



MÉXICO

CONSULADO GENERAL  
EN LOS ÁNGELES



LOS ÁNGELES



LOS ANGELES AREA  
CHAMBER OF COMMERCE

# CALIFORNIA - MEXICO BUSINESS FORUM 2024



## PROGRAMME & CONFIRMED SPEAKERS

Join Global Leaders in Business, Innovation, and Policy

LOS ANGELES  
DECEMBER 3rd & 4th 2024

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### PARTNERS



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# DAY 1: TUESDAY, DECEMBER 3RD

## WELCOME RECEPTION

We're excited to announce the program for the California/Mexico Business Forum 2024! **The event begins with a Welcome Reception at the Official Residence of Mexico on December 3rd**, followed by a full day of panels and conferences on **December 4th at the U.S. Bank Tower.**

### Key topics include:

- Bilateral Relations under new U.S. and Mexican leadership
- Sports as Economic Drivers
- Nearshoring Opportunities and Cross-Border Financing
- Innovation and Emerging Technologies
- Building Bridges Through Education
- USMCA Review for stability and growth
- Entertainment Partnerships: Demystifying Working with Hollywood for Business Success

**With Baja California as the Featured Guest State** and the participation of Kurt Ignacio Honold Morales, Secretary of economic development and innovation for the state. This is a must-attend event for leaders shaping cross-border business!

**18:00 – 20:30 hrs**

Navigating Bilateral Relations Under  
New Presidential Leadership: Sheinbaum - Trump

### SPEAKER:

**DUNCAN WOOD**

Incoming President & CEO at Pacific Council

**JAVIER MARTÍNEZ**

CEO & Founder, Martinez Brands

**LOS ANGELES**  
**DECEMBER 3rd & 4th 2024**

**GET TICKETS**



# DAY 2: WEDNESDAY, DECEMBER 4TH

## PANELS AND CONFIRMED SPEAKERS

9:00 – 9:45 hrs

Inauguration and Welcome Remarks

### SPEAKERS:

#### **MARIA SALINAS**

President & CEO at Los Angeles Area Chamber of Commerce

#### **FERNANDO SEPÚLVEDA**

Chairman at AEM

#### **KURT IGNACIO HONOLD MORALES**

Secretary of Economic Development and Innovation at Baja California

#### **AMBASSADOR CARLOS GONZÁLEZ GUTIÉRREZ**

Consul General of Mexico in Los Angeles. (Panel Moderator)

9:45 – 10:35 hrs

Sports as Economic Drivers: Leveraging World Cup, Olympics, and League Mergers for Growth

### SPEAKERS:

#### **ADOLFO ROMERO**

VP, Event Booking & Revenue Generation at SoFi Stadium & Executive Director LA Bowl Game

#### **JOAQUÍN ESCOTO**

Executive Vice President at San Diego, FC

#### **JORGEALBERTO HANK INZUNZA**

President at Club Tijuana Xoloitzcuintles de Caliente

#### **DIO ALBERTO MURILLO ROGERS**

President at Club Águilas de Mexicali

#### **ANTONIO CANO JIMÉNEZ**

Director at Club Toros de Tijuana

#### **ADAM BURKE (MODERATOR)**

President & CEO at Los Angeles Tourism and Convention Board



# DAY 2: WEDNESDAY, DECEMBER 4TH

## PANELS AND CONFIRMED SPEAKERS

10:45 – 11:35 hrs

Unlocking Nearshoring Opportunities:  
California-Mexico Partnerships for Global Growth

### SPEAKERS:

**CARLOS ORTÍZ TODD**

President at Caxxor Group

**NICK VYAS**

Founding Director Randall R. Kendrick Global Supply Chain Institute  
at USC Marshall School of Business

**ALEJANDRO BUSTAMANTE GUTIÉRREZ**

President at Plantonics México

**ALEJANDRO DELGADO (MODERATOR)**

Managing Partner at GCR Consultores

11:35 – 12:20 hrs

Building bridges through education:  
Enhancing US-Mexico Collaboration

### SPEAKERS:

**FERNANDO LEÓN GARCÍA**

President at CETYS University

**ARACELY SOSA SALAS**

Head of the Department of Academic Cooperation  
at Universidad Autónoma de Baja California

**JOSH VIERS**

Associate Vice Chancellor of Interdisciplinary Research & Strategic  
Initiatives, University of California, Merced

**ALBERTO ROMAN**

Chancellor, LA Community College

**GABRIEL BUELNA (MODERATOR)**

Lead Partner at The Buelna Law Firm, A.P.C.



## DAY 2: WEDNESDAY, DECEMBER 4TH PANELS AND CONFIRMED SPEAKERS

**12:30 – 14:00 hrs**

Lunch & Featured State Presentation

### SPEAKERS:

**KURT IGNACIO HONOLD** MORALES

Secretary of Economic Development and Innovation at Baja California

**JUAN CARLOS MIÑARRO (MODERATOR)**

Chairman at AEM Los Ángeles Chapter

**14:00 – 14:45 hrs**

Harnessing Innovation: Emerging Technologies and  
Their Impact on the Mexico-California Partnership

### SPEAKERS:

**ANNE NEVILLE-BONILLA**

Partner at Mckinsey

**JACKSON ALVAREZ**

Co-Founder at Evolectric

**FERNANDO SEPÚLVEDA (MODERATOR)**

Chairman at AEM

**14:45 – 15:30 hrs**

Cross-Border Financing Opportunities:  
Strengthening California-Mexico Business Ties

### SPEAKERS:

**JOHN MURILLO & JANIE MARQUEZ**

Market President & SVP, Relationship Manager at Enterprise Bank & Trust

**GREGORY MOORE**

Regional Director at Export Import Bank, Los Ángeles

**JOSÉ BLANCO (MODERATOR)**

Managing Partner at CVF Capital Partners



## DAY 2: WEDNESDAY, DECEMBER 4TH PANELS AND CONFIRMED SPEAKERS

**15:30 – 16:15 hrs**

Strategic Insights on the 2026 USMCA Review:  
Ensuring Stability and Growth in North America

### SPEAKERS:

**MICHAEL CAMUÑEZ**

President & CEO at Monarch Global Strategies LLC

**ZAIB SHAIKH (MODERATOR)**

Consul General of Canada in Los Angeles  
at Consulate General of Canada in Los Angeles

**16:15 – 16:45 hrs**

Lights, Innovation, Action!  
Demystifying Working with Hollywood for Business Success.  
Featuring CAA Latino.

### SPEAKERS:

**MARIELENA ACEVEDO**

CAA Agent & International Business Expert

**ERIK TORAL**

Agent & Head of CAA Latino

**FERNANDO MADERO (MODERATOR)**

CEO, Madero Films and Creativ AdWorks & VP, AEM Los Angeles

**17:00 – 19:30 hrs**

Networking Cocktail

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