



BUILDING BRIDGES FOR BUSINESS

XXII Annual US-Mexico Bar Association Conference

October 26-28, 2016 ~ Monterrey, Mexico

US-Mexico Bar Association
Barra de Abogados México-Estados Unidos

**2016 Annual Meeting &
Continuing Legal Education Event**
Hotel Quinta Real in Monterrey, Mexico

A special thank you to our Title Sponsor





CONFERENCE SCHEDULE

WEDNESDAY, OCTOBER 26th

5:00 - 7:00 pm

REGISTRATION

Quinta Real Monterrey, Foyer of the Gran Salón

7:30 - 10:30 pm

COCKTAIL WELCOME RECEPTION

Hotel Habita - Poolbar (Av. José Vasconcelos 150 Ote, Del Valle, 66220 San Pedro Garza García, NL)

** Departing at 7:15pm and 8:15pm, return transportation will be offered to the Hotel

THURSDAY, OCTOBER 27th

7:30 - 8:30 am

REGISTRATION & BREAKFAST

Quinta Real Monterrey, Breakfast in Virreinal Ballroom

8:30 - 9:00 am

OPENING CEREMONY

USMBA Co-Chairs

Carlos A. Sugich, Partner, Snell & Wilmer, LLP

Luis Emilio Luján Sauri, Partner, Basham, Ringe y Correa, SC

Jaime Heliodoro Rodríguez Calderón, Governor of the State of Nuevo León

Carlos Emilio Arenas Bátiz, Chief Justice of the State of Nuevo León

Mauricio Fernández Garza, Mayor of San Pedro Garza García

9:00 - 9:25 am

KEYNOTE ADDRESS: WHY TRUMP? WHY NOW? / POR QUÉ TRUMP? POR QUÁ AHORA?

Speaker: Javier Livas Cantú, Attorney, Politician, and Columnist

9:30 - 10:30 am

GENERAL COUNSEL WHAT THE CLIENT EXPECTS / LO QUE EL CLIENTE ESPERA

Speakers: Hans J. Hutterer Arellano, Vice President and General Counsel, FINSA

Joel Martinez, Senior Director Corporate Legal Affairs, Lego

Moderator: Guillermo González Frankenberger, Partner, Hogan Lovells BSTL, SC

10:30 - 10:45 am

USMBA IMPACT DIALOGUE

Speaker: Nadja Giuffrida, President and CEO of Dextro LLC

10:45 - 11:00 am

COFFEE BREAK

11:00 - 12:00 pm

CRACKS IN THE BRIDGE - CROSS BORDER RESTRUCTURING AND BUSINESS OPPORTUNITIES / GRIETAS EN EL PUENTE - REESTRUCTURA Y OPORTUNIDADES DE NEGOCIO EN EL EXTERIOR

Speakers: Pedro Velasco P., Partner, Creel, García-Cuéllar, Aiza y Enriquez, SC

Geoffrey Raicht, Partner, Haynes and Boone, LLC

Alonso Rivera Gaxiola, Rivera Gaxiola, Carrasco y Kálloi

Moderator: Jerrold Bregman, Partner, Brutzkus Gubner Rozansky Seror Weber LLP

Description: A short hypothetical about a fictional Monterrey-based company with assets and employees in Mexico and the US, will be used to explore restructuring opportunities on both sides of the border. We will provide an overview of the types of bankruptcy relief that are available in both countries, and key doctrines that affect outcomes for the debtor company and creditor recoveries.



CONFERENCE SCHEDULE

- 12:00 - 1:00 pm **BANKING AND FINANCING - ACROSS THE BORDERS / CRUZANDO FRONTERAS**
Speakers: José Antonio González, Chief Financial Officer, CEMEX
Ricardo Dávila, Founding Partner, Alfaro, Dávila y Ríos, SC
Patricio Trad Cepeda, Partner, Mijares, Angoitia, Cortés y Fuentes, SC
Moderator: Charles Meacham, Partner, Gardere
- 1:30 - 2:40 pm **LUNCH**
Executive Tower Ballroom
Timothy Zúñiga-Brown, US Consul General in Monterrey
- 2:45 - 3:00 pm **USMBA IMPACT DIALOGUE**
Robert Calamari, Partner of Nezter Seguros (Title Sponsor)
- 3:00 - 3:45 pm **ANTICORRUPTION AND THE FTP**
Speakers: Rene Hinojosa Rodriguez, Grupo Modelo
Diego Sierra, Vov Wobeser y Sierra S.C.
Jorge E. de Hoyos, De Hoyos y Aviles S.C.
Moderator: Karla Medina, Sempra Energy International
Description: This panel will highlight the fight against corruption in Mexico and will provide implications for lawyers.
- 3:45 - 4:00 pm **COFFEE BREAK**
- 4:00 - 4:45 pm **INVESTORS: EVALUATING OPPORTUNITIES & RAISING CAPITAL / INVERSIONISTAS: EVALUANDO OPORTUNIDADES Y LEVANTAMIENTO DE CAPITAL**
Speakers: James D. Prappas, Partner, Jackson Walker
José M. González-Elizondo, Partner, Baker & McKenzie Abogados, SC
Mark A. Lopez, Shareholder, Greenberg Traurig, PA
Moderator: David Márquez-Lechuga, Partner, Baker & McKenzie Abogados, SC
Description: What are the incentives and what are the challenges for investment and attaining private equity in Mexico as compared to the US.
- 4:50 - 5:05 pm **USMBA IMPACT DIALOGUE**
Sergio Elías Gutiérrez, Founder, Cerveza Bocanegra
- ** Transportation to the Museo de Historia Mexicana from the Quinta Real Hotel departs at 6:00, 7:00 and 8:00 PM
- 6:30 - 7:30 pm **BOAT RIDE**
Paseo Santa Lucía (Departing from the Museo de Historia Mexicana)
- 7:30 - 8:30 pm **COCKTAILS AND OPTIONAL MUSEUM GUIDED TOUR**
Cocktails at the Museo de Historia Mexicana (Dr. Coss 455 Sur, Col. Centro, Monterrey, NL)
- 8:30 - 10:30 pm **GALA DINNER**
Museo de Historia Mexicana (Dr. Coss 455 Sur, Col. Centro, Monterrey, NL)



CONFERENCE SCHEDULE

FRIDAY, OCTOBER 28th

7:30 - 8:30 am

BREAKFAST

Quinta Real Monterrey, Virreinal Ballroom

8:30 - 8:40 am

DAY 2 WELCOMING REMARKS (from our title sponsor)

USMBA Co-Chairs

Carlos A. Sugich, Partner, Snell & Wilmer, LLP

Luis Emilio Luján Sauri, Partner, Basham, Ringe y Correa, SC

8:40 - 9:00 am

DAY 2 KEYNOTE

Speaker: Fernando Turner Dávila, Secretary of Economy and Labor of the State of Nuevo León

9:00 - 9:55 am

INTERNATIONAL TRADE – MEXICAN CONTENT IN ENERGY INFRASTRUCTURE PROJECTS / COMERCIO INTERNACIONAL – CONTENIDO MEXICANO EN LOS PROYECTOS ENERGÉTICOS DE INFRAESTRUCTURA

Speakers: Guillermo Martínez Jimenez, Director General de Contenido Nacional del Sector Energético

Norma Canales, Director of Supply Chain Committee, Clúster Minero Petrolero de Coahuila AC

Sergio Barajas, Partner, Basham, Ringe y Correa

Moderator: Luis F. Martínez, Abogados Martinez Serna SC

Description: How to calculate domestic content, when and how to file the information and the paper trail you need to keep in your files.

9:55 - 10:10 am

COFFEE BREAK

10:15 - 11:15 am

NEW MODELS OF JUSTICE/ NUEVOS MODELOS DE IMPARTICIÓN DE JUSTICIA

Speakers: Graciela Guadalupe Buchanan Ortega, State Justice and Former Chief Justice, State of Nuevo Leon

Alejandro Carlín Balboa, Head Judge for Adolescent Courts of the State of Nuevo Leon

Moderator: Juan Pablo Raigosa Treviño, Judiciary Commissioner, State of Nuevo León

Description: New concepts in justice administration will be discussed, including Access to Justice issues faced on a daily basis by individuals and corporations. How can justice be more readily available for everyone? How can access to justice be improved to achieve a better overall result? Community Courts, Therapeutic Justice, Small Claim Courts and Problem-Solving Justice approaches will be discussed.

11:15 - 12:15 pm

ADR AND CROSS-BORDER COMMERCIAL DISPUTES

Speakers: William W. Russell, Senior Counsel, Schirrmeyer Diaz-Arrastia Brem LLP

Mark Romney, Owner, Romney Law Firm

Luis Francisco Torres González, Founding Member & Partner, Torres Lindsey

Moderator: Phil Robbins, Phillip A. Robbins, PC

Description: This panel will focus on issues of current interest to lawyers concerned with litigation and alternative dispute resolution involving parties from both sides of the border. It will include a number of subjects, including (1) a discussion of factors influencing the decision whether to use litigation or ADR, including key features of the systems in both countries; (2) the impact of Mexico's adoption of oral trial proceedings; (3) discovery issues in litigation and ADR, including a comparison of the US and Mexican systems (4) use of mediation in cross-border commercial disputes and (5) current issues involving enforcement of arbitration contracts and awards and court judgments.

12:15 - 12:45 pm

USMBA ANNUAL MEMBERSHIP MEETING

USMBA Co-Chairs

Carlos A. Sugich, Partner, Snell & Wilmer, LLP

Luis Emilio Luján Sauri, Partner, Basham, Ringe Y Correa, SC



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