



EVENT SUMMARY#
NORTH AMERICAN COMPETITIVENESS CONFERENCE
NOVEMBER 8, 2011

The 2nd annual North American Competitiveness Conference that took place on November 8, 2011 and hosted numerous prominent business and political leaders from Mexico and the United States. The six panels held throughout the day – North American Innovation, Aerospace and Defense, Clean Technology, Emerging Technology, Medical Devices, and Accessing the \$13 billion Opportunity – fostered many innovative and productive conversations among industry leaders and allowed the public to become informed on bi-national supply chain issues. The first panel, North American Innovation, was moderated by Charles Shapiro, President of the Institute of the Americas and the panelists included Remedios Gomez Arnau, Consul General of Mexico in San Diego, Marcy Grossman, Deputy Consul General/Senior Trade Commissioner of Canada in Los Angeles, and Steven Kashkett, Consul General of the United States of America in Tijuana. This panel opened the conference and set the day's tone of innovative cooperation in the tri-national region.

Reo Carr, Editor-in-Chief of the San Diego Business Journal, moderated the Aerospace and Defense panel, which was comprised of Rod Gunther, Vice President of Suntron Manufacturing, Jo Marie Diamond, President/CEO of the East County Economic Development Council, Stephan Hollman, President and CEO of Pacific Aviation & Lease Management, JJ Perez, Vice President Manufacturing of Goodrich Aerospace de Mexico, Eric Pilaud, President and CEO of Custom Sensors and Technology (CST), Eduardo Solis, Strategic Sourcing Manager of Eaton Aerospace, Judi Taylor, President of the Trade Compliance Group, and Javier Urquizo, Vice President and Mexico Plant Manager of Microwave Systems. The main points discussed among the panelists included integrating bi-national efforts, utilizing the knowledge and skills of Tijuana, localizing production efforts, and determining the core competencies of the aerospace industry on both sides of the border.

The Clean Technology panel included William Engelbrecht, Vice President of Planning and Construction at Sempra Generation, David Hester, President of Kyocera Mexicana, Mark Kerbel, Co-Founder and Vice President of REGEN Energy, David Munoz, General Director of Baja California State Energy Commission, Scott Sporrer, Vice President/General Manager of Siliken USA, and Peter Taylor, Vice President of Solar Turbines. Jim Waring, Co-Founder and Board Chair of CleanTECH San Diego, moderated the conversation, which focused on the closing gap of labor costs between China and Tijuana and the increasing sophistication of work being done across the border. The question and answer period brought up the subject of wind versus solar energy in the industry.

Ruben Barrales, President and CEO of the San Diego Regional Chamber of Commerce, moderated the Emerging Technologies (electronic, automotive, and digital)



panel. The invited panelists were Alejandro Bustamante, President of Plantronics Mexico, Joe Da Rosa, President of Toyota Motor Manufacturing of Baja California, William Loeber, International Business Development of Hewlett Packard, Sean Murphy, Vice President and Counsel of International Government Affairs at QUALCOMM Incorporated, and Ricardo Pineda, Senior Director of Global Supply Chain of Monster Cable Products. The panelists discussed the reasons that companies move to the border region, challenges of integration across the border, and unique opportunities for suppliers in Mexico.

The Medical Devices and Biotechnology panel was a discussion between Gerardo de la Concha, Vice President of Mexico Operations at Medtronic, Luis Hernandez, Controller of Greatbatch Medical, Eduardo Salcedo, Senior Vice President Manufacturing Mexico of DJO Global, and Martin Vazquez, Director of Operations of Smiths Medical and moderated by Ruprecht von Buttlar, Director of Business Creation and Development of CONNECT. This panel focused on the benefits of cooperation between Mexican and American companies and outlined progressive solutions to increase the degree of cross-border integration in the biomedical industry.

The last panel of the day, Accessing the \$13 Billion Sourcing Opportunity, wrapped up the conference with a focus on how companies in attendance could capitalize on the bi-national supply chain. Jaime Gonzalez Luna, President of DEITAC-Tijuana Economic Development Corporation, moderated the panel, which was comprised of Ann Bacher, Minister/Counselor for Commercial Affairs at the Embassy of the United States in Mexico City, Geoff Bogart, Commercial Officer at the United States Commercial Service in San Diego, and Sergio Tagliapietra, President of the Mexicali Economic Development Council. The panelists gave local business leaders expert advice on how to involve their companies in the \$13 billion trade opportunity moving through the San Diego/Tijuana region every year. Sergio Tagliapietra offered ten easy steps for integrating a business: inspire your company to become a great supplier, provide quality products, establish and align policies with your clients, understand and identify business opportunities across the border, become involved, identify business partners, understand and comply with customs regulations, inform yourself about your client's supplier policies, support your clients and finally, maintain a good electronic data exchange. This discussion was an excellent recap and closing to the panel portion of the 2nd Annual North American Competitiveness Conference.

The keynote luncheon portion of the conference began with an opening discussion by Jaime Luna and Ruben Barrales, reviewing the opportunities and inhibitors to integrating the bi-national supply chain in the region. After serving a wonderful lunch, the first keynote speaker, Luis Olivé, Chief Investment Officer of ProMexico in Mexico, DF, presented an informative perspective on increasing the competitiveness of the San Diego/Tijuana region. Michael Camuñez, Assistant Secretary of Commerce in Washington, DC, followed Olivé and delivered an excellent talk providing the U.S. government's standpoint on the importance of creating a highly competitive bi-national region. Camuñez's keynote address was the perfect wrap up to an exceedingly innovative and productive conference.