaner and sustainable energy solutions)c. regional opportunities, andd. subsidies2. Sustainability:<ol style="list-style-type: none">a. considerations in investment decisions, andb. innovative sustainable financial products currently offered in México.3. Economic Environment: insights into México's macroeconomic environment including presidential elections, fiscal policy, and exchange rate.4. Investors' Concerns: address matters such as security, rule of law and others.5. Investment Alternatives: M&A, JVs, financials and capital markets alternatives. The panel seeks to furnish attendees with a view of opportunities and challenges within the Mexican investment arena. It is designed to empower businesses, service providers, private investors, and regulators looking to engage in México's burgeoning market.

Moderator:
Michell Nader, Nader, Hayaux & Goebel, México

Panelists:
Felipe Garcia Ascencio, Banco Santander México, México
Carlos Mendoza, Discovery Americas, México

1.5 CLE Credits in Areas of Professional Practice

Sponsored by Intralinks, Inc.

10:45 am–11:15 am Networking Break | Outside of the Los Morales and Campos Eliseos Rooms

11:15 am - 12:15 pm Panels 1 to 3

Track 1 – Non-Competition Covenants	Track 2 – Diversity & Inclusion	Track 3 – Healthcare
<p>PANEL 1 Los Morales Room</p> <p>The Assault upon the Citadel of Non-Competition Covenants</p> <p>Non-Competition Covenants have historically been used to protect the reasonable interests of a business in a transactional or employment context. There is now a strong backlash against these clauses in North America through court decisions and amendments to employment-related legislation. Our panelists will discuss these changes and how they may affect cross-border activities by companies in the United States. Our panelists will also discuss best practices for drafting non-compete covenants and ensuring their enforcement in litigation or arbitration.</p> <p>Moderator: Jay L. Himes, Formerly Office of the NY State Attorney General, USA</p> <p>Panelists: François Berbinau, BFPL Avocats, France Lawrence E. Buterman, Latham & Watkins LLP, USA Jennifer Mellott, Freshfields Bruckhaus Deringer, UK Carlos Orci Berea, Mijares Angoitia Cortés y Fuentes, México Chris Semerjian, Fasken Martineau DuMoulin LLP, Canada</p>	<p>PANEL 2 Campos Eliseos Room 1</p> <p>Female Leadership – Challenges through the Corporate Ladder</p> <p>This panel will discuss the challenges professional women face in having their voices heard in the decision-making process within their organizations. Our panelists will also discuss new approaches to inclusion and equality in the workplace, as well as how organizations can incentivize the role of women in managerial and decision-making roles.</p> <p>Moderator: Mariana Eguiarte-Morett, Sánchez-DeVanny, México</p> <p>Panelists: Adriana Ibarra-Fernandez, Baker & McKenzie, México Bertha Ordaz, McKinsey & Company, México Olga Prieto, Alcon Laboratorios México, México Bertha Serrano, Mizuho Bank México, México</p> <p><i>1.0 CLE Credit in Diversity, Inclusion and Elimination of Bias</i></p>	<p>PANEL 3 Campos Eliseos Room 2</p> <p>The Transformation of Healthcare through Technology: Opportunities and Challenges</p> <p>Our panel features a roundtable discussion among relevant healthcare stakeholders and lawyers engaged in the industry. In particular, this panel focuses on new developments in the healthcare sector in México and on the crucial role of technology. Panelists will address (i) remote alternatives for patients (Telemedicine); (ii) Specialization Centers; (iii) Logistics and supplies; (iv) Prevention as a key focus; (v) Real Time Interactions and Telecommunications; (vi) AI as the foundation for diagnoses and improving healthcare decisions; (vii) Medical Devices; (viii) the collection of patients information and data, behavior, needs and preferences; and (ix) legal strategies for stakeholders to interact and access benefits through partnerships and/or M&A as an expansion strategy. Panelists will also discuss challenges and opportunities for the supply of financial services (insurance and financing), service providers, private investors, and regulators and what legal practitioners need to know about this changing sector.</p> <p>Moderator: Allan Watts, RGA, México (retired), Sofia México (Board Member)</p> <p>Panelists:</p>

<p>1.0 CLE Credit in Areas of Professional Practice</p>		<p>Diego Gomez Palacio, BUPA México, México</p> <p>Luciano Pérez G., Partner of Nader, Hayaux & Goebel, México City, México</p> <p>Jessica L. Vaughn, Wiley Rein LLP, USA</p> <p>1.0 CLE Credit in Areas of Professional Practice</p> <p>Sponsored by Nader, Hayaux & Goebel</p>
<p>12:15 pm–12:45 pm</p>	<p>Networking Break Outside of the Los Morales and Campos Eliseos Rooms</p>	
<p>12:45 pm-1:45pm Panels 4 to 6</p>		
<p>Track 1 – Fintech</p>	<p>Track 2 – Legal Technology</p>	<p>Track 3 – Trade</p>
<p>PANEL 4 Los Morales Room</p> <p>The Era of Digital Economy: Fintech Disruption and Industry Outlook</p> <p>This panel will discuss the disruptive impact of the fintech wave, including exploration of emerging trends concerning lending platforms, tokenized debt, and the evolving role of financial intermediaries, as well as the potential benefits, risks and challenges posed by the fintech ecosystem. Our panelists will shed light on the fintech ecosystem’s evolving regulatory frameworks and the potential for growth and innovation and provide valuable insights into the legal challenges and opportunities presented by fintech.</p> <p>Moderator: Jorge Lopez, Sánchez-Devanny, México</p> <p>Gerold Niggemann, Hughes Hubbard & Reed, USA</p> <p>Panelists: Pedro Cetina, Addem Capital, México</p> <p>Javad Husain, Hughes Hubbard & Reed, USA</p> <p>Ariel Lupa, Covalto, México</p> <p>1.0 CLE Credit in Areas of Professional Practice</p>	<p>PANEL 5 Campos Eliseos Room 1</p> <p>Reimagining Law: Harnessing Technology for Innovative Legal Practice – A Diverse Dialogue with Private Practitioners and Corporate Counsel on the New Horizon of Legal Technology</p> <p>This panel aims to initiate a diverse and enriching dialogue between private practitioners and corporate counsels on the evolving landscape of Legaltech. As technology continues to revolutionize various aspects of life, the legal profession is no exception. This panel will delve into the experiences and insights of legal experts actively engaging with innovative technologies in their practice, discussing the opportunities, challenges, and future prospects of Legaltech. It will serve as a platform for sharing knowledge, fostering collaboration, and envisioning the future of legal practice in the digital age.</p> <p>Moderators: Eduardo Calderon, BLP Legal, Costa Rica</p> <p>Daniel Legaspi, Santamarina y Steta, México</p> <p>Panelists: Xavier Careaga, Digital Lawyer, México</p> <p>Christopher Komari, Komari & Alkhasoneh LLP, USA</p> <p>Sandra Monroy, Uber, México</p> <p>Gerardo Silva, Solera, INC, México</p>	<p>PANEL 6 Campos Eliseos Room 2</p> <p>All the World is Trade</p> <p>Our panel features a roundtable discussion by international attorneys from the U.S., the EU, Canada, México, and South America with decades of experience advising on international trade issues. Whether you are advising on establishing a company, sourcing from a new supplier, cross-border transactions, or an M&A deal, our panelists will address the “hot” trade issues: Sanctions (e.g., Russia, Belarus), Forced Labor Import Restrictions (e.g., Xinjiang, Malaysia, and new Mexican and Canadian legislation), US-México-Canada Agreement, Trade M&A Due Diligence, Brexit, and other issues that your clients must deal with now and for the foreseeable future.</p> <p>Moderator: Angela M. Santos, ArentFox Schiff, USA</p> <p>Panelists: Sabrina A. Bandali, Bennett Jones LLP, Canada</p> <p>Mauro Berenholc, Pinheiro Neto, Brazil</p> <p>Glen Kelley, Jacobson Burton Kelley PLLC, USA</p> <p>Eduardo Sotelo, Sánchez-Devanny, México</p> <p>1.0 CLE Credit in Areas of Professional Practice</p>

		1.0 CLE Credit in Law Practice Management		
		Sponsored by BLP Legal		
1:45 pm–3:15 pm	Lunch Chapultepec Room			
3:15 pm-4:15 pm		Panels 7 to 9		
Track 1 – Data Privacy		Track 2 – Securities		Track 3 – Investor-State Arbitration
PANEL 7 Los Morales Room		PANEL 8 Campos Eliseos Room 1		PANEL 9 Campos Eliseos Room 2
<p>Safeguarding Data Privacy in Mergers and Acquisitions: Navigating the Path to Success</p> <p>This panel aims to shed light on the critical role of data privacy in the context of mergers and acquisitions (M&A). As companies increasingly rely on data for decision-making, it is paramount to address the challenges and implications surrounding data privacy during the M&A process. Increasingly, data protection and cyber security issues affect the value of a corporation and finding out about a data breach or data privacy issue can be a deal-breaker. Our panelists will explore various aspects related to data privacy, such as legal considerations, cybersecurity risks, and ethical implications. Through their expertise and insights, they will provide practical guidance and strategies to ensure that data privacy is effectively managed throughout M&A transactions, ultimately safeguarding the interests of both the companies involved and their stakeholders.</p> <p>Moderator: Alejandro Maria Massot, Randle Legal, Argentina</p> <p>Panelists: Rosa M. Ertze, Duane Morris LLP, New York, USA Paola Morales, Santamarina y Steta, México Tomoyuki Otsuki, Kyndryl, Japan</p> <p><i>1.0 CLE Credit in Cybersecurity, Privacy and Data Protection - Ethics</i></p>		<p>México’s Securities Market Law: A Comprehensive Exploration of Regulatory Frameworks, Recent Amendments and New Opportunities to Access the Securities Markets in México and Abroad</p> <p>Deep dive into the Securities Regulation in Mexico, as the panelists navigate the complex legal and financing landscape surrounding securities regulations, compliance and sustainable development. This panel will provide valuable insights into the legal considerations and challenges of Mexican and international companies operating or entering into the securities market.</p> <p>Led by legal experts and securities markets participants and analysts, panelists will examine key provisions of the law, explore recent developments, and discuss new opportunities and structures to participate, emerge and transform within the securities markets in Mexico and abroad. Discuss case of success of Dual Listing in European (BMGrowht) and Mexican markets.</p> <p>Moderator: Jimena González de Cossío, Chevez Ruiz Zamarripa, México</p> <p>Panelists: María Ariza, BIVA (Bolsa Institucional de Valores), México Juan Alberto Leautaud, BlackRock, México Enrique Riquelme, Cox-Abengoa, México</p> <p><i>1.0 CLE Credit in Areas of Professional Practice</i></p> <p>Sponsored by Chevez Ruiz Zamarripa</p>		<p>ISDS Reform at ICSID and UNCITRAL, what does the future hold?</p> <p>Our panel will address recent changes in the architecture of investor-state arbitration including the 2022 amendments to the rules and regulations of the World Bank’s International Centre for Settlement of Investment Disputes (ICSID) and recent adoption of a Code of Conduct for Arbitrators in International Investment Disputes by the United Nations Commission on International Trade Law (UNCITRAL) earlier this year. Our panel, including members of the ICSID panel of arbitrators, experienced practitioners and representation from the litigation funding community will discuss the implications of these new rules and what the future may hold, with an emphasis on investor-state disputes in the Americas.</p> <p>Moderator: Bouke Boersma, Houthoff, USA</p> <p>Panelists: Analia Gonzalez, Baker Hostetler, USA/Uruguay Andrew Stulce, Longford Capital, Chicago, IL Nancy Thevenin, US Council for International Business, USA Ricardo Vásquez Urrea, Vásquez Urrea Abogados, Chile</p> <p><i>1.0 CLE Credit in Areas of Professional Practice</i></p>
4:15 pm-4:45 pm	Networking Break Outside of the Los Morales and Campos Eliseos Rooms			

Track 1 – FTX

PANEL 10 | Los Morales Room

Digital Assets (a.k.a. What the F*T*X?)

In 2022, we saw a number of high-profile collapses in the industry (FTX, Voyager, Three Arrows, Terra, Genesis). Regulators already had crypto assets firmly in their sights and these high-profile collapses have only heightened the call for more government intervention. The consensus appears to be to regulate rather than eliminate, but the various regulatory approaches are distinct. In early 2023, US regulators significantly ramped up enforcement activities to new levels, adopting an explicit "regulation by enforcement approach" against the biggest players in the market. Enforcement action in some other jurisdictions, by contrast, have been relatively modest perhaps to attract digital assets, which remain perhaps surprisingly resilient and attractive to investors, into existing financial services regime. These differences in approach perhaps highlight the challenges of an industry that the markets are in many ways still struggling to understand but that shows few signs of disappearing.

Moderator:

Helen Naves, H•Naves Advogados, Brazil

Panelists:

Zygmunt Brett, BLP Legal, El Salvador

Nahila Cortes, Baker Hostetler, USA

Alejandro Linares, ECIJA, México

1.0 CLE Credit in Areas of Professional Practice

Track 2 – Cybersecurity

PANEL 11 | Campos Eliseos Room 1

Technology, Cybersecurity and Ethics: Lawyers Under Attack

Lawyers and law firms are regular targets of cybercriminals and hold client and employee data they are required to keep confidential and private. Risk management needs to change rapidly to deal with new threats and developing multinational cybersecurity and data privacy regulation. Methods for meeting ethical and compliance obligations must change with them as well. What do lawyers need to know about these issues and how to deal with them? The panel will discuss such matters as:

- What cybersecurity concerns affect providing services to clients?
- What are the ethical obligations that must be met in addressing these issues?
- What are the risks to lawyers for failing to understand the technology they use?
- Why isn't this just an IT issue?

What are the potential costs to your firm and your clients of failing to take adequate security measures? How can you mitigate them?

Moderators:

Andre R. Jaglom, Tannenbaum Helpert Syracuse & Hirschtritt, USA

Ana Sofia Ríos Artigas, Chevez Ruiz Zamarripa, México

Panelists:

Jonathan Armstrong, Cordery, London

John Leitner, SentiLink, USA

Carlos Mauricio Mirandola, CMSquare Investments, Brazil

1.0 CLE Credit in Cybersecurity, Privacy and Data Protection - Ethics

Track 3 – M&A

PANEL 12 | Campos Eliseos Room 2

The New M&A Reality: A Market Check

We are living in a new world. Supply chains, geopolitical conditions, trade and national security issues, new demographic realities and impact of technology and artificial intelligence, among other things all impact M&A transactions. Our panel will consider from a holistic perspective this new reality and the legal and economic trends that result from the new normal. Compliance issues are constantly evolving and need to be considered in the workflow. Parties now, more than ever, must consider how to conduct due diligence, negotiate deal documents, including risk-shifting provisions, and prepare for integration in this new reality. Our panel will share perspectives from the standpoints of the business team, in-house counsel, outside counsel, investment bankers, and other participants in complex transactions, while considering the complexity parties must consider when considering, negotiating, and closing deals.

Moderators:

Jorge A. León Orantes Baena, Santamarina y Steta, México

Jeff Jefferson, Locke Lord, USA

Panelists:

Luis Miguel Briola Clément, Grupo Bimbo, S.A.B. de C.V., México

Rafael Helguero Ruiz, Capstone Advisors, México City, México.

Francisco Javier Lomelín Anaya, Colliers International México, México City, México

Christopher Matteson, Kroll, USA

Alejandro Sampedro, Llorente y Cuenca, México

1.0 CLE Credit in Areas of Professional Practice

		Sponsored by Santamarina y Steta
5:45 pm	End of program	
6:30 pm 7:10 pm	Transportation from the JW Marriott Hotel to the Soumaya Museum Meet at the main lobby of the hotel. 1 st set of buses departs (If full, the rest of the attendees will have take the 7:10pm buses.) 2 nd set of buses departs	
7:00 pm-11:30 pm	Welcome Reception Soumaya Museum Address: Blvd. Miguel de Cervantes Saavedra, Granada, Miguel Hidalgo, 11529 Ciudad de México, CDMX <i>Dress code: Business attire or business casual</i>	
9:00 p.m. onwards	Transportation from the Soumaya Museum back to the JW Marriott Hotel every 30 minutes starting at 9:00 p.m.	

DAY 2 - Thursday, October 12, 2023

8:00 am–5:00 pm	Registration Outside the Main Room	
9:00 am–10:00 am	PLENARY 2 Chapultepec Room Stay Ahead of ESG Regulations: Mexican Taxonomy Highlights <p>This ESG Panel will address the need for a standardized approach to ESG regulation in Latam. The region is geographically key for addressing climate change challenges and a key destination for investment in sustainable projects. México has recently launched a new initiative to attract capital and financing for the transition to sustainability. Our panel will among other things address what lessons México can draw from the energy transition in the United States and how U.S. and Mexican companies and other stakeholders may work together to build a more sustainable future.</p> <p>Moderator: Mercedes Haddad, Creel, García-Cuéllar, Aiza y Enríquez, S.C., México</p> <p>Panelists: Alba Aguilar, Mexican Council for Sustainable Finance (Consejo Mexicano de Finanzas Sostenibles), México Ignacio Lagos, Cleary Gottlieb, USA José Luis Muñoz, Banorte, México</p> <p><i>1.0 CLE Credit in Areas of Professional Practice</i></p> <p>Sponsored by Sanchez DeVanny</p>	
10:00 am–10:15 am	Networking Break Outside of the Los Morales and Campos Eliseos Rooms	
10:15 am - 11:15 am	Panels 13 to 15	
	Track 1 – DEI	Track 2 – International Arbitration
	PANEL 13 Los Morales Room	PANEL 14 Campos Eliseos Room 1
		Track 3 – Corporate Sustainability
		PANEL 15 Campos Eliseos Room 2

If You Go Woke, Can You Go Broke?

This panel will explore the tensions between two legal trends. On the one hand, some states and the federal government in the US either now require or have proposed to require various environmental and/or DEI (Diversity, Equity and Inclusion) disclosures and investment screens. On the other, some states have imposed countervailing obligations, to either forbid or penalize companies that, for example, are seen as hostile to fossil fuel companies or that have internalized DEI programs. Companies fear getting caught in the middle and these challenges are especially acute for non-US companies that may be obligated by the law of other jurisdictions to incorporate ESG into management and/or investment decisions.

This panel will set out and contextualize the applicable issues, assess the legal landscape, and suggest how companies can navigate these perilous waters. There will also be a special focus on México.

Moderator:

TBD

Panelists:

TBD

1.0 CLE Credit in Areas of Professional Practice

International Arbitration in Environment & Climate Change Disputes

Our panel will address the latest developments in the international arbitration of environmental and climate change-related disputes. Topics to be addressed will include the intersection of investor-state arbitration and climate issues; how ESG standards and modern environmental regulation will impact the practice of investor-state and commercial disputes, and whether commercial arbitration provides a suitable forum for dealing with environmental and climate change disputes.

Moderator:

Roberto Fernández del Valle Mittenzwey, Santamarina y Steta, México

Panelists:

Katie Gonzalez, Cleary Gottlieb Steen & Hamilton, USA

Lucas Loviscek, Quinn Emanuel Urquhart & Sullivan, USA

Cindy Rayo, Independent Arbitrator, Trade and Investment Attorney, México

Dr. Herfried Wöss, Wöss & Partners, México, USA, and Austria

1.0 CLE Credit in Areas of Professional Practice

Key Points for Corporate Sustainability

This multidisciplinary panel will focus on key points and best practices for assuring and enhancing corporate sustainability practice in the post-pandemic era, with special emphasis on companies operating in the Americas.

Moderators:

Ninna Rippa Solorzano, World Fuel Services, Miami, FL, USA

Luis Gerardo Ramirez Villela, Müggenburg, Gorches y Peñalosa, S.C. México City, México

Panelists:

Steffani Betancourt, Urbanista, México City, México

Víctor Martínez Violante, Si Vale, México City, México

Ana María Oñate, Corpag, Bogotá, Colombia

1.0 CLE Credit in Areas of Professional Practice

Sponsored by Müggenburg, Gorches y Peñalosa, S.C.

11:15 pm–11:45 pm

Networking Break | Outside of the Los Morales and Campos Eliseos Rooms

11:45 am-12:45 pm Panels 16 to 18

Track 1 – Sustainable Financing

PANEL 16 | Los Morales Room

Shaping the Future: Sustainable Financing

Our panelists will engage in discussions and exchange ideas on various aspects of sustainable financing and capital markets, including the role of financial

Track 2 – Energy Transition Disputes

PANEL 17 | Campos Eliseos Room 1

Energy Transition Disputes

Companies are transitioning to cleaner energy sources, and their efforts to do so will presumably – hopefully - increase over time in an exponential manner. A byproduct of this transition is the generation of disputes in the space. What types of disputes are now

Track 3 – Climate Governance

PANEL 18 | Campos Eliseos Room 2

Climate Governance: Creating Awareness for Board of Directors

Our panelists will address the role of company directors in addressing climate emergency and its risks, as well as the resulting obligations and potential liabilities for directors. Topics to be addressed will include directors'

institutions in promoting sustainability, the development of green and social bonds, regulatory frameworks, investor perspectives and successful case studies.

The panel aims to foster a deeper understanding of the potential for sustainable financing and capital markets and to inspire collaboration among key stakeholders to accelerate the transition to a more sustainable and resilient economy.

Moderator:

José Berrueta, Sánchez-Devanny, México

Panelists:

Werner Ahlers, Sullivan & Cromwell, USA

Rubén Coppel, BanCoppel, México

Ana Karen Mora, FIBRA UNO, México

Iker Vinageras, BIVA, México

1.0 CLE Credit in Areas of Professional Practice

emerging worldwide from private companies' efforts to perform their energy transition goals, and what types of disputes will emerge in the foreseeable future? What industries will be most affected and why? What is the situation in México in light of changes in the applicable legislation and regulations, and the challenges against them before the Federal Judiciary? Our panelists will discuss these pertinent issues and their relevance for foreign investors in México's clean energy sector.

Moderator:

Adrián Magallanes, Von Wobeser y Sierra, S.C., México City, México

Panelists:

Gerardo Canseco, Chevez Ruiz Zamarripa, México

Pablo Lopez Zadicoff, Compass Lexecon, USA

Antonio Massieu, Agon, Economía y Derecho, México City, México

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Sponsored by Von Wobeser y Sierra

fiduciary and diligence duties and their responsibilities with respect to climate risks facing the company and securing the sustainable transition of the company.

In this context, the panel will discuss how the effects of the climate emergency have prompted a transition to sustainable business models and how companies are adopting principles of climate governance with the purpose of identifying and managing current and potential risks at a board of director's level.

The panel includes highly recognized experts and practitioners in the field with broad experience in the Mexican sustainability sector.

Moderator:

Yves Hayaux-du-Tilly L., Nader, Hayaux & Goebel, México

Panelists:

Marisol Mendoza Castillo, Great Wall Motor Mexico, México

Aidee Olmos, HSBC México, México

Gregorio Saichin, Impact Boards EM, UK

Cecilia Turriago, Enercar and FIBRAeMX, México

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12:45 pm–1:15 pm Networking Break | Outside of the Los Morales and Campos Eliseos Rooms

1:15 pm-2:15 pm Panels 19 to 21

Track 1 – ESG

PANEL 19 | Los Morales Room

Sustainability Unveiled: LATAM Funds' ESG Trends and Regulatory Landscape

Panel discussion that explores the rapidly evolving landscape of Environmental, Social, and Governance (ESG) trends in Latin American funds. With a focus on the interplay between existing regulations and the growing demand from investors, this panel will delve into the legal aspects of ESG considerations and the impact on transnational companies.

Track 2 – Environmental Disputes

PANEL 20 | Campos Eliseos Room 1

The Multiple Dimensions of Environmental Disputes and its Effective Resolution

A single environmental incident can give rise to different types of intertwined claims and issues that need to be resolved through strategically coordinated efforts to effectively resolve the corresponding dispute. Simultaneous administrative and constitutional law litigation, class actions, and criminal law proceedings, running in parallel with communications

Track 3 – Diversity & Inclusion

PANEL 21 | Campos Eliseos Room 2

When and Why Diversity Improves your Board's Performance

The panel will discuss what board diversity means and how it contributes to its performance. Is it just a social trend or does a diverse boardroom can have a positive impact on a company? Our panelists will give their point of view of the importance of including a significant number of people who come from various professional backgrounds and belong to different races and ethnicities. They will also discuss the implications of the Securities and

<p>Our panel of experts, including representatives from leading funds, will shed light on the emerging ESG policies, practices, and reporting frameworks driving sustainable investments in Latin America.</p> <p>Gain insights into the demands and expectations of investors in relation to ESG criteria. Including the complex world of ESG in Latin American funds, uncover legal strategies for compliance, and understand how ESG considerations are reshaping the investment landscape in the region.</p> <p>Moderator: Debby Mckey, Sánchez-Devanny, México</p> <p>Panelists: Andrés Pliego, Discovery Americas, México Grecia Dominguez Leyva, Nexxus Capital, México Luisa Mejia, BlackRock, México Amanda N. Urquiza, Wilson Sonsini, USA</p> <p><i>1.0 CLE Credit in Areas of Professional Practice</i></p> <p>Sponsored by Arias</p>	<p>campaigns, community engagement plans, and different sorts of interested parties, are frequent scenarios. Our panelists will discuss their experience in handling the response to environmental incidents, share war stories, and discuss their do's and don'ts when dealing with these complex cases.</p> <p>Moderator: Edmond Grieger, Von Wobeser y Sierra, México</p> <p>Panelist: Ana Bobadilla, González Calvillo, México</p> <p><i>1.0 CLE Credit in Areas of Professional Practice</i></p>	<p>Exchange Commission ("SEC") approved Nasdaq's Board Diversity Rule, that require listed companies to have at least two diverse board members.</p> <p>Moderators: Vanessa Oqueli, García & Bodán, Honduras Alejandra Almonte, Miller & Chevalier, USA</p> <p>Panelists: Claudia Janez, Independent Board Member, México Laura Dinora Martinez, Martinez Salinas Abogado and Board Member at GRUMA, México Cristina Massa, Gonzalez Calvillo, México Carolina Machado, Uber, México</p> <p><i>1.0 CLE Credit in Areas of Professional Practice</i></p>
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2:15 pm-3:45 pm Lunch | Chapultepec Room

3:45 pm-5:05 pm Panels 22 to 24

Track 1 – Energy Transition	Track 2 – ESG	Track 3 – M&A
<p>PANEL 22 Los Morales Room</p> <p>Energy Transition: Present or Future?</p> <p>Our panel will present a comparative view of legal and business trends facing the energy sector as it transitions to a more sustainable future. Topics to be addressed include the Conversion of traditional international oil companies into energy companies, decisions taken at the 2023 United Nations Climate Change Conference ("COP 28"), the future roles of hydrogen, carbon capture and storage, and nuclear</p>	<p>PANEL 23 Campos Eliseos Room 1</p> <p>Balancing Acts: Navigating ESG Considerations in International Arbitration</p> <p>Companies and particularly MNEs are under growing commercial and regulatory pressure to uphold ESG (Environmental, Social, and Governance) principles in their operations and comply with disclosure obligations that may vary across jurisdictions. Managing ESG-related risks requires the meticulous implementation of appropriate internal policies, adequate contractual provisions across their</p>	<p>PANEL 24 Campos Eliseos Room 2</p> <p>ESG Trends in M&A Transactions Around the World</p> <p>While addressing the relevant ESG matters in an M&A transaction, we will present a Case (hypothetical) in which a UK entity is buying a target with subsidiaries in USA, Portugal, México, Argentina, and Central America.</p> <p>Our panel will address the relevant issues to consider in the different phases of a transaction (from the LOI, to the Due Diligence and discuss important R&W's to be included in a</p>

power in a future net-zero energy mix, risks and opportunities in financing the energy transition, competition over the supply of energetics and critical minerals and metals for energy storage, and what all of the above may mean for international legal practice in the energy sector.

Moderator:

Diana Pineda, Gonzalez Calvillo, México

Panelists:

Felipe Alice, Morgan Lewis, USA

Fernanda Ballesteros, Natural Resource Governance Institute, México

Raquel Bierzwinsky, Norton Rose, USA

Shirley Wagner, AES México, México

Páblo Zárate, FTI Consulting, USA

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supply chains, and proper due diligence in their foreign direct investment strategies and decision-making processes. Assessing companies' compliance with these obligations is giving rise to an increasing number of novel disputes both in commercial and investment arbitration. The inclusion of ESG-related provisions in commercial contracts and in investment treaties requires to analyze the suitability of arbitration to resolve ESG disputes, the challenges faced, and how ESG matters are reshaping paradigms in international arbitration.

During this panel discussion, international arbitration practitioners and leaders will discuss practical examples of the types of ESG disputes in both commercial and investment treaty claims. They will share their views on the suitability of international arbitration to apprehend these complex disputes that will often involve issues of public concern with stakeholders demanding transparency and broader involvement in a fundamentally consent-based resolution process. They will discuss the impact that ESG matters are having on the role of arbitration stakeholders: arbitrators, parties, arbitral institutions, and third-party funders, and how international arbitration can be a driving force for more sustainable and responsible dispute resolution practices.

Moderator:

Aurélie Arenales Huet, BFPL Avocats, France

Panelists:

José E. Arvelo, Covington & Burling, USA

Marlen Estevez Sanz, RocaJunyent, Spain

Francisco González de Cossío, González de Cossío Abogados, México

Carlos Ramos-Mrosovsky, Baker Hostetler, USA

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SPA) and how to prevent a transaction from converting into a complete nightmare while dealing with ESG matters.

Moderators:

Pablo García Morillo, Marval O'Farrell Mairal, Argentina

Fernando Hernández Gómez, Vázquez Aldana, Hernández Gómez & Asociados, México

Panelists:

Pedro País de Almeida, Abreu Advogados, Portugal

Jorge Luis Arenales, BLP Legal, Guatemala

Mildred Ojea, Ojea & Associates LLC, USA

Brad Richards/Valisa Berber, Thayer, Haynes and Boone, LLC, USA

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Sponsored by Garcia & Bodan

5:05 pm

End of program

7:00 pm-11:00 pm

Drinks and Mingle | Habita Hotel

Address: Av. Pdte. Masaryk 201, Polanco, Polanco V Secc, Miguel Hidalgo, 11580 Ciudad de México, CDMX

Dress code: Business attire or business casual

Note: Transportation will not be provided. The venue is an 11-min walk from JW Marriott. Uber is also available in Mexico City 24/7.

DAY 3 - Friday, October 13, 2023

8:00 am–5:00 pm	Registration Outside the Main Room		
9:00 am–10:00 am	PLENARY 3 Chapultepec Room From Global to Local: Nearshoring Business Landscape <p>Global events such as the pandemic, trade tensions, and wars have made Nearshoring the prime solution for companies due to the advantages of shortening supply chains and sourcing from countries closer to the end markets. In the case of U.S. businesses, nearshoring most often means sourcing from or manufacturing in México.</p> <p>México presents a great opportunity for companies to settle and exploit the preferential treatment that the FTAs, such as the USMCA, gives to all companies producing and exporting from México. However, México also represents great challenges that investors should take into consideration before their site-selection process is underway. Our panel will discuss how the disruption of the global supply chain has reshaped business operations and sourcing.</p> <p>Panelists: Alejandro Delgado, JA del Rio, México</p> <p>Ildefonso Guajardo Villareal, Member of the National House of Representatives for Nuevo Leon State</p> <p><i>1.0 CLE Credit in Areas of Professional Practice</i></p> <p>Sponsored by Baker & Hostetler</p>		
10:00 am–10:30 am	Networking Break Outside of the Los Morales and Campos Eliseos Rooms		
10:30 am - 11:30 am	Panels 25 to 27		
	Track 1 – Foreign Direct Investment	Track 2 – Insolvency	Track 3 – Labor Rights
	PANEL 25 Los Morales Room Cross Border Investments in the Light of Regulations on Foreign Direct Investment (FDI) <p>The scope and number of restrictions on foreign direct investment have increased tremendously in the past few years. In the US, CFIUS review has become increasingly complex and exacting while other countries have gone from having no such regulations to increasingly powerful</p>	PANEL 26 Campos Eliseos Room 1 Current Issues in Cross Border Insolvency Practice: The Good, The Bad, and The Ugly <p>The divisive issues in recent cross border insolvencies will be discussed by the panel. Among the more relevant topics will be the role of experienced counsel and investment advisors in complex cases; the growing access by LATAM major corporates to voluntary Chapter 11, as a proven and useful tool to pursue meaningful restructurings;</p>	PANEL 27 Campos Eliseos Room 2 USMCA: Commercial Sanctions for Violation to Labor Rights <p>This panel will discuss recent cases in which manufacturing companies have faced potential commercial sanctions for alleged violations of labor rights specifically related to Freedom of Association and Protection of the Right to Organize.</p> <p>We will discuss the remedial actions provided by the USMCA, as well as the</p>

ones. Regulatory restrictions on foreign investment have serious implications for trade, cooperation, and development and therefore for businesses and consumers' access to products and services. Their application may also be controversial and prone to claims of politicization.

Our panel will discuss regulations, the practical impact of regulations on foreign investment and what to keep in mind when considering investments or acquisitions of businesses in restricted sectors. Panelists will consider the relative scope of such regulations across LATAM countries, the US, and Europe.

Moderators:

Carl-Olof Bouveng, Cobolo Advokat AB, Stockholm, Sweden

Monica Smith, Wachtell, Lipton, Rosen & Katz, New York, NY

Panelists:

Alvaro Aguilar, Lombardi Aguilar Group, Panama

Mónica Cortina, British Embassy, México

Fernando Eraña, Pérez Correa González, México

Pedro A. Garcia Ampudia, Mijares, Angoitia, Cortés y Fuentes, México

Italo Martins, Mannheimer, Perez e Lyra Advogados, Brazil

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automatic stays, protective orders, reliance on a competent and knowledgeable judiciary, timing, transparency, DIP financing, and what has worked (and what has not) – including the matter of significant costs, will be the subject of an interactive and practical discussion.

Additionally, reference will be made to the success and cost-efficient use of pre-packed processes by LATAM based companies, as well as the generalized failure of involuntary petitions filed in the US. As one size does not fit all, the panel will contrast the tools and alternatives available in the principal LATAM jurisdictions, such as concurso mercantil- and perhaps in the UK and the EU, and other more unorthodox substitutes, such as recent corporate liquidations. Other points which will be considered will include: (i) the thorny issue of recognitions of foreign proceedings; (ii) how bankruptcy remote vehicles failed in recent cases and why; (iii) third party releases, especially guarantors; and (iv) the growing clashes among lenders of the same class, especially in DIP financing situations (who gets the better deal?).

Moderator:

Thomas Heather, Creel, García-Cuéllar, Aiza y Enríquez, México

Panelists:

Mariana Campos, Barclays, México

Brock Edgar, FTI Consulting, Canada

Timothy Graulich, Davis Polk, USA

Jane VanLare, Cleary Gottlieb, USA

1.0 CLE Credit in Areas of Professional Practice

Sponsored by Creel, García-Cuéllar, Aiza y Enríquez

arbitration panel designed by that treaty to address violations of labor rights, as well as landmark cases and steps that companies can take to manage risk and assure compliance with applicable labor standards.

Moderator:

Jaime Rodriguez, Ibarra del Paso y Gallego, México

Panelists:

Elena Baca, Paul Hastings, USA

April Boyer, K&L Gates, USA

Rodrigo Solá Torino, Marval, O'Farrel & Mairal, Argentina

Roberto Velasco Álvarez, Viceminister of Foreign Affairs for North America (Subsecretario de Relaciones Exteriores para América del Norte)

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Sponsored by Ibarra del Paso y Gallego

11:30 am–12:00 pm

Networking Break | Outside of the Los Morales and Campos Eliseos Rooms

12:00 pm-1:00pm Panels 28 to 30

Track 1 – Energy Law	Track 2 – Investment	Track 3 – Tax
PANEL 28 Los Morales Room	PANEL 29 Campos Eliseos Room 1	PANEL 30 Campos Eliseos Room 2
Powering the Future: Addressing Safety, Energy and Water Shortage	The Evolution of Investment Protection and Investor-State Arbitration in the Americas Region	101 Do's & Don'ts When Investing in Mexico

Challenges in Nearshoring Landscape

This panel delves into the intricate legal and strategic challenges surrounding energy and natural resource management in the context of nearshoring. Industry leaders and environmental experts will spearhead the exploration of the complexities involved in sourcing and efficiently managing energy resources for nearshoring operations. With a particular focus on the energy and water shortage in México, our panelists will shed light on regulatory compliance, sustainability considerations, and innovative solutions that drive successful nearshoring ventures in the energy sector. This panel will provide valuable insights into the legal frameworks, the current government situation, environmental implications, and strategic approaches essential for navigating and capitalizing on nearshoring opportunities amidst energy and water scarcity challenges.

Moderator:

Georgina Gutierrez Barbosa, Sanchez Devanny, México

Panelists:

Enrique Lendo, Financing, Economy and Sustainable Development Consultant, México

Claudia Robledo, Macquarie Group, México

Marco Vera, GE Power, México

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The panel will focus on (i) the evolution of investment protection provisions in free trade agreements and bilateral investment treaties in the Americas region, including the substitution of the NAFTA investment protection provisions for the new USMCA investment provisions); (ii) latest practices in investor-State arbitration proceedings; and (iii) recent developments in the calculation of damages in investor-State arbitrations.

Moderator:

Elsa Ortega, Creel, García-Cuéllar, Aiza y Enríquez, México

Panelists:

Samantha Atayde, RRH Consultores, México

Katherine Penberthy Padgett, Akin Gump Strauss Hauer & Feld, USA

Rafael Rincón, Rincón Castro Abogados, Colombia

José Miguel Vivanco, Dentons Global Advisors, México

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In this panel we will address the necessary considerations when carrying out or starting operations in México from a tax perspective.

The objective will be to analyze possible investments schemes in México, capital return alternatives, as well as the corporate structures more common used in México.

Finally, we will talk about the general tax obligations and some of the inspection trends of the Tax Authorities in México.

Panelists:

Montserrat Colin, JA del Río, México

Ivonne Montañó, Galicia Abogados, México

Nicholas Mowbray, Baker Hostetler, USA

1.0 CLE Credit in Areas of Professional Practice

Sponsored by JA Del Rio

1:00 pm–2:30 pm

Lunch | Chapultepec Room

2:30 pm-3:30 pm

Panels 31 to 33

Track 1 – Real Estate

Track 2 – Litigation

Track 3 – Diversity

PANEL 31 | Los Morales Room

PANEL 32 | Campos Eliseos Room 1

PANEL 33 | Campos Eliseos Room 2

Nearshoring: Real Estate Opportunities

This panel will discuss the nearshoring phenomenon, with a focus on legal issues arising in the

Managing Cross-Border Litigation: The In-House Counsel View

This panel will be composed of in-house counsel and outside litigation counsel. Our panelists will discuss issues that commonly arise during cross-border

Diversity in the Workplace

We live in a diverse world and the business world is no exception! We know that diverse teams are better at problem solving, offer more creative strategies and foster innovation, and

acquisition of real estate property for developing manufacturing facilities in northern México. Our panelists will address regulatory issues, political complexities, and logistical challenges among other issues.

Moderator:

Carlos Ibarra, Ibarra, del Paso y Gallego, México

Panelists:

Maria José Fernández Ros, Real Estate Developers Association (ADI), México

Eugenio Grandio, Tesla, México

1.0 CLE Credit in Areas of Professional Practice

litigation, especially in discovery. The panel will focus on offering the in-house counsel view to identify the issues that are important to clients and what in-house counsel expects from outside litigation counsel.

Moderator:

Neil Quartaro, Cozen O'Connor, USA

Panelists:

Mario Barreiro, Vestas, México

Luisa Calderon, Elementia, USA

Francisco Franco, Baker McKenzie, México

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yet workplaces face challenges when it comes to the inclusion of their diversity. Leaders are people, and as such, are prone to bias. Therefore, how do we help each other to recognize and confront our biases? How do we encourage equity and inclusion in our workplaces? As leaders, what is our responsibility to promote equitable and inclusive environments? What are those key aspects to enhance inclusive leadership? In an era where impact and ESG criteria are part of everyday business decisions, what is the relevance of DEI? What is the relevance of DEI in long term sustainability? How can we as part of the legal community face the challenges presented by the evolution of ESG and Sustainability and provide better advice? This program will address these issues as well as the additional layer of complexity of advising on and implementing DEI best practices.

Moderators:

Diane O'Connell, Sorting it Out, Inc., USA

Claudia Rodríguez Campos, Santamarina y Steta, México

Panelists:

Mariana Aguilar, Pearson Education, México

Randy Bullard, Morrison Foerster, USA

Mariuz Calvet, HSBC, México

Geraldina Gonzalez de la Vega Hernandez, President of México City's Council to Prevent and Eliminate Discrimination (COPRED)

1.0 CLE Credit in Diversity, Inclusion and Elimination of Bias

3:30 pm-4:00 pm

Networking Break | Outside of the Los Morales and Campos Eliseos Rooms

4:00 pm-5:00 pm

Panels 34 to 26

Track 1 - Anticorruption

PANEL 34 | Los Morales Room

Anticorruption Challenges in Mexico: The View of In-House Counsel Practitioners

The panelists will have an open discussion on the compliance

Track 2 – Litigation

PANEL 35 | Campos Eliseos Room 1

Cross-Border Litigation: Connecting Points and Jurisdictions

This panel features a roundtable discussion by international attorneys from the U.S. and México focusing on

Track 3 – MKT

PANEL 36 | Campos Eliseos Room 2

Empowering The Legal Profession: How Lawyers Can Help Their Business Development and Marketing Departments Help Them

<p>challenges that multinationals experience when doing business in Mexico and how those efforts interconnect with their global milestones and best practices.</p> <p>Moderators: María E. Lapetina, Miller & Chevalier, USA Diego Marván, Chevez Ruiz Zamarripa, México</p> <p>Panelists: Elizabeth Soto, Tupperware, México Jonathan Ahuet, Aspen Pharma Group, México Darío Martínez, Ericsson, México Giovan Reyes, Procter & Gamble México, México</p> <p><i>1.0 CLE Credit in Areas of Professional Practice</i></p>	<p>issues that arise in cross-border litigation between parties in the United States and México. Panelists will address important differences in practice and procedure and approach, as well as the importance of close coordination between in-house and outside counsel working across jurisdictions on international matters. Understanding shared aspects of both legal systems will also be an essential part of the conversation.</p> <p>Moderator: Gonzalo S. Zeballos, Baker & Hostetler LLP, New York, NY, USA</p> <p>Panelists: Juan Luis Blanco Montoya, Muggenburg, Gorches y Peñalosa, S.C., México City, México Michael Tremonte, Sher Tremonte, New York, NY, USA Leticia Goñi, Omni Bridgeway, Uruguay</p> <p><i>1.0 CLE Credit in Areas of Professional Practice</i></p>	<p>This panel will discuss the growth and emergence of functions for other business professionals across the legal industry, specifically: Marketing (understood as Public Relations & Communications) and Business Development- at law firms and the critical role they have to play today in their firms' success.</p> <p>Considering the evolution of legal service provision (from sole practitioners and the family firm to specialist boutiques and the full service institution), we will investigate the difficulties these functions face in becoming established stakeholders in the firms where they operate, and the issues that need to be addressed to ensure they are empowered to drive the success which constitutes their objective. Among the topics under discussion will be:</p> <ul style="list-style-type: none"> • Law firm culture - a facilitator or a brake to ongoing development? • Marketing and ranking submissions - a case study in law firm dynamics. • The role of BD & Marketing in relation to artificial intelligence; talent identification and retention; and crisis management. <p>Moderator: Tim Girven, The Legal 500, London, UK</p> <p>Panelists: Ursula Ben-Hammou, Cuatrecasas, México Leopoldo Hernández, KermaPartners, México Hugo Peña, González Calvillo, México Chantal Williams, Von Wobeser y Sierra, México</p> <p><i>1.0 CLE Credit in Areas of Professional Practice</i></p>
<p>5:00 pm</p>	<p>End of program</p>	
<p>7:00 pm-11:00 pm</p>	<p>Gala Reception and Dinner Chapultepec Room Address: JW Marriott Hotel, Andrés Bello 29, Polanco, Polanco IV Secc, Miguel Hidalgo 11560 Ciudad de México, CDMX Dress code: Business attire or semi-formal</p>	

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THINGS TO DO IN MÉXICO CITY

Museums & Iconic Spots

- **Museo Nacional de Antropología (Anthropology Museum)**
<https://www.mna.inah.gob.mx/>
Address: Av. P.º de la Reforma s/n, Polanco, Bosque de Chapultepec I Secc, Miguel Hidalgo, 11560 Ciudad de México, CDMX
Distance: 1.5 km from the Main Hotel, JW Marriot Hotel
Note: *Walking distance from Main Hotel, JW Marriot Hotel*
- **Museo Rufino Tamayo (Rufino Tamayo Museum)**
<https://www.museotamayo.org/>
Address: Av. P.º de la Reforma 51, Polanco, Bosque de Chapultepec I Secc, Miguel Hidalgo, 11580 Ciudad de México, CDMX
Distance: 1.9 km from the Main Hotel, JW Marriot Hotel
Note: *Walking distance from Main Hotel, JW Marriot Hotel*
- **Museo Jumex (Jumex Museum)**
<https://www.fundacionjumex.org/es>
Address: Blvd. Miguel de Cervantes Saavedra 303, Granada, Miguel Hidalgo, 11520 Ciudad de México, CDMX
Distance: 3.3 km from the Main Hotel, JW Marriot Hotel.
Note: *Walking distance from Main Hotel, JW Marriot Hotel*
- **Museo Soumaya (Soumaya Museum)**
<http://www.museosoumaya.org/>
Address: Blvd. Miguel de Cervantes Saavedra, Granada, Miguel Hidalgo, 11529 Ciudad de México, CDMX
Distance: 3.3 km from the Main Hotel, JW Marriot Hotel
Note: *The President's Reception on Day 1 of the Global Conference will be held in this Museum.*
Walking distance from Main Hotel, JW Marriot Hotel
- **Castillo de Chapultepec (Chapultepec Castle)**
<https://mnh.inah.gob.mx/>
Address: Bosque de Chapultepec I Secc, Miguel Hidalgo, 11580 Ciudad de México, CDMX
Distance: 2.4 km from the Main Hotel, JW Marriot Hotel
- **Museo de Frida Kahlo (Frida Kahlo's House)**
<https://www.museofridakahlo.org.mx/>
Address: Londres 247, Del Carmen, Coyoacán, 04100 Ciudad de México, CDMX
Distance: 12.7 km from the Main Hotel, JW Marriot Hotel
- **Angel of Independence**
Address: Paseo de la Reforma Ave. - Av. P.º de la Reforma, Juárez, Cuauhtémoc, 06600 Ciudad de México, CDMX
Distance: 3.9 km from the Main Hotel, JW Marriot Hotel
- **El Palacio de Bellas Artes (Palace of Fine Arts)**
<https://palacio.inba.gob.mx/>
Address: Av. Juárez S/N, Centro Histórico de la Cdad. de México, Centro, Cuauhtémoc, 06050 Ciudad de México, CDMX
Distance: 6.8 km from the Main Hotel, JW Marriot Hotel
- **Methropolitan Cathedral**
<https://catedralmetropolitana.mx/>
Address: P.za de la Constitución S/N, Centro Histórico de la Cdad. de México, Centro, Cuauhtémoc, 06000 Ciudad de México, CDMX
Distance: 8.3 km from the Main Hotel, JW Marriot Hotel
- **Zocalo (main square)**
Address: Zócalo, Centro Histórico de la Cdad. de México, Centro, Cuauhtémoc, 06060 Ciudad de México, CDMX
Distance: 8.4 km from the Main Hotel, JW Marriot Hotel

Shopping

- **Presidente Masaryk Ave. – Av. Presidente Masaryk, Polanco, Ciudad de México, CDMX**
Note: *Walking distance from Main Hotel, JW Marriot Hotel*
- **Antara Shopping Centre**
<https://antara.com.mx/directorio>

Address: Av. Ejército Nacional Mexicano 843-B, Granada, Miguel Hidalgo, 11520 Ciudad de México, CDMX

Note: Walking distance from Main Hotel, JW Marriot Hotel

- **Palacio de Hierro**

Address: Av Moliere 222, Polanco, Polanco II Secc, Miguel Hidalgo, 11530 Ciudad de México, CDMX

Note: Walking distance from Main Hotel, JW Marriot Hotel

Food & Drinks

Breakfast / Brunch

- Grand Hotel de la Ciudad de México | Downtown/Zocalo – Brunch with a view
16 de Septiembre 82, Centro Histórico de la Cdad. de México, Centro, Cuauhtémoc, 06000 Ciudad de México, CDMX
<https://granhoteldelaciudaddeMéxico.com.mx/en/terrace-2/>
- Café Milou | Roma
Av. Veracruz 38, Roma Nte., Cuauhtémoc, 06700 Ciudad de México, CDMX
<https://cafemilou.com/>
- Ivoire | Polanco
Av. Emilio Castelar 95, Polanco, Polanco IV Secc, Miguel Hidalgo, 11560 Ciudad de México, CDMX @ivoiremx
Note: Walking distance from Main Hotel, JW Marriot Hotel
- Catamundi | Polanco
Alejandro Dumas 97, Polanco, Polanco IV Secc, Miguel Hidalgo, 11560 Ciudad de México, CDMX
<https://www.catamundi.com/>
Note: Walking distance from Main Hotel, JW Marriot Hotel
- Niddo | Roma
Dresde 2, Juárez, Cuauhtémoc, 06600 Ciudad de México, CDMX
<https://www.niddo.mx>
- Lalo! | Roma
Zacatecas 173, Roma Nte., Cuauhtémoc, 06700 Ciudad de México, CDMX
<http://eat-lalo.com/menu/>

- Panadería Rosetta (to-go bread & pastries) | Roma Colima 179, Roma Nte., Cuauhtémoc, 06700 Ciudad de México, CDMX

Seafood

- **Entremar**
Hegel 307, Polanco V Secc, Miguel Hidalgo, 11560 Ciudad de México, CDMX
<https://www.entremar.com/>
Note: Walking distance from Main Hotel, JW Marriot Hotel
 - **Contramar**
Calle de Durango 200, Roma Nte., Cuauhtémoc, 06700 Ciudad de México,
<https://www.contramar.com.mx/>
 - **Bello Puerto**
Julio Verne 89, Polanco, Polanco IV Secc, Miguel Hidalgo, 11560 Ciudad de México, CDMX
<https://www.bellopuerto.com/>
Note: Walking distance from Main Hotel, JW Marriot Hotel
- ### Grill
- Cuerno | Polanco
Aristóteles 124, Polanco, Polanco IV Secc, Miguel Hidalgo, 11550 Ciudad de México, CDMX
<http://cuerno.mx/>
Note: Walking distance from Main Hotel, JW Marriot Hotel
 - Colmillo | Polanco
Aristóteles 124, Polanco, Polanco IV Secc, Miguel Hidalgo, 11560 Ciudad de México,
<http://colmillo.mx/>
Note: Walking distance from Main Hotel, JW Marriot Hotel

International

- Pujol | Polanco
Tennyson 133, Polanco, Polanco IV Secc, Miguel Hidalgo, 11550 Ciudad de México, CDMX
<https://pujol.com.mx/>
Note: Walking distance from Main Hotel, JW Marriot Hotel
- Quintonil | Polanco
Av. Isaac Newton 55, Polanco, Polanco IV Secc, Miguel Hidalgo, 11560 Ciudad de México, CDMX

<http://www.quintonil.com/>

Note: Walking distance from Main Hotel, JW Marriot Hotel

- Máximo Bistrot | Roma
Av. Álvaro Obregón 65 Bis, Roma Nte., Cuauhtémoc, 06700, Ciudad de México, México.
<https://www.maximobistrot.com.mx/>
- Rosetta | Roma
Colima 166, Roma Nte., Cuauhtémoc, 06700 Ciudad de México, CDMX
<https://rosetta.com.mx/>
- Blanco Colima | Roma
Colima 168, Roma Nte., Cuauhtémoc, 06700 Ciudad de México, CDMX
<https://www.blancocolimamx.com/es>
- Blanco Castelar | Polanco
Av. Emilio Castelar 163, Polanco, Polanco III Secc, Miguel Hidalgo, 11550 Ciudad de México, CDMX
<https://www.grupocarolo.com.mx/blancocastelar>
Note: Walking distance from Main Hotel, JW Marriot Hotel
- Karpos | Polanco
Av. Emilio Castelar 135-Local 18, Polanco, Polanco III Secc, Miguel Hidalgo, 11560 Ciudad de México, CDMX
<http://karpos.mx/>
- Parole | Polanco
Av. Emilio Castelar 163, Polanco, Polanco III Secc, Miguel Hidalgo, 11550 Ciudad de México, CDMX
<https://parole.mx/es/restaurante-italiano-en-cdmx>
- Barra de Fran | Polanco
Av. Emilio Castelar 185, Polanco, Polanco III Secc, Miguel Hidalgo, 11560 Ciudad de México, CDMX
<https://www.labarradefran.com/>

Mexican

- Carmela y Sal | Virreyes
Torre Virreyes, Calle Pedregal N.24 Del, 11040 Ciudad de México, CDMX

<https://www.carmelaysal.mx/>

- Guzina Oaxaca | Polanco
Av. Pdte. Masaryk 513, Polanco, Polanco II Secc, Miguel Hidalgo, 11560 Ciudad de México, CDMX
<https://guzinaoaxaca.com/>
Note: Walking distance from Main Hotel, JW Marriot Hotel
- Chapulin | Polanco
Campos Elíseos 218, Polanco, Polanco IV Secc, Miguel Hidalgo, 11560 Ciudad de México, CDMX
<https://www.chapulin.rest>
Note: Walking distance from Main Hotel, JW Marriot Hotel
- Azul Histórico | Downtown
Isabel La Católica 30, Centro Histórico de la Cdad. de México, Centro, Cuauhtémoc, 06000 Ciudad de México, CDMX
<https://www.azul.rest/azul-hist%C3%B3rico>

Tacos

- Tacos Orinoco
- Tacos Califa

Other activities

- Teotihuacan - Air ballon ride and visit pyramids in Teotihuacan, eat in La Gruta
Note: Teotihuacan is about an hour away. Hot air ballon rides need to be booked beforehand and are usually pretty early (5-6am).
- Visit Castillo de Chapultepec and walk around Bosque de Chapultepec.
- Have lunch/beers in a restaurant with a rooftop overlooking to El Zocalo.
- Walk around the Roma/Condesa neighborhood

Transportation:

On demand car services such as UBER and DiDi are the best option for getting around México City. In case using a regular taxi is required, it is recommended to only order from a hotel, restaurant, or formal taxi rank or "sitio". Hailing taxis from the street is not recommended.

REGISTRATION FORM

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Email Address: _____ Phone Number: _____

Dietary Restrictions (if any): _____

Date/Year of Admission to the Bar: _____ State/Country of Admission: _____

REGISTRATION FEES

*Main Registration	Full 3-day conference	Rate per day
NYSBA Member (law firm lawyer)	<input type="checkbox"/> \$ 1,000	<input type="checkbox"/> \$ 375
Non-NYSBA member (law firm lawyer)	<input type="checkbox"/> \$ 1,100	<input type="checkbox"/> \$ 425
Speaker (whether NYSBA or non-NYSBA member)	<input type="checkbox"/> \$ 660	<input type="checkbox"/> \$ 360 for the extra day (additional to the one already set for free)
In-house Counsel (whether speaker or not)	<input type="checkbox"/> \$ 450	<input type="checkbox"/> \$ 200
Young Lawyer (admitted within the past 3 years)	<input type="checkbox"/> \$ 450	<input type="checkbox"/> \$ 200
Nonlawyer (whether speaker or not)	<input type="checkbox"/> \$ 450	<input type="checkbox"/> \$ 200
Graduate student, law student, etc. (Must present valid ID)	<input type="checkbox"/> \$ 250	<input type="checkbox"/> \$ 100
Government Official	<input type="checkbox"/> \$ 250	<input type="checkbox"/> \$ 100

**Main registration includes 3-day CLE programming, lunch and coffee breaks only. Social evening events are separate from the main registration fee.*

***Tickets for the social evening events are limited and will be accommodated on a first come first served basis.*

Cancellation Notice:

Notice of cancellation must be received by Wednesday, September 20, 2023 in order to obtain a refund of fees.

Registration Deadline:

Last day of registration is Tuesday, October 10, 2023. We do NOT accept on-site registrations.

****Add-ons:**

- \$140 President's Reception | Soumaya Museum (Oct. 11)
- \$140 Drinks & Mingle | Habita Hotel (Oct. 12)
- \$170 Gala Reception & Dinner | JW Marriott Hotel (Oct. 13)

PAYMENT METHOD

Check or money order enclosed in the amount of \$ _____

Please make checks payable to:

New York State Bar Association
1 Elk Street
Albany, NY 12207

Charge \$ _____ to:

 AMEX MasterCard Visa Discover

Cardholder Name _____
Card number _____
Expiration date _____ CVC _____

Authorized Signature

Wire Transfer/ACH Delivery:

Bank Routing No.: 021000021
SWIFT Code: CHASUS33

Gen. Bank Reference Address:
JPMorgan Chase
New York, NY 10017

Account Name: New York State Bar Association
Account Number: 777050803

IMPORTANT INFORMATION

Option 1: Register online by clicking this [link](#).

Option 2: Fill out this registration form and submit to either:

- Member Resource Center (MRC) at mrc@nysba.org | Phone: 800-582-2452 / 518-463-3724
- Carra Forgea at cforgea@nysba.org | Phone: +1 (518) 487-5521 | Fax: +1 (518) 487-5521

