

Women's Forum Mexico 2017
¡Revela tu liderazgo!
8 y 9 de noviembre de 2017, Hyatt Regency Ciudad de México

**Agradecemos a los héroes anónimos de los terremotos en México,
quienes mostraron al mundo un admirable espíritu de compromiso cívico**

Este es un buen momento para observar tendencias importantes y concebir a un México del siglo XXI, abierto y dinámico. Incluso antes de los terremotos de septiembre, la gente ya comentaba que el 2017 era un año que marcaría el comienzo de una gran transformación en la sociedad y la economía de México. ¿Cómo continuarán los mexicanos uniéndose como una sociedad civil, que expresa su apoyo y solidaridad, en todas las áreas? ¿Cómo diversificará el país sus relaciones económicas? ¿Cómo recibirá el país el nuevo liderazgo para el siglo XXI y otras formas de administrar empresas? ¿Cómo se revelará el talento de México, las nuevas identidades e inspiración de los mexicanos, como pueblo y como país? ¿Cómo se percibirá esto en la región y en el mundo?

Women's Forum Mexico 2017 pone estos retos sobre la mesa a través de un programa que se enfoca en ***¡revelar tu liderazgo!*** En esta segunda edición, reuniremos a más de 800 mujeres y hombres, cada uno con gran influencia o potencial en su ámbito, a fin de sostener debates que tienen la intención de impulsar la renovación nacional; incentivar la innovación corporativa, social y cultural; y apoyar el desarrollo del liderazgo individual. Creemos que la experiencia, pericia y visión de las mujeres son esenciales para alcanzar un avance social y económico factible. Es por eso que presentamos a mujeres líderes de México y el extranjero en un diálogo con sus homólogos del género masculino. Algunas de las sesiones del programa (las sesiones plenarias y muchas de las sesiones de debate contarán con interpretación simultánea al inglés y al español):

- Fue así cómo nos volvimos líderes de la comunidad: La acción ciudadana tras los terremotos
- ¡Revelemos nuestro compromiso cívico!
- Diversificación: Nuestra prioridad # 1
- Las tendencias que debemos considerar para ser una fuerza laboral próspera en el siglo XXI
- ¡Hagámoslo! Seamos líderes en nuestro sector
- Liderar para abordar nuestros problemas sociales reales
- Aprender de los obstáculos y éxitos de la diversidad en Canadá
- Esfuerzo individual, gracia y reinención
- Cómo crear pioneros en tecnología más exitosos
- Cómo crear pioneros culturales más exitosos

En esta edición de **Women's Forum**, tendremos el gusto de contar con una **delegación de Canadá** que se integra al encuentro. La delegación se reunirá con empresarias y líderes comerciales mexicanas y estadounidenses en la Secretaría de Relaciones Exteriores de México **el día 7 de noviembre para llevar a cabo un programa previo sobre el emprendimiento femenino**; el evento será patrocinada por la Secretaría, Women's Forum, ProMéxico y las Embajadas de Canadá y los Estados Unidos en México.

Las iniciativas del Women's Forum, **CEO Champions** y **Rising Talents** también son parte del programa: CEO Champions está por segunda vez en México y Rising Talents celebra su décimo aniversario este año, otras de las novedades de 2017 incluyen:

- **Women in Sport** presentará atletas destacadas, mientras promueve el deporte como una ruta hacia el liderazgo para mujeres y niñas.
- **New at the Top** entrevistará a destacadas personalidades del mundo empresarial.
- Habrá **talleres** interactivos durante un desayuno de colegas con el propósito de dar a los participantes un retorno sobre la inversión por sus carreras, metas empresariales y objetivos sociales, además de contar con sesiones especiales con un **llamado a la acción** para que los participantes creen en conjunto, se comprometan, actúen para revelar su liderazgo y resuelvan los problemas fundamentales que enfrenta el empoderamiento de la mujer.

¡Acompáñennos a través de debates decisivos sobre temas de vanguardia, momentos de conciencia y aprendizaje, y la maravillosa experiencia de hacer nuevos contactos!

Programa (sujeto a cambios)

Versión del 7 de noviembre de 2017

Martes 7 de noviembre

El evento oficial de Women's Forum México comenzará el miércoles 8 de noviembre, pero abrimos un pequeño espacio un día antes para sostener diversas reuniones privadas (únicamente con invitación) el martes 7.

Las participantes de **Rising Talents** se juntarán en una sesión destinada a reunir a las ganadoras de 2017 con exalumnos internacionales y mexicanos.

Las delegaciones de **Canadá** y los **Estados Unidos** están invitadas a asistir a un programa de "reuniones extracomerciales", presentado por la Secretaría de Relaciones Exteriores (SRE) en asociación con Women's Forum México, ProMéxico, el programa del gobierno canadiense Business Women in International Trade (BWIT) y las Embajadas de Canadá y los Estados Unidos en México. Este programa previo incluirá diversas mesas redondas y talleres, una visita al Museo Memoria y Tolerancia y una cena de recepción en el Palacio de Hierro.

Miércoles 8 de noviembre

07:15 en adelante *Registro*

<i>Talleres durante el desayuno (el espacio es limitado, por lo que se requiere registro previo)</i>	
07:45-09:15 (Excepción: CEO Champions: 08:00-10:00)	<p>Regency Room D1</p> <p>La generosidad reditúa: Cómo ser un as del networking</p> <p><i>Con el apoyo de Abogadas MX</i></p> <p><i>Sesión en inglés con interpretación simultánea en español</i></p> <p>Siempre estás haciendo <i>networking</i>, pero no puedes evitar sentir que no estás alcanzando el avance prometido en tu carrera. ¿Tal vez es momento de cambiar tu manera de conectarte? Este taller es una oportunidad para platicar con algunos de los <i>networkers</i> más radicales sobre cómo replantear tu jugada de <i>networking</i> comenzando por "dar más de lo que recibes".</p> <p>Líder de la sesión: Yolanda Arellano Brun, Public Relations and Editorial Director, Time Contact</p> <p>Conferencistas: Valeria Chapa Garza, General Counsel, Latin America, Honeywell, Co-founder, Abogadas, and Rising Talents alumna Abby Raphael, Founder, Abbyraphel.com</p>
	<p>Regency Room D2</p> <p>Entonces, ¿les gustaría ser agentes de cambio social?</p> <p><i>Sesión en español y en inglés con interpretación simultánea</i></p> <p>Liderar el impacto social puede adoptar muchas formas hoy en día, tales como el emprendimiento social, la movilización de la sociedad civil y la fundación de una ONG. En este foro con actores del cambio social mexicanos y de otros países podrán escuchar sus historias de compromiso, a la vez que podrán reflexionar sobre cómo seguir avanzando en su propio liderazgo.</p> <p>Líder de la sesión: Bárbara Arredondo Ayala, Cultural curator, Co-founder, Decididas</p> <p>Conferencistas: Breanne Butler, Director of States & Global, Women's March Saskia Niño de Rivera, President and founder, Reinserta Un Mexicano and Rising Talents alumna Paola de la Rosa, Founder and CEO, Lazo</p>

07:45-09:15

Regency Room E

Reunión de colegas de CEO Champions (08:00-10:00)

Patrocinada por McKinsey & Company, con el apoyo de Sánchez-DeVanny

Solo con invitación. Sesión en español y en inglés con interpretación simultánea

Una reunión de colegas ejecutivos para compartir programas y estrategias para hacer avanzar a la mujer hacia puestos de liderazgo en los sectores público y privado.

Líder de la sesión:

Rania Anderson, Founder, TheWayWomenWork.com and author, *UNDETERRED: The Six Success Habits of Women in Emerging Economies*

Conferencistas:

María Teresa Arnal, Country Manager, Google Mexico

Eduardo Bolio, Director, Mexico Office, McKinsey & Company

Anne-Gabrielle Heilbronner, Member of the Directoire, Publicis Groupe

Valentina Ibarra, Associate Partner, McKinsey & Company

Regency Ballroom A

Encontremos nuevas maneras de vivir nuestra paternidad

Copatrocinada por Mothers Front y Nestlé Nutrition

Al ver la necesidad de cambiar la manera en que las madres y los padres educan a sus hijos jóvenes y viven su paternidad, estas oradoras abren sus corazones y sus mentes para un intercambio honesto sobre miedos, alegrías y el increíble camino que ofrece el aprendizaje sobre la nueva paternidad. Con la participación de la fundadora de Mothers Front, Jimena Gallego, tras la forzosa cancelación de su conferencia.

Palabras de bienvenida del copatrocinador **Claudia Sepulveda**, Medical Marketing Manager, Nestlé Mexico

Líderes de la sesión:

Jimena Gallégo, Co-founder, Mothers Front

Sofía Díaz-Pizarro, Founder, Sofia Díaz Producciones

Líderes de grupos pequeños:

Pablo Constain, CEO, Advenio

Danie Gomez Ortigoza, Journalist and digital brand strategist, Journey of a Braid

Zulema Mosri, Magistrate

09:15-10:25

Regency Ballroom B&C

Bienvenida oficial al Women's Forum Mexico

Maestra de Ceremonias:

Altaír Jarabo, Actress, entrepreneur, and Rising Talents alumna

Actuaciones musicales (con el apoyo de SIVAM):

Marie-Agathe Charpagne, Postdoctoral scholar, University of California, and 2017 Rising Talent

Mariel Reyes Gil, Mezzo-soprano

El coro de niños, SIVAM

Moderator:

Ana María Salazar, CEO, Grupo Salazar

Conferencistas:

Anne-Gabrielle Heilbronner, Member of the Directoire, Publicis Groupe

Mélanie Joly, Minister of Canadian Heritage, Government of Canada | Canadian Heritage

Olga Sánchez Cordero, Notary Public & Minister in Retirement, Supreme Court of Justice of Mexico

Melanne Vermeer, Executive Director, the Georgetown Institute for Women, Peace and Security, Georgetown University, and Founding Partner, Seneca Point Global

<p>10:25-11:25 Regency Ballroom B&C</p>	<p>Las tendencias que debemos considerar para ser una fuerza laboral próspera del siglo XXI <i>El futuro ofrece muchos puestos para robots y solo unos cuantos para humanos (Wired).</i> <i>Olvidate de los robots; los trabajos del futuro exigen habilidades humanas (FT).</i> Los líderes que estén preocupados por la fuerza laboral del mañana necesitan comenzar a estudiar, desde hoy, las tendencias consecutivas para el futuro de los empleos relacionados con Big Data, la digitalización y el Internet de las Cosas, al igual que las aspiraciones de las mujeres de tener poder económico, los cambios demográficos, los robots y el transporte autónomo. Si bien nadie tiene una bola de cristal para predecir exactamente en qué resultarán estas tendencias, de algo sí estamos seguros: <i>la educación que recibimos hoy es nuestra economía de mañana</i> (OCDE).</p> <p>Moderador: Jonathan Ruiz Torre, Chief of digital and printed business and economy content, El Financiero</p> <p>Conferencistas: Christine Kenna, Principal, IGNIA Partners, LLC Alba Medina Flores, Entrepreneur, investor and Rising Talents alumna Esther Wojcicki, Teacher/education technology consultant & Vice Chair, Creative Commons José María Zas, President and CEO of American Express Company Mexico, Latin America and the Caribbean, & International Insurance</p>
<p>11:25-11:50 Foyer del piso 2</p>	<p><i>Descanso para networking y mercado</i></p>
<p>11:50-12:15 Regency Ballroom B&C</p>	<p>Mujeres que impulsan la transformación en ciencia y tecnología Como complemento esencial de la sesión plenaria <i>Tendencias: una conversación entre dos ejecutivas de empresas de ingeniería y energía sobre cómo motivar a más mujeres a no rendirse para revelar su liderazgo en empresas de ciencia y tecnología.</i></p> <p>Moderador: Hiroshi Takahashi, Director, Organización Editorial Mexicana OEM</p> <p>Conferencistas: Luz Marina Martinez, CFO, ABB Mexico Fern Starke, Functional General Auditor - Downstream, ExxonMobil</p>
<p>12:15-12:30 Regency Ballroom B&C</p>	<p>Amazing Women: Norma Bastidas <i>Cubierto por los medios, revista Quién</i> <i>Patrocinada por Jafra</i> Norma Bastidas es una triatleta campeona a nivel mundial y una sobreviviente de la trata de blancas. En esta conversación a cargo de Itziar Carracedo, Editora Jefe de la revista <i>Quién</i>, nos revelará más acerca de la historia de su vida.</p>

<p>12:30-13:15 Regency Ballroom B&C</p>	<p>Fue así cómo nos volvimos líderes de la comunidad: La acción ciudadana tras los terremotos</p> <p>Algunas personas que actuaron como líderes de la comunidad en las operaciones de rescate reflexionan sobre lo que esta experiencia significó para ellas y para la sociedad mexicana. Esta conversación continuará en la comida de apertura, donde platicaremos sobre compromiso cívico.</p> <p>Moderadora: Laetitia Courtois, Former Deputy Head of Regional Delegation for Mexico, Central America and Cuba, International Committee of the Red Cross (ICRC)</p> <p>Conferencistas: Pascuala Jara, Founder, Cobijo para Mexico-Pedagogía de Emergencia Lorena Rayo, Founder, Tejiendo tapetitos Monica Tapia A., Director, Ruta Civica A.C., Member, Verificado19s and Co-founder, CIUDADania19s Daniel Treviño, Medical student, Anahuac University of Mexico</p>
<p>13:15-13:50 Foyer del piso 2 y Regency Room D2</p>	<p><i>Descanso para networking y mercado</i></p> <p>Un descanso en el programa para prepararse para la comida y la grandiosa oportunidad de visitar el mercado y conocer a los miembros de la delegación de Canadá en el Regency Room D2. El momento del networking será facilitado por Angeline Fournier, Founder & President, Maeva Investments.</p>
<p>13:50-15:25 Regency Ballroom A&B</p>	<p>Comida y una grata conversación <i>Patrocinada por Samsung Electronics México</i></p> <p>¡Revelemos nuestro compromiso cívico!</p> <p>Esta comida tiene el propósito de invitar a los participantes a compartir ideas acerca de los problemas que consideren esenciales para hacer una diferencia en sus comunidades, y cómo pueden revelar su liderazgo para promover una mejor calidad de vida para todos. Las preguntas a ser discutidas (los temas de la tabla están codificados por colores):</p> <ol style="list-style-type: none"> 1. TURQUESA : <i>¿Cuáles deben ser las prioridades del futuro presidente y los legisladores para garantizar la plena participación de las mujeres en la economía?</i> 2. VERDE: <i>Nos gustaría seguir promoviendo el compromiso cívico que surgió como una manera de brindar ayuda a las víctimas del terremoto. ¿Qué acciones concretas (aplicaciones, proyectos o iniciativas) podemos tomar?</i> 3. AMARILLO: <i>Merecemos vivir sin el acoso ni las desagradables insinuaciones a las que debemos enfrentarnos hoy en día en la calle y en el trabajo. ¿Qué medidas podemos tomar para dejar en claro que estos actos son inaceptables?</i> <p>También hay mesas de discusión abiertas, con código de color BLANCO. Para el uso de la información de las conversaciones, nos regiremos por la Regla de Chatham House.</p> <p>Palabras de bienvenida del patrocinador : Claudia Contreras, Marketing Director IM and CMO, Samsung Electronics Mexico</p> <p>Líder de conversación: Ana María Salazar, CEO, Grupo Salazar</p>

<p>15:25-16:00 Foyer del piso 2 y Regency Room D2</p>	<p><i>Café y descanso para networking y mercado</i></p> <p>Mientras reacomodamos el salón para las sesiones plenarias plenario, invitamos a todos los participantes a visitar el mercado y a conocer a los Rising Talents de 2017, en el Regency Room D2. El momento del networking será facilitado por Alexandra von Wobeser, Counsel, Von Wobeser y Sierra y alumna de Rising Talents.</p>
<p>16:00-16:15 Regency Ballroom B&C</p>	<p>Nueva en la cima : Paula Santilli</p> <p>Paula Santilli, la nueva Presidenta de PepsiCo Alimentos México, platica con Mónica Flores Barragán, Presidenta de ManpowerGroup para América Latina y Presidenta de la Cámara Americana de Comercio de México, acerca de cómo hacer la transición hacia el liderazgo, así como de las ambiciones que tiene para su empresa en 2018.</p>
<p>16:15-17:00 Regency Ballroom B&C</p>	<p>Diversificación: Nuestra prioridad número 1</p> <p><i>Patrocinada por Expansión</i></p> <p>La diversificación económica es una estrategia fundamental para reducir el impacto de eventos externos y promover un crecimiento más sólido y con capacidad de recuperación. ¿Los gobiernos que participan en el TLCAN van por buen camino en cuanto al logro de políticas de diversificación viables? ¿Qué ejemplos de diversificación a nivel regional e internacional por parte de empresas regionales son dignos de imitar?</p> <p>Moderador: Alberto Bello, Editorial Director for Business Media, Grupo Expansión</p> <p>Conferencistas: María de Lourdes Dieck-Assad, Vice President for Hemispheric and Global Affairs, University of Miami Amy Glover, CEO, Speyside Mexico Mairead Lavery, Senior Vice President Business Development, Export Development Canada</p>
<p>17:00-17:15 Regency Ballroom B&C</p>	<p>Amazing Women: Guadalupe García Álvarez</p> <p><i>Patrocinada por Jafra</i></p> <p><i>Con el apoyo de medios por revista Quién</i></p> <p>Guadalupe García utiliza el fútbol como herramienta para enseñar a las niñas a amarse a sí mismas, exigir respeto y alcanzar sus sueños. En esta entrevista a cargo de Itziar Carracedo, Editora Jefe de la revista <i>Quién</i>, Lupita nos platica acerca de su experiencia tras fundar MULYD A.C. y su opinión sobre cómo lograr que las mujeres de las zonas rurales del país tengan más derechos.</p>
<p>17:15-17:45 Foyer del piso 2</p>	<p><i>Descanso para hacer networking</i></p>

<p>17:45-18:30 Regency Ballroom B&C</p>	<p>CEO Champions: Gestión del talento para el siglo XXI <i>Patrocinada por CEO Champions</i> Debate abierto sobre las principales aportaciones del taller de CEO Champions sobre patrocinio, seguido de una plática sobre medidas prácticas para retener más talentos femeninos después de casarse.</p> <p>Moderador: Alejandro Cardoso, CEO, Publicis Communications Mexico</p> <p>Conferencistas: María Teresa Arnal, Country Manager, Google Mexico Alberto Chaia, Senior Partner, McKinsey & Company Melanie Devlyn, Chairman, Devlyn Holdings Daniel Parfait, CEO, Safran Mexico</p>
<p>18:30-18:45 Regency Ballroom B&C</p>	<p>Women in Sport: Lorena Ochoa La campeona del golf Lorena Ochoa platica con la destacada periodista de Fox Sports y Presidenta de Versus Marion Reimers acerca de los retos que implica tener éxito en una competencia internacional, así como de temas de familia y filantropía, otras maneras en las que ella ha revelado su liderazgo.</p>
<p>18:45-19:45 Foyer del piso 2</p>	<p>Cóctel de apertura y visita al mercado <i>Patrocinada por Pernod Ricard</i></p>
<p>19:45-22:30 Regency Ballroom B&C</p>	<p>Cena inaugural: Quiénes somos, por qué estamos aquí, y qué legado podemos dejar <i>Patrocinada por Nissan Mexicana</i> <i>Con el apoyo de Morelia en Boca para nuestros chefs invitados</i> Erika Ender es la mujer detrás del popular éxito "Despacito", y la integrante más joven de la historia del Salón de la Fama de los Compositores Latinos. Su música se vincula directamente con su filantropía, comenzando con la Fundación Puertas Abiertas, la cual fundó en 2009 para ayudar a las víctimas de la explotación infantil en Panamá, y TALENPRO, su nuevo proyecto para honrar a los adolescentes por su música, así como su activismo en la comunidad. ¡Esperamos tener un debate excepcional y una gran experiencia!</p> <p>Moderador: Javier Solórzano, Journalist and television host</p> <p>Conferencista: Erika Ender, Composer, singer, actor, producer, and President, Endertainment</p>

Jueves 9 de noviembre

07:00-09:30 *Registro*

08:00-09:30 *Talleres durante el desayuno (el espacio es limitado, por lo que se requiere registro previo)*

Regency Room D1

¿Qué pymes necesitan crecer y cómo encontrar apoyo?

Asistencia limitada; se requiere registro previo. Sesión en español y en inglés con interpretación simultánea

Demasiado grande como para aprovechar el apoyo para un startup: la mayoría de las pymes propiedad de mujeres aún necesitan mejor acceso a los mercados, las finanzas y talentos para crecer. Los participantes de este taller interactivo tendrán la oportunidad de debatir los retos y posibles soluciones para el crecimiento de las pymes.

Líder de la sesión:

Elizabeth Vazquez, President, CEO and Co-Founder, WEConnect International

Conferencistas:

Lilia Elena Avendaño Montelongo, Founder, DIDCO

Carlos Carriedo, General Manager Global Corporate Payments Latin America & Canada, American Express

Regency Room D2

Cómo lograr que los empresarios tengan mayor acceso al conocimiento, los fondos y los mercados

Con el apoyo de WeConnect International

Sesión en español y en inglés con interpretación simultánea

Este taller es para líderes de *startups* y quienes están trabajando por cambiar el ecosistema empresarial y enfrentarse a un intercambio con mayores retos, aprovechar los recursos actuales y nuevas iniciativas, así como para quienes buscan otra manera de obtener el apoyo necesario para revelar el liderazgo de pequeñas empresas.

Líder de la sesión:

Pedro López Sela, Chief Imagination Officer, Canou

Conferencistas:

Maria Ariza, Managing Director, Asociación Mexicana de Capital Privado AMEXCAP

Camila Lecaros, Managing Director, MassChallenge

Vicki Saunders, Founder, SheEO

<p>08:00-09:30</p>	<p>Regency Room E</p> <p>Cómo pedir un ascenso y obtener un puesto directivo: Un taller sobre estrategias para avanzar al siguiente nivel</p> <p><i>Sesión en español y en inglés con interpretación simultánea</i></p> <p>Después de recibir información sobre las acciones más exitosas de las mujeres para avanzar, las participantes desarrollarán su propia jugada para revelar su liderazgo. Esta es una sesión cargada de acción.</p> <p>Líder de la sesión: Rania Anderson, Founder, TheWayWomenWork.com and author, <i>UNDETERRED: The Six Success Habits of Women in Emerging Economies</i></p> <p>Conferencistas: Sandra Zuluaga, Founder, President & CEO, Besteam, Human Architectures</p>	<p>Regency Ballroom A</p> <p>Cómo cambiar el rumbo del sexismo en el trabajo</p> <p><i>Asistencia limitada; se requiere registro previo</i></p> <p>La discriminación en el trabajo está prohibida en México, donde el acoso sexual también es ilegal. Sin embargo, tanto empresas locales como internacionales apenas comienzan a desarrollar políticas y prácticas para el contexto mexicano. Este taller para profesionales de recursos humanos, líderes corporativos y cualquiera comprometido con crear trabajos incluyentes consiste en intercambios sobre cómo implementar políticas empresariales, el camino hacia la implementación y las posibles medidas de indemnización conforme a la legislación mexicana. Sesión regida por la Regla de Chatham House.</p> <p>Líder de la sesión: Alicia Salgado, Economic Journalist (columnist/radio and tv anchor and analyst), Enfoque Noticias (Enfoque Financiero)</p> <p>Conferencistas: Sofia Bonnet, Cloud Executive Development Leader, IBM Pilar Castillo, Partner, Member of the Executive Committee, Mazars Mexico, Member of the Diversity Steering Committee, Mazars Aura Mione, Founder & General Manager, HeadSeekers Cristina Sanchez Vebber, Partner, Sanchez-DeVanny</p>
<p>09:30-10:10</p> <p>Regency Ballroom B&C</p>	<p>Ángeles y brujas</p> <p>Enmarcada por increíbles artes visuales: una conversación con la artista Denise de la Rue acerca de su trabajo de reinterpretación de algunas de las pinturas más famosas de Goya. Con Adela Micha, periodista de difusión de Financiero Bloomberg Mexico, entrevistando a Denise.</p>	

10:10-10:50 Regency Ballroom B&C	Cómo ayudar a las mujeres que están hasta abajo de la pirámide a alcanzar la independencia económica Una conversación entre dos precursoras acerca de su visión, enfoque y lo que se requiere después. Moderadora: Paulina Villegas , Reporter in Mexico, The New York Times Conferencistas: Rosario Perez , President, RP Advisors LLC, and former President & CEO, Pro Mujer Inc. Mari Loli Sánchez Cano , President, Jafra Mexico
10:50-11:50 Regency Ballroom B&C	Saber liderar para abordar nuestros verdaderos problemas sociales ¿Qué significa revelar el liderazgo para abordar problemas sociales complicados? ¿Cómo comprometerse de manera más efectiva? Y, ¿Cómo mujeres y hombres influyentes, como los participantes de Women's Forum México, pueden contribuir de mejor manera poniendo su liderazgo en práctica? Moderador: Luis Miguel González , Editor-in-Chief, El Economista Conferencistas: Lourdes Berho , President & Chief Catalyst, Alchemia Communications Group Martha Herrera González , Global Director of Corporate Social Responsibility, CEMEX Alyse Nelson , President & CEO, Vital Voices Partnership, and Rising Talents alumna Maria Josefina Urzaiz Caceres , Co-founder, Cielo Hammocks/Cielo Hamacas
11:50-12:15 Foyer del piso 2	<i>Descanso para networking y mercado</i>



12:15-13:15

Sesiones simultáneas (acceso abierto)

Regency Room D1

Rising Talents: ¡El liderazgo de la siguiente generación ya está aquí!

Patrocinada por los socios de la iniciativa Rising Talents: Aeroméxico, Pagos Corporativos Globales de American Express y Hotbook
Sesión en español y en inglés con interpretación simultánea

Una conversación con los Rising Talents de 2017 de Women's Forum México acerca de su trabajo individual y en equipo para lograr empresas y economías y sociedades del siglo XXI, dinámico y abierto.

Moderadora:

Nicolle Lekare, Editor, HOTBOOK

Conferencistas:

Lorna Campbell, Exploration Vice President Mexico, ExxonMobil Exploration Company and 2017 Rising Talent

Lorena Guillé, Executive Director, Fundación Cinépolis and 2017 Rising Talent

Daniela Lecuona, Head of Investor Relations, América Móvil and 2017 Rising Talent

Regency Room D2

Aprender de los problemas y triunfos de la diversidad en Canadá

Sesión en español y en inglés con interpretación simultánea

Una oportunidad para que los participantes intercambien ideas con expertos y practicantes sobre lo que ha funcionado y lo que aún no resulta para avanzar hacia la diversidad en el contexto canadiense. ¡Una oportunidad para el aprendizaje transversal!

Moderadora:

Maria del Carmen Bernal González, Academic Director, Dalia Empower

Conferencistas:

Caroline Codsí, President & Founder, Women in Governance (La Gouvernance Au Féminin)

Jacqueline Mongrut, Vice President Business Development International, Hydro-Québec

Naomi Shaw, Senior Vice-President, Human Resources Relationship Management, Scotiabank

<p>12:15-13:15</p>	<p>Regency Room E</p> <p>También te afecta a ti: maternidad en adolescentes y lo que podemos hacer al respecto</p> <p><i>Copatrocinada por Reckitt Benckiser México</i></p> <p><i>Sesión en español y en inglés con interpretación simultánea</i></p> <p>La tasa de embarazos en la adolescencia es alta en México, el Caribe y muchas partes de América Latina. El embarazo a una edad temprana implica el riesgo de exclusión social de por vida. Participa en esta sesión para aprender por qué disminuir el índice de embarazo adolescente es un reto tan complejo, y cómo los participantes pueden comprometerse para crear un mejor futuro para las jóvenes.</p> <p>Moderadora: Alexandra von Wobeser, Counsel, Von Wobeser y Sierra, and Rising Talents alumna</p> <p>Conferencistas: Anne Engérand, Senior Vice President of RB Health, Latin America Victoria Fuentes Castañeda, General Director, Mexfam Francisco Salvador López Brito, President of the Health Commission, House of Senators Zenaida Pérez Gutiérrez, Coordinator of the Indigenous Women Program, Simone de Beauvoir Leadership Institute Christian Rodríguez, Photographer, PRIME COLLECTIVE</p>	<p>Regency Ballroom C</p> <p>Diseño mexicano contemporáneo: dándolo a conocer al mundo entero</p> <p>México cuenta con fantásticos diseñadores de moda e industriales y arquitectos. Algunos han comenzado a ver más allá del país hacia clientes y mercados en el extranjero. Acompáñalos en una conversación sobre cómo esto está cambiando sus procesos creativos y su perspectiva de negocios.</p> <p>Moderadora: Amanda Berenstein, Managing Director, Weber Shandwick Mexico</p> <p>Conferencistas: Cory Crespo, President & Founder, COLOÜRS and President, Mercedes Benz Fashion Week Mexico City Roberta Maceda, Creative Director, Octavia Lorena Saravia, CEO, Lorena Saravia Alexia Ulibarri, Fashion designer</p>
<p>13:15-14:45</p> <p>Regency Ballroom A&B</p>	<p>Sesión durante la comida: Esfuerzo individual, gracia y reinención: una conversación con Dayle Haddon</p> <p><i>Patrocinada por El Palacio de Hierro</i></p> <p>Modelo, actriz, líder de una ONG y activista social: la vida de Dayle Haddon es una historia de reinención. En esta conversación, nos platicará sobre la belleza, la generosidad, el esfuerzo individual y la gracia como pilares para emprender un viaje donde creamos valor para uno mismo y los demás, mientras nos narra la historia de WomenOne, la ONG de la cual es fundadora. Moderadora: Angella Nazarian, Speaker and author, Visionary Women</p> <p>Conferencista: Dayle Haddon, Model, actor, and founder & CEO, WomenOne</p>	
<p>14:45-15:15</p> <p>Foyer del piso 2</p>	<p><i>Postre y café servido en el Foyer del piso 2</i></p>	

15:15-16:15

Sesiones simultáneas (acceso abierto)

Regency Room D1

Cómo lograr que las mujeres líderes actúen en pro de su salud

Patrocinada por el Hospital presbiteriano de Nueva York

Sesión en español y en inglés con interpretación simultánea

Infórmate acerca de pruebas, métodos de monitoreo y herramientas de apoyo que permiten a mujeres líderes ser proactivas en cuanto a su salud, y platica con expertos en bienestar, meditación y yoga sobre cómo aliviar tu estrés mediante la creación de nuevas conexiones entre la mente y cuerpo. Comer sano es una tendencia que va en aumento: ¿en qué debes enfocarte y qué debes ignorar de este movimiento?

Moderadora:

Ethel Soriano, Founder and CEO of Advanced Therapy, journalist and Host Imagen Radio and Excelsior, international speaker, Imagen Telecomunicaciones

Conferencistas:

Holly S. Andersen, Attending Cardiologist, Professor of Clinical Medicine, The Ronalds O. Perelman Heart Institute

Nathalie Baaklini, Co-Founder & Chief Experience Officer, The Moonshot Co. and 2017 Rising Talent

Ness Zertú, Meditation and transformational coach

Regency Room D2

Cómo crear pioneros culturales más exitosos

En las artes, la música y la preservación cultural, México es de talla mundial. ¿Cómo incentivar aún más este auge cultural? ¿Cómo promover aún más el mensaje sobre lo que está pasando en el escenario cultural en México?

Moderadora:

Bárbara Arredondo Ayala, Cultural curator, Co-founder, Decididas

Conferencistas:

Juan A. Gaitán, Director, Museo de Arte Contemporáneo Internacional Rufino Tamayo

Anuar Layon, Creative Designer, Mercadorama

Brenda Lozano, Author

Bestabeé Romero, Visual artist and Director, Betsabeé Romero

<p>15:15-16:15</p>	<p>Regency Room E</p> <p>Violencia de género: Trabajando para cambiar el machismo</p> <p><i>Patrocinada por Tecate® parte de Heineken Mexico</i></p> <p><i>Sesión en español y en inglés con interpretación simultánea</i></p> <p>¿Por qué para abordar la violencia de género se necesita trabajar tanto con hombres como con mujeres? ¿Cuáles son algunos buenos ejemplos de eficaces campañas en línea? ¿Por qué crear programas locales a largo plazo también es necesario?</p> <p>Moderadora: Arlenne Muñoz, Director, Mujeres de Éxito</p> <p>Conferencistas: Patricia Corsi, Head of Marketing, Heineken Mexico Gabriela Fenton, CEO, Saatchi & Saatchi Mexico Brian Heilman, Senior Research Officer, Promundo Mauro Vargas Urías, Executive Director, Gendes A.C.</p>	<p>Regency Ballroom C</p> <p>Cómo crear pioneros en tecnología más exitosos</p> <p>Conoce a algunos de los más destacados innovadores de México, quienes nos platicarán sobre soluciones para que más empresarios y ejecutivos tengan su mismo éxito.</p> <p>Moderadora: Carlota Montoya, General Editor and Corporate Publisher, Grupo Mundo Ejecutivo</p> <p>Conferencistas: Jana Boltvinik, Founder, Capital Invent Claudia de Heredia, Co-founder, Kichink Bruno Ramos, CEO, Swap Gabriela Rocha, Partner & VP of Growth, Laboratoria and 2017 Rising Talent</p>
<p>16:15-17:00</p> <p>Foyer del piso 2 y librería móvil</p>	<p><i>Descanso para networking y mercado</i></p> <p>Una pausa en el programa, que le invitamos a utilizar para visitar el mercado y nuestra librería móvil. Angella Nazarian estará presente con copias de su libro de Assouline, <i>Visionary Women</i>, disponible en el stand.</p>	
<p>17:00-18:00</p> <p>Regency Ballroom B&C</p>	<p>¡Hagámoslo! Seamos líderes en nuestros sectores</p> <p>Los principales líderes corporativos posicionan sus organizaciones dentro del liderazgo en cuanto a participación de mercado y ventas, aspectos cruciales en cuestión de talentos y equipos durante este recorrido, y los retos que deben vencer para mantener el éxito sectorial.</p> <p>Moderadora: Regina Reyes-Heroles, Editor-in-Chief, Supplements, Grupo Milenio</p> <p>Conferencistas: Claudia Contreras, Marketing Director IM and CMO, Samsung Electronics Mexico Gina Diez Barroso de Franklin, President & CEO, Grupo Diarq, President & Founder Dalia Empower Mayra González, Managing Director, Nissan Mexicana Enrique Zorrilla, CEO, Grupo Financiero Scotiabank</p>	
<p>18:00-18:15</p> <p>Regency Ballroom B&C</p>	<p>Amazing Women: Pepita Serrano</p> <p><i>Patrocinada por Jafra</i></p> <p>Pepita Serrano, una verdadera defensora y líder de la ópera y las artes en México, platica con el destacado periodista y conductor de televisión Javier Solórzano.</p>	

18:15-19:00 Regency Ballroom B&C	Cómo desafiar los estereotipos y crear nuevos modelos <i>Patrocinada por Cinépolis</i> Productores de contenido y actrices principales debaten sobre la mejor manera de comprometerse para revelar a las audiencias nuevas aspiraciones y profesiones para niñas y mujeres. Moderadora: Laura Manzo Aguilar , Editor in Chief, Huffington Post Mexico Conferencistas: Martha Higareda , actress, producer and writer Miguel Mier , Global COO & Executive Board Member, Cinépolis Romina Sacre , Actor and producer Olga Segura , Producer & Co-founder, Decididas, and 2017 Rising Talent
19:00-19:15 Ballroom B&C	¡Revela tu liderazgo! Reflexiones finales Conferencista: Chiara Corazza , Managing Director, Women's Forum for the Economy & Society
20:30-23:00	Recepción de gala de clausura <i>Patrocinada por El Palacio de Hierro</i> Los invitamos a celebrar el Women's Forum México en una fiesta en El Palacio de Hierro Polanco.

Call to Action series

Unleash your leadership, co-create, commit, and act

Involúcrate en la discusión, se co-creadora, comprométete y actúa en nuestras "Call to Action series". Estas series discutirán cinco temas fundamentales en torno al empoderamiento de las mujeres. Como delegado, tendrás la oportunidad de desatar tu liderazgo y tomar un rol activo en estas sesiones; las mismas, concluirán con un manifiesto o una acción precisa para posteriormente impactar positivamente en nuestra sociedad. El cupo por sesión es de máximo **20 delegados**, los cuales participarán activamente en la discusión y contribuirán en las conclusiones finales. Es necesario registrarse a una sesión Call to Action para asistir.

Miércoles 8 de noviembre

07:45-09:00, Drawing Room D

El arte como una manera de cambiar la percepción social de la mujer (*Sesión sólo en inglés*)

Patrocinada por CDMX

Palabras de Bienvenida: **Arlenne Muñoz**, Director, Mujeres de Éxito

Las participantes crearán una obra de arte mientras platican con las artistas **Betsabeé Romero** (México) y **Pamela Castro** (Brasil) cómo el arte puede ayudarnos a cambiar la manera en la que percibimos a las mujeres.

11:25-12:25, Drawing Room D

Las mujeres cambian las reglas del juego: ¿Por qué el empoderamiento de las mujeres debe ser el fundamento de nuestras empresas? ¿Cómo lograrlo? (*Sesión sólo en inglés*)

Patrocinada por mez

Lider de la sesión:

Monica Bauer, Corporate Affairs LATAM Vice President, Pepsico Mexico Foods

Por cada 10% más de niñas que acuden a la escuela, hay un incremento del 3% en el PIB de un país. Conforme los actores del sector privado y social luchan por aumentar y prolongar su impacto en las comunidades donde operan, las mujeres han demostrado ser las aliadas más fuertes en la promoción de un futuro más equitativo y sostenible. Conoce a líderes empresariales y de ONG en una conversación sobre cómo identificar socios y proyectos que concuerden con tus valores y con las necesidades sociales de tu contexto, mientras comparten sus experiencias personales e historias de éxito.

Jueves 9 de noviembre

08:00-09:15, Drawing Room D

Demandas globales: empoderando a las niñas mediante la codificación (*solo en español*)

Patrocinada por Google México

Conocer el lenguaje de la codificación es una verdadera ventaja competitiva para la próxima generación. Sin embargo, no hay suficientes niñas que sepan cómo crear códigos. Ten una conversación proactiva sobre diversas formas de enseñar a más niñas a codificar, mientras tú misma lo estudias. y, también, ¡aprende a codificar y crear un emoji!

Líder de la sesión:

Mariana Chávez García, Founder, Women in Evolution

Conferencistas:

Daniela González Villarreal, Founder, Code Party

Leonor Tena Del Castillo, Member of the Education team, Google Mexico

12:15-13:15, Drawing Room D

Crear un camino para que más mujeres se integren a la dirección de empresas *(solo en inglés)*

Patrocinada por Hogan Lovells

¿Qué acciones se deben tomar para haya más inclusión en las juntas directivas de México ? Platicaremos sobre lo que se está haciendo en otros países.

Líder de la sesión:

J. Victor Martinez, Head Origination and Sales Capital Markets, Citi

Conferencista:

Brenda Rogel, Partner, Hogan Lovells, BSLT

15:15-16:30, Drawing Room D

Revelemos un México sin embarazo adolescente *(solo con invitación)*

Los líderes del Women's Forum Mexico se reúnen para platicar sobre un proyecto que pueden lograr juntos con el objetivo de reducir las tasas de maternidad en adolescentes.

Session leader:

Mariana Chávez Garcia, Founder, Women in Evolution

Conferencistas

Versión de 7 de noviembre

- **Holly S. Andersen**, Attending Cardiologist, Professor of Clinical Medicine, The Ronald O. Perelman Heart Institute
- **Rania Anderson**, Founder, TheWayWomenWork.com and author, *UNDETERRED: The Six Success Habits of Women in Emerging Economies*
- **Yolanda Arellano Brun**, Public Relations and Editorial Director, Time Contact
- **Maria Ariza**, Managing Director, Managing Director, Asociación Mexicana de Capital Privado AMEXCAP
- **María Teresa Arnal**, Country Manager, Google Mexico
- **Bárbara Arredondo Ayala**, Cultural curator, Co-founder, Decididas
- **Lilia Avendaño**, CEO, DIDCO / Diseño e Identidad Corporativa
- **Nathalie Baaklini**, Co-Founder & Chief Experience Officer, The Moonshot Co., and 2017 Rising Talent
- **Norma Bastidas**, Survivor of sexual violence and human trafficking and ultra athlete
- **Monica Bauer**, Corporate Affairs LATAM Vice President, Pepsico Mexico Foods
- **Xavier de Bellefon**, Chairman, Previa
- **Alberto Bello**, Editorial Director for Business Media, Grupo Expansión
- **Amanda Berenstein**, Managing Director, Weber Shandwick Mexico
- **Lourdes Berho**, President & Chief Catalyst, Alchemia Communications Group
- **Maria del Carmen Bernal González**, Academic Director, Dalia Empower
- **Eduardo Bolio**, Director, Mexico office, McKinsey & Company
- **Jana Boltvinik**, Founder, Capital Invent
- **Sofia Bonnet**, Cloud Executive Development Leader, IBM
- **Breanne Butler**, Director of States & Global, Women's March
- **Lorna Campbell**, Exploration Vice President Mexico, ExxonMobil Exploration Company and 2017 Rising Talent
- **Alejandro Cardoso**, CEO, Publicis Communications Mexico
- **Itziar Carracedo**, Editor-in-Chief, Quien
- **Carlos Carriedo**, General Manager Global Corporate Payments Latin America & Canada, American Express
- **Pilar Castillo**, Partner, Member of the Executive Committee, Mazara Mexico, and , Member of the Diversity Steering Committee, Mazars
- **Panmela Castro**, Founder, Panmela Castro/Nami and Rising Talents alumna
- **Alberto Chaia**, Senior Partner, McKinsey & Company
- **Valeria Chapa**, Vice President & General Counsel Latin America, Honeywell
- **Marie-Agathe Charpagne**, Postdoctoral scholar, University of California, and 2017 Rising Talent
- **Mariana Chávez Garcia**, Founder, Women in Evolution
- **Caroline Codsí**, President & Founder, Women in Governance (La Gouvernance Au Féminin)
- **Pablo Constain**, CEO, Advenio
- **Claudia Contreras**, Marketing Director IM and CMO, Samsung Electronics Mexico
- **Chiara Corazza**, Managing Director, Women's Forum for the Economy & Society
- **Patricia Corsi**, Head of Marketing, Heineken Mexico
- **Laetitia Courtois**, Former Deputy Head of Regional Delegation for Mexico, Central America and Cuba, International Committee of the Red Cross (ICRC)



- **Cory Crespo**, President & Founder, COLOÜRS and President, Mercedes Benz Fashion Week Mexico City
- **Melanie Devlyn**, Chairman, Devlyn Holdings
- **Sofía Díaz-Pizarro**, Founder, Sofía Díaz Producciones
- **María de Lourdes Dieck-Assad**, Vice President for Hemispheric and Global Affairs, University of Miami
- **Gina Diez Barroso de Franklin**, President & CEO, Grupo Diarq, President & Founder, Dalia Empower
- **Erika Ender**, Composer, singer, actor, producer
- **Anne Engérant**, Senior Vice President of RB Health, Latin America
- **Gabriela Fenton**, CEO, Saatchi & Saatchi Mexico
- **Mónica Flores Barragán**, President Latin America, ManpowerGroup and President, American Chamber of Commerce of Mexico
- **Angeline Fournier**, Founder & President, Maeva Investments
- **Victoria Fuentes Castañeda**, General Director, Mexfam
- **Juan A. Gaitán**, Director, Museo de Arte Contemporáneo Internacional Rufino Tamayo
- **Jimena Gallégo**, Co-founder, Mothers Front
- **Guadalupe García Álvarez**, Founder, Mulyd AC
- **Carlota Montoya**, General Editor and Corporate Publisher, Grupo Mundo Ejecutivo
- **Amy Glover**, CEO, Speyside Mexico
- **Danie Gomez Ortigoza**, Journalist and digital brand strategist, Journey of a Braid
- **Luis Miguel González**, Editor-in-Chief, El Economista
- **Mayra González**, Managing Director, Nissan Mexicana
- **Daniela González Villarreal**, Founder, Code Party
- **Lorena Guillé**, Executive Director, Fundación Cinépolis and 2017 Rising Talent
- **Dayle Haddon**, Model, actor, and Founder & CEO, WomenOne
- **Anne-Gabrielle Heilbronner**, Member of the Directoire, Publicis Groupe
- **Brian Heilman**, Senior Research Officer, Promundo
- **Claudia de Heredia**, Co-founder, Kichink
- **Martha Herrera González**, Global Director of Corporate Social Responsibility, CEMEX
- **Martha Higareda**, actress, producer and writer
- **Valentina Ibarra**, Associate Partner, McKinsey & Company
- **Pascuala Jara**, Founder, Cobijo para Mexico-Pedagogía de Emergencia
- **Altair Jarabo**, Actress, philanthropist and entrepreneur
- **Mélanie Joly**, Minister of Canadian Heritage, Government of Canada | Canadian Heritage
- **Christine Kenna**, Principal, IGNIA Partners, LLC
- **Mairead Lavery**, Senior Vice President Business Development, Export Development Canada
- **Anuar Layon**, Creative Designer, Mercadorama
- **Daniela Lecuona**, Head of Investor Relations, América Móvil, and 2017 Rising Talent
- **Nicolle Lekare**, Editor, HOTBOOK
- **Francisco Salvador López Brito**, President of the Health Commission, House of Senators
- **Pedro López Sela**, Chief Imagination Officer, Canou
- **Brenda Lozano**, Author
- **Roberta Maceda**, Creative Director, Octavia
- **Laura Manzo Aguilar**, Editor-in-Chief, Huffington Post Mexico
- **Luz Marina Martínez**, CFO, ABB Mexico
- **J. Victor Martinez**, Head Origination and Sales Capital Markets, Citi
- **Alba Medina Flores**, Entrepreneur, investor and Rising Talents alumna
- **Adela Micha**, Broadcast journalist, Financiero Bloomberg Mexico



- **Miguel Mier**, Global COO & Executive Board Member, Cinépolis
- **Aura Mione**, Founder & General Manager, HeadSeekers
- **Jacqueline Mongrut**, Vice President Business Development, Hydro-Québec
- **Zulema Mosri**, Magistrate
- **Arlenne Muñoz**, Director, Mujeres de Éxito
- **Angella Nazarian**, Speaker and author, Visionary Women
- **Alyse Nelson**, President & CEO, Vital Voices Partnership, and Rising Talents alumna
- **Saskia Niño de Rivera**, President and founder, Reinserta Un Mexicano and Rising Talents alumna
- **Lorena Ochoa**, Professional golfer, Hole in One
- **Daniel Parfait**, CEO, Safran Mexico
- **Rosario Pérez**, President, RP Advisors LLC, and former President & CEO, Pro Mujer Inc.
- **Zenaida Pérez Gutiérrez**, Coordinator of the Indigenous Women Program, Simone de Beauvoir Leadership Institute
- **Bruno Ramos**, CEO, Swap
- **Abby Raphel**, Founder, Abbyraphel.com
- **Lorena Rayo**, Founder, Tejiendo tapetitos
- **Marion Reimers**, President, Versus and Host, Fox Sports
- **Mariel Reyes Gil**, Mezzo-soprano
- **Regina Reyes-Heroles**, Editor-in-Chief, Supplements, Grupo Milenio
- **Gabriela Rocha**, Partner & Mexico Executive Director, Laboratoria and 2017 Rising Talent
- **Christian Rodríguez**, Photographer, PRIME COLLECTIVE
- **Brenda Rogel**, Partner, Hogan Lovells, BSLT
- **Bestabeé Romero**, Visual artist and Director, Betsabeé Romero
- **Paola de la Rosa**, Founder and CEO, Lazo
- **Denise de la Rue**, Artist and photographer
- **Jonathan Ruiz Torre**, Chief of digital and printed business and economy content, El Financiero
- **Romina Sacre**, Actor and producer
- **Ana María Salazar**, CEO, Grupo Salazar
- **Alicia Salgado**, Economic Journalist (columnist/radio and tv anchor and analyst), Enfoque Noticias (Enfoque Financiero)
- **Mari Loli Sánchez Cano G.**, President, Jafra Mexico
- **Olga Sánchez Cordero**, Notary Public & Minister in Retirement, Supreme Court of Justice of Mexico
- **Cristina Sanchez Vebber**, Partner, Sanchez-DeVanny
- **Paula Santilli**, President, PepsiCo Mexico Foods
- **Lorena Saravia**, CEO, Lorena Saravia
- **Vicki Saunders**, Founder, SheEO
- **Olga Segura**, Producer & Co-founder, Decididas, and 2017 Rising Talent
- **Claudia Sepulveda**, Medical Marketing Manager, Nestlé Mexico
- **Pepita Serrano**, Co-founder, International Society of Values of Mexican Art (SIVAM) and Member of the SIVAM Mexico Board of Trustees
- **Naomi Shaw**, Senior Vice-President, Human Resources Relationship Management, Scotiabank
- **Javier Solórzano**, Journalist and television host
- **Ethel Soriano**, Founder and CEO of Advanced Therapy, journalist and Host Imagen Radio and Excelsior, international speaker, Imagen Telecomunicaciones
- **Fern Starke**, Functional General Auditor - Downstream, ExxonMobil
- **Hiroshi Takahashi**, Director, Organización Editorial Mexicana OEM
- **Monica Tapia A.**, Director, Ruta Civica A.C., Member, Verificado19s and Co-founder, CIUDADania19s



- **Daniel Treviño**, Medical student, Anahuac University of Mexico
- **Mauro Vargas Urías**, Executive Director, Gendes A.C.
- **Alexia Ulibarri**, Fashion designer
- **Maria Josefina Urzaiz Caceres**, Co-founder, Cielo Hammocks/Cielo Hamacas
- **Elizabeth Vazquez**, President, 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
- **Paulina Villegas**, Reporter in Mexico, The New York Times
- **Alexandra von Wobeser**, Counsel, Von Wobeser y Sierra, and Rising Talents alumna
- **Esther Wojcicki**, Teacher/education technology consultant & Vice Chair, Creative Commons
- **José María Zas**, President and CEO of American Express Company Mexico, Latin America and the Caribbean, & International Insurance
- **Ness Zertú**, Meditation and transformational coach
- **Enrique Zorrilla**, CEO, Grupo Financiero Scotiabank
- **Sandra Zuluaga**, Founder, President & CEO, Besteam, Human Architectures

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

We give our thanks to the unsung heroes of the Mexican earthquakes
They have shown the world an incredible spirit of civic engagement

Now is an appropriate time to look at major trends and realize an open and dynamic 21st-century Mexico. Even before the September earthquakes people were speaking of 2017 as marking the beginning of a major transformation for Mexico's society and economy. How will Mexicans continue to come together as a civil society expressive of support and solidarity across all divisions? How will Mexico 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 Mexico 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 800+ women and men, each an influencer or high potential in her or his 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 (with all of the plenaries and many of the breakout sessions in simultaneous translation for Spanish/English)

- And we became community leaders: Citizen action in the aftermath of the earthquakes
- 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 Canadian diversity obstacles and successes
- Self-effort, grace and reinvention
- 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, together with special **Call to Action** sessions for participants to co-create, commit, and act together to unleash their leadership to solve fundamental issues for women's empowerment.

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

Agenda (subject to change)

Version of 7 Nov

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 will meet in a session bringing together the 2017 laureates with the Mexican and international alumnae.

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.

Wednesday, 8 November

07:15 *Registration*
onwards

Breakfast workshops (space will be limited and registration will be required)

07:45--09:15
(Exception:
CEO
Champions:
08:00-10:00)

Regency Room D1
Generosity pays: Being a badass networker
With the support of Abogadas MX
Session in English with simultaneous translation in Spanish
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."

Session leaders:
Yolanda Arellano Brun, Public Relations and Editorial Director, Time Contact
Abby Raphael, Founder, Abbyraphel.com

Speaker:
Valeria Chapa Garza, General Counsel, Latin America, Honeywell, Co-founder, Abogadas, and Rising Talents alumna

Regency Room D2
So you want to be an agent of social change
Session in Spanish and English with simultaneous translation
Leading for social impact can take many forms today, including social entrepreneurship, civil society mobilizing and founding an NGO. Meet with Mexican and international social change leaders to hear their engagement stories and to reflect on how you might take your leadership further.

Session leader:
Bárbara Arredondo Ayala, Cultural curator, Co-founder, Decididas

Speakers:
Breanne Butler, Director of States & Global, Women's March
Saskia Niño de Rivera, President and founder, Reinserta Un Mexicano and Rising Talents alumna
Paola de la Rosa, Founder and CEO, Lazo

<p>07:45-09:15</p>	<p>Regency Room E CEO Champions peer meeting (08:00-10:00) <i>Hosted by McKinsey & Company, with the support of Sanchez-DeVanny</i> <i>By invitation only. Session in Spanish and English with simultaneous translation</i> A peer-peer C-suite meeting to share programmes and strategies for advancing women into leadership positions in the private and public sectors.</p> <p>Session leader: Rania Anderson, Founder, TheWayWomenWork.com and author, <i>UNDETERRED: The Six Success Habits of Women in Emerging Economies</i></p> <p>Speakers: María Teresa Arnal, Country Manager, Google Mexico Eduardo Bolio, Director, Mexico office, McKinsey & Company Anne-Gabrielle Heilbronner, Member of the Directoire, Publicis Groupe Valentina Ibarra, Associate Partner, McKinsey & Company</p>	<p>Regency Ballroom A Finding new ways to live our parenthood <i>Co-hosted by Mothers Front and Nestlé Nutrition</i> Seeing the need to change how mothers and fathers educate their young children and live their parenting, these speakers open their hearts and their minds for honest exchanges on the fears, joys and incredible learning of raising children. With the participation of Mothers Front founder Jimena Gallégo following the forced cancellation of their conference.</p> <p>Co-host welcome remarks: Claudia Sepulveda, Medical Marketing Manager, Nestlé Mexico</p> <p>Session leaders: Jimena Gallégo, Co-founder, Mothers Front Sofía Díaz-Pizarro, Sofía Díaz Producciones</p> <p>Small group discussion leaders: Pablo Constain, CEO, Advenio Danie Gomez Ortigoza, Journalist and digital brand strategist, Journey of a Braid Zulema Mosri, Magistrate</p>
<p>09:15-10:25 Regency Ballroom B&C</p>	<p>Forum official welcome</p> <p>Master of Ceremonies: Altaír Jarabo, Actress, entrepreneur, and Rising Talents alumna</p> <p>Musical performances (with support by SIVAM): Marie-Agathe Charpagne, Postdoctoral scholar, University of California, and 2017 Rising Talent Mariel Reyes Gil, Mezzo-soprano The Children's Choir, SIVAM</p> <p>Moderator: Ana María Salazar, CEO, Grupo Salazar</p> <p>Speakers: Anne-Gabrielle Heilbronner, Member of the Directoire, Publicis Groupe Mélanie Joly, Minister of Canadian Heritage, Government of Canada Canadian Heritage Olga Sánchez Cordero, Notary Public & Minister in Retirement, Supreme Court of Justice of Mexico Melanne Verveer, Executive Director, the Georgetown Institute for Women, Peace and Security, Georgetown University, and Founding Partner, Seneca Point Global</p>	

<p>10:25-11:25 Regency Ballroom B&C</p>	<p>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></p> <p>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></p> <p>Moderator: Jonathan Ruiz Torre, Chief of digital and printed business and economy content, El Financiero</p> <p>Speakers: Christine Kenna, Principal, IGNIA Partners, LLC Alba Medina Flores, Entrepreneur, investor and Rising Talents alumna Esther Wojcicki, Teacher/education technology consultant & Vice Chair, Creative Commons José María Zas, President and CEO of American Express Company Mexico, Latin America and the Caribbean, & International Insurance</p>
<p>11:25-11:50 Foyer Level 2</p>	<p><i>Networking break and Marketplace</i></p>
<p>11:50-12:15 Regency Ballroom B&C</p>	<p>Women driving the sci tech transformation As an essential complement to the <i>Trends</i> plenary: a conversation between two executive of engineering and energy companies on how to encourage more women to stay the course to unleash their leadership in sci tech companies.</p> <p>Moderator: Hiroshi Takahashi, Director, Organización Editorial Mexicana OEM</p> <p>Speakers: Luz Marina Martinez, CFO, ABB Mexico Fern Starke, Functional General Auditor - Downstream, ExxonMobil</p>
<p>12:15-12:30 Regency Ballroom B&C</p>	<p>Amazing Women: Norma Bastidas <i>Hosted by Jafra</i> <i>With media support by Quien</i></p> <p>Norma Bastidas is a world champion triathlete and a survivor of human trafficking. Learn more about her life story in this conversation led by Itziar Carracedo, Editor-in-Chief of Quien.</p>

<p>12:30-13:15 Regency Ballroom B&C</p>	<p>And we became community leaders: Citizen action in the aftermath of the earthquakes</p> <p>Some of those who have acted as community leaders in the rescue operations reflect on what this experience means for themselves and for Mexican society. This conversation will be continued at the opening luncheon on civic engagement.</p> <p>Moderator: Laetitia Courtois, Former Deputy Head of Regional Delegation for Mexico, Central America and Cuba, International Committee of the Red Cross (ICRC)</p> <p>Speakers: Pascuala Jara, Founder, Cobijo para Mexico-Pedagogía de Emergencia Monica Tapia A., Director, Ruta Civica A.C., Member, Verificado19s and Co-founder, CIUDADania19s Lorena Rayo, Founder, Tejiendo tapetitos Daniel Treviño, Medical student, Anahuac University of Mexico</p>
<p>13:15-13:50 Foyer Level 2 & Regency Room D2</p>	<p><i>Networking break and Marketplace</i></p> <p>A pause in the programme to set up for lunch, and a great opportunity to visit the Marketplace and meet with members of the Canada delegation in Regency Room D2. The networking moment will be facilitated by Angeline Fournier, Founder & President, Maeva Investments.</p>
<p>13:50-15:25 Regency Ballroom A&B</p>	<p>Conversation luncheon <i>Hosted by Samsung Electronics México</i></p> <p>Unleash our civic engagement!</p> <p>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. Delegates are to choose tables based on their choice of topics. The tables are color-coded:</p> <ol style="list-style-type: none"> 1. TURQUOISE: <i>What should be the priorities of the next President and legislators to ensure women's full participation in the economy?;</i> 2. GREEN: <i>We would like to keep going the civic engagement that emerged in the earthquake relief effort. What concrete actions (apps, projects, initiatives) can we undertake?</i> 3. YELLOW: <i>We deserve to live without the harassment and unwanted advances we must face on the street and at work. What are some actions we can take to make clear that these behaviors are unacceptable?</i> <p>There are also free discussion tables, color-coded WHITE. The table conversations will be reported under Chatham House Rule.</p> <p>Host welcome remarks: Claudia Contreras, Marketing Director IM and CMO, Samsung Electronics Mexico</p> <p>Conversation luncheon leader: Ana María Salazar, CEO, Grupo Salazar</p>

15:25-16:00 Foyer Level 2 & Regency Room D2	<i>Coffee service, networking break and Marketplace</i> While we reset the plenary room, please visit the Marketplace and meet with the 2017 Rising Talents in Regency Room D2 . The networking moment will be facilitated by Alexandra von Wobeser , Counsel, Von Wobeser y Sierra and Rising Talents alumna.
16:00-16:15 Regency Ballroom B&C	New at the top: Paula Santilli Paula Santilli , the new President of PepsiCo Mexico Foods, talks about making the leadership transition and her ambitions for her company in 2018 with Mónica Flores Barragán , President Latin America, of ManpowerGroup and the President of the American Chamber of Commerce of Mexico.
16:15-17:00 Regency Ballroom B&C	Diversification: Our no. 1 priority <i>Hosted by Expansión</i> Economic diversification is a main strategy to reduce the impact of external events and foster more robust and resilient growth. Are NAFTA governments on track today for achieving viable diversification policies? What are some examples to emulate of successful regional and international diversification by companies? Moderator: Alberto Bello , Editorial Director for Business Media, Grupo Expansión Speakers: María de Lourdes Dieck-Assad , Vice President for Hemispheric and Global Affairs, University of Miami Amy Glover , CEO, Speyside Mexico Mairead Lavery , Senior Vice President Business Development, Export Development Canada
17:00-17:15 Regency Ballroom B&C	Amazing Women: Guadalupe García Alvarez <i>Hosted by Jafra</i> <i>With media support by Quien</i> Guadalupe Garcia uses football to teach girls to love themselves, demand respect, and reach for their dreams. Join her for this interview, led by Itziar Carracedo , the Editor-in-Chief of Quien, on Lupita's life journey to founding Mulyd AC and her vision for advancing women's rights in rural Mexico.
17:15-17:45 Foyer Level 2	<i>Networking break</i>

17:45-18:30 Regency Ballroom B&C	<p>CEO Champions: Talent management for the 21st century <i>Hosted by CEO Champions</i></p> <p>Public discussion of the key takeaways of the CEO Champions workshop on sponsorship, followed by discussion of practical measures to retain more women talents after they marry.</p> <p>Moderator: Alejandro Cardoso, CEO, Publicis Communications Mexico</p> <p>Speakers: María Teresa Arnal, Country Manager, Google Mexico Alberto Chaia, Senior Partner, McKinsey & Company Melanie Devlyn, Chairman, Devlyn Holdings Daniel Parfait, CEO, Safran Mexico</p>
18:30-18:45 Regency Ballroom B&C	<p>Women in Sport: Lorena Ochoa</p> <p>Golf champion Lorena Ochoa discusses with noted Fox Deportes journalist and President of Versus Marion Reimers about the challenges of succeeding in international competition and family and philanthropy as other faces of how she has unleashed her leadership.</p>
18:45-19:45 Foyer Level 2	<p>Opening cocktail reception and Marketplace <i>Hosted by Pernod Ricard</i></p>
19:45-22:30 Regency Ballroom B&C	<p>Opening dinner: Who we are, why we are here, what we can leave behind <i>Hosted by Nissan Mexicana</i> <i>With the support of Morelia en Boca for our guest chefs</i></p> <p>Erika Ender is the woman behind the record-breaking hit <i>Despacito</i> and the youngest member ever of the Latin Songwriter Hall of Fame. She links her music directly to her philanthropy, starting with Funcacion Puertas Abiertas, which she founded in 2009 to help victims of child labor in Panama, and TALENPRO, her new venture for teens to be honored for their music as well as their community activism. Expect a great dialogue and a great experience!</p> <p>Moderator: Javier Solórzano, Journalist and television host</p> <p>Speaker: Erika Ender, Composer, singer, actor, producer, and President, Endertainment Inc.</p>

Thursday, 9 November

07:30-09:30 *Registration*

08:00-09:30

Breakfast workshops (space will be limited and registration will be required)

Regency Room D1

What SMEs need to grow, and how to find support

Attendance is restricted; registration will be required. Session in Spanish and English with simultaneous translation

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.

Session leader:

Elizabeth Vazquez, President, CEO and Co-Founder, WEConnect International

Speakers:

Lilia Elena Avendaño Montelongo, Founder, DIDCO

Carlos Carriedo, General Manager Global Corporate Payments Latin America & Canada, American Express

Regency Room D2

Increasing access for entrepreneurs to knowledge – funds – markets

With the support of WEConnect International

Session in Spanish and English with simultaneous translation

This workshop is for startup 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.

Session leader:

Pedro López Sela, Chief Imagination Officer, Canou

Speakers:

Maria Ariza, Managing Director, Asociación Mexicana de Capital Privado AMEXCAP

Camila Lecaros, Managing Director, MassChallenge

Vicki Saunders, Founder, SheEO

<p>08:00-09:30</p>	<p>Regency Room E</p> <p>How to be promoted and get a seat at the table: A workshop on strategies to advance to the next level</p> <p><i>Session in Spanish and English with simultaneous translation</i></p> <p>After being provided with information on the most successful actions that women take to advance, participants will develop a personal game plan to unleash their leadership. This is an action-filled working session.</p> <p>Session leader: Rania Anderson, Founder, TheWayWomenWork.com and author, <i>UNDETERRED: The Six Success Habits of Women in Emerging Economies</i></p> <p>Speakers: Sandra Zuluaga, Founder, President & CEO, Besteam, Human Architectures</p>	<p>Regency Ballroom A</p> <p>Moving the needle on sexism in the workplace</p> <p><i>Attendance is restricted; registration will be required</i></p> <p>Discrimination in the workplace is prohibited in Mexico and workplace and sexual harassment are illegal. Yet domestic and international companies alike are only now developing policies and practices for the Mexican context. This workshop -- for human resources professionals, corporate leaders and everyone engaged for inclusive workplaces -- will involve exchanges on getting company policies in place, the implementation journey, and legal redress measures open under Mexican law. Session under Chatham House Rule.</p> <p>Session leader: Alicia Salgado, Economic Journalist (columnist/radio and tv anchor and analyst), Enfoque Noticias (Enfoque Financiero)</p> <p>Speakers: Sofia Bonnet, Cloud Executive Development Leader, IBM Pilar Castillo, Partner, Member of the Executive Committee, Mazars Mexico, Member of the Diversity Steering Committee, Mazars Aura Mione, Founder & General Manager, HeadSeekers Cristina Sanchez Vebber, Partner, Sanchez-DeVanny</p>
<p>09:30-10:10 Regency Ballroom B&C</p>	<p>Angels and witches</p> <p>Framed by superb visuals: a conversation with artist Denise de la Rue about her work reinterpreting some of Goya's most famous paintings. With Financiero Bloomberg Mexico broadcast journalist Adela Micha interviewing Denise.</p>	
<p>10:10-10:50 Regency Ballroom B&C</p>	<p>Helping women at the bottom of the pyramid achieve economic independence</p> <p>A conversation between two trailblazers on their vision, approach, and what needs doing next.</p> <p>Moderator: Paulina Villegas, Reporter in Mexico, The New York Times</p> <p>Speakers: Rosario Perez, President, RP Advisors LLC, and former President & CEO, Pro Mujer Inc. Mari Loli Sánchez Cano, President, Jafra Mexico</p>	

<p>10:50-11:50 Regency Ballroom B&C</p>	<p>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?</p> <p>Moderator: Luis Miguel González, Editor-in-Chief, El Economista</p> <p>Speakers: Lourdes Berho, President & Chief Catalyst, Alchemia Communications Group Martha Herrera González, Global Director of Corporate Social Responsibility, CEMEX Alyse Nelson, President & CEO, Vital Voices Partnership, and Rising Talents alumna Maria Josefina Urzaiz Caceres, Co-founder, Cielo Hammocks/Cielo Hamacas</p>			
<p>11:50-12:15 Foyer Level 2</p>	<p><i>Networking break and Marketplace</i></p>			
<p>12:15-13:15</p>	<p style="text-align: center;"><i>Sessions in parallel (open access)</i></p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Regency Room D1 Rising Talents: Next-generation leadership is now! <i>Hosted by the Rising Talents initiative partners: Aeromexico, American Express Global Corporate Payments, and Hotbook</i> <i>Session in Spanish and English with simultaneous translation</i> A conversation with the 2017 Rising Talents at Women's Forum Mexico about how they are working individually and together for open and dynamic 21st century companies and economies and societies.</p> <p>Moderator: Nicolle Lekare, Editor, HOTBOOK</p> <p>Speakers: Lorna Campbell, Exploration Vice President Mexico, ExxonMobil Exploration Company and 2017 Rising Talent Lorena Guillé, Executive Director, Fundación Cinépolis and 2017 Rising Talent Daniela Lecuona, Head of Investor Relations, América Móvil and 2017 Rising Talent</p> </td> <td style="width: 50%; vertical-align: top;"> <p>Regency Room D2 Learn from Canadian diversity obstacles and successes <i>Session in Spanish and English with simultaneous translation</i> The opportunity for participants to exchange with experts and practitioners on what has worked and what still doesn't work for advancing diversity in the Canadian context. The chance for comparative cross-learning!</p> <p>Moderator: Maria del Carmen Bernal González, Academic Director, Dalia Empower</p> <p>Speakers: Caroline Codsí, President & Founder, Women in Governance (La Gouvernance Au Féminin) Jacqueline Mongrut, Vice President Business Development, Hydro-Québec Naomi Shaw, Senior Vice-President, Human Resources Relationship Management, Scotiabank</p> </td> </tr> </table>		<p>Regency Room D1 Rising Talents: Next-generation leadership is now! <i>Hosted by the Rising Talents initiative partners: Aeromexico, American Express Global Corporate Payments, and Hotbook</i> <i>Session in Spanish and English with simultaneous translation</i> A conversation with the 2017 Rising Talents at Women's Forum Mexico about how they are working individually and together for open and dynamic 21st century companies and economies and societies.</p> <p>Moderator: Nicolle Lekare, Editor, HOTBOOK</p> <p>Speakers: Lorna Campbell, Exploration Vice President Mexico, ExxonMobil Exploration Company and 2017 Rising Talent Lorena Guillé, Executive Director, Fundación Cinépolis and 2017 Rising Talent Daniela Lecuona, Head of Investor Relations, América Móvil and 2017 Rising Talent</p>	<p>Regency Room D2 Learn from Canadian diversity obstacles and successes <i>Session in Spanish and English with simultaneous translation</i> The opportunity for participants to exchange with experts and practitioners on what has worked and what still doesn't work for advancing diversity in the Canadian context. The chance for comparative cross-learning!</p> <p>Moderator: Maria del Carmen Bernal González, Academic Director, Dalia Empower</p> <p>Speakers: Caroline Codsí, President & Founder, Women in Governance (La Gouvernance Au Féminin) Jacqueline Mongrut, Vice President Business Development, Hydro-Québec Naomi Shaw, Senior Vice-President, Human Resources Relationship Management, Scotiabank</p>
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12:15-13:15	<p>Regency Room E</p> <p>It's your issue too: Teenage motherhood and what we can do about it</p> <p><i>Co-hosted by Reckitt Benckiser México</i></p> <p><i>Session in Spanish and English with simultaneous translation</i></p> <p>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.</p> <p>Moderator: Alexandra von Wobeser, Counsel, Von Wobeser y Sierra, and Rising Talents alumna</p> <p>Speakers: Anne Engérant, Senior Vice President of RB Health, Latin America Victoria Fuentes Castañeda, General Director, Mexfam Francisco Salvador López Brito, President of the Health Commission, House of Senators Zenaida Pérez Gutiérrez, Coordinator of the Indigenous Women Program, Simone de Beauvoir Leadership Institute Christian Rodríguez, Photographer, PRIME COLLECTIVE</p>	<p>Regency Ballroom C</p> <p>Contemporary Mexican design: Taking it out to the world</p> <p>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.</p> <p>Moderator: Amanda Berenstein, Managing Director, Weber Shandwick Mexico</p> <p>Speakers: Cory Crespo, President & Founder, COLOÜRS and President, Mercedes Benz Fashion Week Mexico City Roberta Maceda, Creative Director, Octavia Lorena Saravia, CEO, Lorena Saravia Alexia Ulibarri, Fashion designer</p>
13:15-14:45 Regency Ballroom A&B	<p>Luncheon session: Self-effort, grace and reinvention: A conversation with Dayle Haddon</p> <p><i>Hosted by El Palacio de Hierro</i></p> <p>Model, actor, NGO leader and social activist - Dayle Haddon's life is a story of reinvention. Join her for a conversation on beauty and generosity, self-effort and grace, as signposts on a journey to create value for yourself and for others. With the story of WomenOne, the NGO Dayle has founded, interwoven in this life narrative.</p> <p>Moderator: Angella Nazarian, Speaker and author, Visionary Women</p> <p>Speaker: Dayle Haddon, Model, actor, and Founder & CEO, WomenOne</p>	
14:45-15:15 Foyer level 2	<p><i>Dessert and coffee served on Foyer level 2</i></p>	

<i>Sessions in parallel (open access)</i>	
15:15-16:15	<p>Regency Room D1</p> <p>Enabling women leaders to act for their health <i>Hosted by New York-Presbyterian</i> <i>Session in Spanish and English with simultaneous translation</i></p> <p>Discover tests and monitoring and support tools for women leaders to be proactive for their health, and discuss with wellness and meditation experts about how to relieve your stress through creating new mind-body connections. Eating healthy is a growing trend today: what should you focus on and what to ignore in this movement?</p> <p>Moderator: Ethel Soriano, Founder and CEO of Advanced Therapy, journalist and Host Imagen Radio and Excelsior, international speaker, Imagen Telecomunicaciones</p> <p>Speakers: Holly S. Andersen, Attending Cardiologist, Professor of Clinical Medicine, The Ronald O. Perelman Heart Institute Nathalie Baaklini, Co-Founder & Chief Experience Officer, The Moonshot Co. and 2017 Rising Talent Ness Zertú, Meditation and transformational coach</p>
15:15-16:15	<p>Regency Room D2</p> <p>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?</p> <p>Moderator: Bárbara Arredondo Ayala, Cultural curator, Co-founder, Decididas</p> <p>Speakers: Juan A. Gaitán, Director, Museo de Arte Contemporáneo Internacional Rufino Tamayo Anuar Layon, Creative Designer, Mercadorama Brenda Lozano, Author Bestabeé Romero, Visual artist and Director, Betsabeé Romero</p>
15:15-16:15	<p>Regency Ballroom C</p> <p>Gender violence: Working to change the machismo <i>Hosted by Tecate® part of Heineken Mexico</i> <i>Session in Spanish and English with simultaneous translation</i></p> <p>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 programmes are also necessary.</p> <p>Moderator: Arlenne Muñoz, Director, Mujeres de Éxito</p> <p>Speakers: Patricia Corsi, Head of Marketing, Heineken Mexico Gabriela Fenton, CEO, Saatchi & Saatchi Mexico Brian Heilman, Senior Research Officer, Promundo Mauro Vargas Urías, Executive Director, Gendes A.C.</p>
15:15-16:15	<p>Regency Ballroom C</p> <p>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.</p> <p>Moderator: Carlota Montoya, General Editor and Corporate Publisher, Grupo Mundo Ejecutivo</p> <p>Speakers: Jana Boltvinik, Founder, Capital Invent Claudia de Heredia, Co-founder, Kichink Bruno Ramos, CEO, Swap Gabriela Rocha, Partner & Mexico Executive Director, Laboratoria and 2017 Rising Talent</p>

16:15-17:00 Foyer Level 2 & Pop-up bookstore	<i>Networking break and Marketplace</i> A pause in the programme, which we invite you to use to visit the Marketplace and visit our pop-up bookstore . Angella Nazarian will be present with copies of her book by Assouline, <i>Visionary Women</i> , available at the stand.
17:00-18:00 Regency Ballroom B&C	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. Moderator: Regina Reyes-Heroles , Editor-in-Chief, Supplements, Grupo Milenio Speakers: Claudia Contreras , Marketing Director IM and CMO, Samsung Electronics Mexico Gina Diez Barroso de Franklin , President & CEO, Grupo Diarq, President & Founder, Dalia Empower Mayra González , President & Managing Director, Nissan Mexicana Enrique Zorrilla , CEO, Grupo Financiero Scotiabank
18:00-18:15 Regency Ballroom B&C	Amazing Women: Pepita Serrano <i>Hosted by Jafra</i> Pepita Serrano , a true patron and leader for opera and the arts in Mexico, in conversation with noted journalist and television host Javier Solórzano .
18:15-19:00 Regency Ballroom B&C	Challenging stereotypes and creating new role models <i>Hosted by Cinépolis</i> Content producers and actors debate how to best engage to open audiences to new aspirations and occupations for girls and women. Moderator: Laura Manzo Aguilar , Editor in Chief, Huffington Post Mexico Speakers: Martha Higareda , actress, producer and writer Miguel Mier , Global COO & Executive Board Member, Cinépolis Romina Sacre , Actor and producer Olga Segura , Producer & Co-founder, Decididas, and 2017 Rising Talent
19:00-19:15 Ballroom B&C	Unleash your leadership! Final reflections Speaker: Chiara Corazza , Managing Director, Women's Forum for the Economy & Society
20:30-23:00	Closing gala reception <i>Hosted by El Palacio de Hierro</i> Please join us to celebrate Women's Forum Mexico at this festive party at El Palacio de Hierro Polanco.

Call to Action series

Unleash your leadership, co-create, commit, and act

Engage yourself in the discussion, co-create, commit, and act in our “*Call to Action series*,” which discusses five subjects that are fundamental for women’s empowerment. As a delegate, you have the opportunity via a Call to Action session to unleash your leadership and to plan with fellow participants an action or a manifesto - and a follow up that will have a positive impact on society. Each session can accommodate a maximum of **20 delegates**; they will actively participate in the discussion and contribute to the final take-away. Registration to a Call to Action session is necessary in order to attend.

Wed., November 8

07:45-09:00, Drawing Room D

Art as a way to change social perceptions of women (*Session only in English*)

Hosted by CDMX

Welcome remarks: **Arlenne Muñoz**, Director, Mujeres de Éxito

Participants will create an artwork while discussing with artists **Betsabeé Romero** (Mexico) and **Pamela Castro** (Brazil) how art can help us change the way we perceive women.

11:25-12:25, Drawing Room D

Women as game changers: Why empowering women should be at the core of your business – And how to do it (*In English only*)

Hosted by PepsiCo

Lider de la sesión:

Monica Bauer, Corporate Affairs LATAM Vice President, Pepsico Mexico Foods

When 10% more girls go to school, a country’s GDP increases by 3% (USAID) on average. As private and social actors strive to ensure a greater, lasting impact in the communities where they operate, women have proven to be the greatest allies to promote a more equal and sustainable future. Meet with business and NGO leaders to discuss how to identify partners and projects that match with your values and with the social needs of your context, and to share your own experience and success stories.

Thurs., November 9

08:00-09:15. Drawing Room D

Global demands: Empowering girls to code (In Spanish only)

Hosted by Google Mexico

How to Create your Own Emojis, followed by a Google Expeditions demo.

Knowing the language of coding is a real competitive advantage for the next generation. Yet not enough girls learn how to code. Have an active conversation on ways to teach more girls how to code while being a student yourself.

Session leader:

Mariana Chávez Garcia, Founder, Women in Evolution

Speakers:

Daniela González Villarreal, Founder, Code Party

Leonor Tena Del Castillo, Member of the Education team, Google Mexico



WOMEN'S FORUM

FOR THE ECONOMY & SOCIETY

Building the future with women's vision

**WOMEN'S FORUM
MEXICO, 17**

8-9 November 2017

12:15-13:15. Drawing Room D

Creating the path for more women to join boards (In English only)

Hosted by Hogan Lovells

What action needs to be taken to make boards in Mexico more inclusive? With discussion of what other countries are doing.

Session leader:

J. Victor Martinez, Head Origination and Sales Capital Markets, Citi

Speaker:

Brenda Rogel, Partner, Hogan Lovells, BSLT

15:15-16:30, Drawing Room D

Let's unleash a Mexico without teenage pregnancy (by invitation only)

Leaders at Women's Forum Mexico gather to discuss a project they can pursue together in order to reduce rates of teenage motherhood.

Session leader:

Mariana Chávez García, Founder, Women in Evolution

Confirmed speakers

Version of 7 Nov.

- **Holly S. Andersen**, Attending Cardiologist, Professor of Clinical Medicine, The Ronald O. Perelman Heart Institute
- **Rania Anderson**, Founder, TheWayWomenWork.com and author, *UNDETERRED: The Six Success Habits of Women in Emerging Economies*
- **Yolanda Arellano Brun**, Public Relations and Editorial Director, Time Contact
- **Maria Ariza**, Managing Director, Managing Director, Asociación Mexicana de Capital Privado AMEXCAP
- **María Teresa Arnal**, Country Manager, Google Mexico
- **Bárbara Arredondo Ayala**, Cultural curator, Co-founder, Decididas
- **Lilia Avendaño**, CEO, DIDCO / Diseño e Identidad Corporativa
- **Nathalie Baaklini**, Co-Founder & Chief Experience Officer, The Moonshot Co., and 2017 Rising Talent
- **Norma Bastidas**, Survivor of sexual violence and human trafficking and ultra athlete
- **Monica Bauer**, Corporate Affairs LATAM Vice President, Pepsico Mexico Foods
- **Xavier de Bellefon**, Chairman, Previta
- **Alberto Bello**, Editorial Director for Business Media, Grupo Expansión
- **Amanda Berenstein**, Managing Director, Weber Shandwick Mexico
- **Lourdes Berho**, President & Chief Catalyst, Alchemia Communications Group
- **Maria del Carmen Bernal González**, Academic Director, Dalia Empower
- **Eduardo Bolio**, Director, Mexico office, McKinsey & Company
- **Jana Boltvinik**, Founder, Capital Invent
- **Sofia Bonnet**, Cloud Executive Development Leader, IBM
- **Breanne Butler**, Director of States & Global, Women's March
- **Lorna Campbell**, Exploration Vice President Mexico, ExxonMobil Exploration Company and 2017 Rising Talent
- **Alejandro Cardoso**, CEO, Publicis Communications Mexico
- **Itziar Carracedo**, Editor-in-Chief, Quien
- **Carlos Carriedo**, General Manager Global Corporate Payments Latin America & Canada, American Express
- **Pilar Castillo**, Partner, Member of the Executive Committee, Mazara Mexico, and , Member of the Diversity Steering Committee, Mazars
- **Panmela Castro**, Founder, Panmela Castro/Nami and Rising Talents alumna
- **Alberto Chaia**, Senior Partner, McKinsey & Company
- **Valeria Chapa**, Vice President & General Counsel Latin America, Honeywell
- **Marie-Agathe Charpagne**, Postdoctoral scholar, University of California, and 2017 Rising Talent
- **Mariana Chávez Garcia**, Founder, Women in Evolution
- **Caroline Codsí**, President & Founder, Women in Governance (La Gouvernance Au Féminin)
- **Pablo Constain**, CEO, Advenio
- **Claudia Contreras**, Marketing Director IM and CMO, Samsung Electronics Mexico
- **Chiara Corazza**, Managing Director, Women's Forum for the Economy & Society
- **Patricia Corsi**, Head of Marketing, Heineken Mexico
- **Laetitia Courtois**, Former Deputy Head of Regional Delegation for Mexico, Central America and Cuba, International Committee of the Red Cross (ICRC)

- **Cory Crespo**, President & Founder, COLOÜRS and President, Mercedes Benz Fashion Week Mexico City
- **Melanie Devlyn**, Chairman, Devlyn Holdings
- **Sofía Díaz-Pizarro**, Founder, Sofía Díaz Producciones
- **María de Lourdes Dieck-Assad**, Vice President for Hemispheric and Global Affairs, University of Miami
- **Gina Diez Barroso de Franklin**, President & CEO, Grupo Diarq, President & Founder, Dalia Empower
- **Erika Ender**, Composer, singer, actor, producer
- **Anne Engérant**, Senior Vice President of RB Health, Latin America
- **Gabriela Fenton**, CEO, Saatchi & Saatchi Mexico
- **Mónica Flores Barragán**, President Latin America, ManpowerGroup and President, American Chamber of Commerce of Mexico
- **Angeline Fournier**, Founder & President, Maeva Investments
- **Victoria Fuentes Castañeda**, General Director, Mexfam
- **Juan A. Gaitán**, Director, Museo de Arte Contemporáneo Internacional Rufino Tamayo
- **Jimena Gallégo**, Co-founder, Mothers Front
- **Guadalupe García Álvarez**, Founder, Mulyd AC
- **Carlota Montoya**, General Editor and Corporate Publisher, Grupo Mundo Ejecutivo
- **Amy Glover**, CEO, Speyside Mexico
- **Danie Gomez Ortigoza**, Journalist and digital brand strategist, Journey of a Braid
- **Luis Miguel González**, Editor-in-Chief, El Economista
- **Mayra González**, Managing Director, Nissan Mexicana
- **Daniela González Villarreal**, Founder, Code Party
- **Lorena Guillé**, Executive Director, Fundación Cinépolis and 2017 Rising Talent
- **Dayle Haddon**, Model, actor, and Founder & CEO, WomenOne
- **Anne-Gabrielle Heilbronner**, Member of the Directoire, Publicis Groupe
- **Brian Heilman**, Senior Research Officer, Promundo
- **Claudia de Heredia**, Co-founder, Kichink
- **Martha Herrera González**, Global Director of Corporate Social Responsibility, CEMEX
- **Martha Higareda**, actress, producer and writer
- **Valentina Ibarra**, Associate Partner, McKinsey & Company
- **Pascuala Jara**, Founder, Cobijo para Mexico-Pedagogía de Emergencia
- **Altair Jarabo**, Actress, philanthropist and entrepreneur
- **Mélanie Joly**, Minister of Canadian Heritage, Government of Canada | Canadian Heritage
- **Christine Kenna**, Principal, IGNIA Partners, LLC
- **Mairead Lavery**, Senior Vice President Business Development, Export Development Canada
- **Anuar Layon**, Creative Designer, Mercadorama
- **Daniela Lecuona**, Head of Investor Relations, América Móvil, and 2017 Rising Talent
- **Nicolle Lekare**, Editor, HOTBOOK
- **Francisco Salvador López Brito**, President of the Health Commission, House of Senators
- **Pedro López Sela**, Chief Imagination Officer, Canou
- **Brenda Lozano**, Author
- **Roberta Maceda**, Creative Director, Octavia
- **Laura Manzo Aguilar**, Editor-in-Chief, Huffington Post Mexico
- **Luz Marina Martínez**, CFO, ABB Mexico
- **J. Victor Martinez**, Head Origination and Sales Capital Markets, Citi

- **Alba Medina Flores**, Entrepreneur, investor and Rising Talents alumna
- **Adela Micha**, Broadcast journalist, Financiero Bloomberg Mexico
- **Miguel Mier**, Global COO & Executive Board Member, Cinépolis
- **Aura Mione**, Founder & General Manager, HeadSeekers
- **Jacqueline Mongrut**, Vice President Business Development, Hydro-Québec
- **Zulema Mosri**, Magistrate
- **Arlenne Muñoz**, Director, Mujeres de Éxito
- **Angella Nazarian**, Speaker and author, Visionary Women
- **Alyse Nelson**, President & CEO, Vital Voices Partnership, and Rising Talents alumna
- **Saskia Niño de Rivera**, President and founder, Reinserta Un Mexicano and Rising Talents alumna
- **Lorena Ochoa**, Professional golfer, Hole in One
- **Daniel Parfait**, CEO, Safran Mexico
- **Rosario Pérez**, President, RP Advisors LLC, and former President & CEO, Pro Mujer Inc.
- **Zenaida Pérez Gutiérrez**, Coordinator of the Indigenous Women Program, Simone de Beauvoir Leadership Institute
- **Bruno Ramos**, CEO, Swap
- **Abby Raphel**, Founder, Abbyraphel.com
- **Lorena Rayo**, Founder, Tejiendo tapetitos
- **Marion Reimers**, President, Versus and Host, Fox Sports
- **Mariel Reyes Gil**, Mezzo-soprano
- **Regina Reyes-Heroles**, Editor-in-Chief, Supplements, Grupo Milenio
- **Gabriela Rocha**, Partner & Mexico Executive Director, Laboratoria and 2017 Rising Talent
- **Christian Rodríguez**, Photographer, PRIME COLLECTIVE
- **Brenda Rogel**, Partner, Hogan Lovells, BSLT
- **Bestabeé Romero**, Visual artist and Director, Betsabeé Romero
- **Paola de la Rosa**, Founder and CEO, Lazo
- **Denise de la Rue**, Artist and photographer
- **Jonathan Ruiz Torre**, Chief of digital and printed business and economy content, El Financiero
- **Romina Sacre**, Actor and producer
- **Ana María Salazar**, CEO, Grupo Salazar
- **Alicia Salgado**, Economic Journalist (columnist/radio and tv anchor and analyst), Enfoque Noticias (Enfoque Financiero)
- **Mari Loli Sánchez Cano G.**, President, Jafra Mexico
- **Olga Sánchez Cordero**, Notary Public & Minister in Retirement, Supreme Court of Justice of Mexico
- **Cristina Sanchez Vebber**, Partner, Sanchez-DeVanny
- **Paula Santilli**, President, PepsiCo Mexico Foods
- **Lorena Saravia**, CEO, Lorena Saravia
- **Vicki Saunders**, Founder, SheEO
- **Olga Segura**, Producer & Co-founder, Decididas, and 2017 Rising Talent
- **Claudia Sepulveda**, Medical Marketing Manager, Nestlé Mexico
- **Pepita Serrano**, Co-founder, International Society of Values of Mexican Art (SIVAM) and Member of the SIVAM Mexico Board of Trustees
- **Naomi Shaw**, Senior Vice-President, Human Resources Relationship Management, Scotiabank
- **Javier Solórzano**, Journalist and television host
- **Ethel Soriano**, Founder and CEO of Advanced Therapy, journalist and Host Imagen Radio and Excelsior, international speaker, Imagen Telecomunicaciones

- **Fern Starke**, Functional General Auditor - Downstream, ExxonMobil
- **Hiroshi Takahashi**, Director, Organización Editorial Mexicana OEM
- **Monica Tapia A.**, Director, Ruta Civica A.C., Member, Verificado19s and Co-founder, CIUDADania19s
- **Daniel Treviño**, Medical student, Anahuac University of Mexico
- **Mauro Vargas Urías**, Executive Director, Gendes A.C.
- **Alexia Ulibarri**, Fashion designer
- **Maria Josefina Urzaiz Caceres**, Co-founder, Cielo Hammocks/Cielo Hamacas
- **Elizabeth Vazquez**, President, 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
- **Paulina Villegas**, Reporter in Mexico, The New York Times
- **Alexandra von Wobeser**, Counsel, Von Wobeser y Sierra, and Rising Talents alumna
- **Esther Wojcicki**, Teacher/education technology consultant & Vice Chair, Creative Commons
- **José María Zas**, President and CEO of American Express Company Mexico, Latin America and the Caribbean, & International Insurance
- **Ness Zertú**, Meditation and transformational coach
- **Enrique Zorrilla**, CEO, Grupo Financiero Scotiabank
- **Sandra Zuluaga**, Founder, President & CEO, Besteam, Human Architectures