MEXICO
DUBLIN

Business Conference 1st - 2nd May, 2014
Dublin, Ireland

Dublin - Gateway to Europe
Conference Programme

Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council
MEXICO - DUBLIN BUSINESS CONFERENCE
1-2 May 2014 INVITATION

WELCOME

As Lord Mayor of Dublin I am pleased to welcome you to the first Mexico-Dublin Business Conference. This conference will showcase Dublin as a gateway to Europe and provide business and education leaders from Mexico with the opportunity to network and partner with Irish companies leading in the fields of ICT, Financial Services, Tourism, Food, Aviation, Property, Education and more.

I am honoured to welcome the Mexican Federal Secretary for Economy, Minister Idelfonso Guajardo and his delegation of business, education and regional leaders. I am also thankful to the many high-profile speakers, who have agreed to address the conference, including:

- Eamon Gilmore TD, Tánaiste and Minister for Foreign Affairs & Trade
- Richard Bruton TD, Minister for Jobs, Enterprise and Innovation
- Joe Costello TD, Minister of State for Trade & Development
- Ramiro Hernandez, Mayor of Guadalajara
- Julie Sinnamon, CEO, Enterprise Ireland
- Francisco González, Director General, ProMéxico
- Dermot Clohessy, Executive Director, IDA
- Roberto Alcántara, CEO of IAMSA Group and Chair of Viva Aerobus
- Martin Curley, Vice President of Intel Labs Europe
- Gary McGann, Group Chief Executive, Smurfit Kappa

The calibre of all of the speakers and participating companies shows the high importance attributed to the development and strengthening of our trade links with Mexico.

This conference will provide information on the supports available in both Ireland and Mexico for companies who wish to avail of the significant business opportunities existing in both countries. I hope that this conference will generate long-lasting and fruitful partnerships between Irish and Mexican companies.

I would like to take this opportunity to also thank our sponsors, all the speakers and panellists involved in the two-day programme, and all members of the Conference Steering Group, without whom this event would not have been made possible. Special acknowledgements are due to Mexican Embassy in Dublin and Dublin City Council’s Office of Economy and International Relations for all their work in coordinating this event.

Oisín Quinn
Lord Mayor of Dublin
BUSINESS CONFERENCE

MEXICO-DUBLIN
1-2 OF MAY 2014
PROGRAMME

WEDNESDAY 30TH APRIL 2014

19:00 WELCOME RECEPTION
Venue: The Mansion House, Dublin 2
Reception for speakers and overseas delegates hosted by the Lord Mayor of Dublin Oisin Quinn at his private residence, the Mansion House. Light refreshments will be provided.

DAY 1: THURSDAY 1ST MAY 2014

08:30 BREAKFAST OPENING SESSION
Venue: City Hall, Dame Street, Dublin 2
Opening Remarks:
• Oisin Quinn, Lord Mayor of Dublin
• Eamon Gilmore TD, Tánaiste & Minister for Foreign Affairs & Trade
• Ramiro Hernandez, Presidente Municipal de Guadalajara, Mexico
• H.E. Carlos García de Alba, Mexican Ambassador to Ireland
• Francisco González, CEO of ProMéxico

10:45 INNOVATION & OPPORTUNITY SITE VISIT FOR OVERSEAS DELEGATES
Venue: Digital Hub, Dublin 8
Leaving City Hall, overseas participants will travel by coach to Dublin’s Digital Hub. The Digital Hub is a vibrant cluster of technology enterprises located in the heart of Dublin City. This site visit will give delegates the opportunity to understand why Dublin is such a good place for investment.

Following the tour of Dublin’s Digital Hub, participants will visit NDRC, recently ranked the #1 ICT University-Incubator in the world. NDRC is an early stage investor, working with startup companies in the digital space. This visit will provide delegates with an opportunity to see on-the-ground examples of startup innovation.

Delegates will then walk across to the Guinness Storehouse to the Arrol Suite.

13:00 BUSINESS LUNCH: IRELAND – BEST PLACE IN EUROPE TO INVEST
Venue: Guinness Storehouse, Arrol Suite
(Sponsored by Diageo Ireland)
Introduction: Francisco González, CEO of ProMéxico
Keynote Address: Dermot Clohessy, Executive Director, IDA Ireland
Presentation on the supports and opportunities for locating a business in Ireland.

*Delegates will be leaving this session by coach to the Conrad Hotel.

15:00 AFTERNOON PLENARY: INNOVATION DRIVING BUSINESS – EXPERIENCE & OPPORTUNITY
Venue: Ballroom, Conrad Hotel, Earlsfort Terrace, Dublin 2
This plenary session will formally open dialogue between participants on how innovation can be the key to creating business opportunities.

 Speakers:
• Roberto Alcántara, CEO of IAMSA Group and Chair of Viva-Aerobus
• Martin Curley, Vice President, Intel Labs and Director, Intel Labs Europe
• Guillermo Gonzalez King, The Mexican Chamber of Electronics, Telecommunications and Information Technologies (CANIETI)

16:00 BRIEFING SESSION ON NETWORKING TRACKS VIDEO
Venue: Main Ballroom Conrad Hotel, Earlsfort Terrace, Dublin 2

16:20 BUSINESS TO BUSINESS NETWORKING SESSION
Venue: Liffey Suite, Earlsfort Terrace, Dublin 2
This will be a focused networking session which will allow Mexican and Irish businesses to meet to discuss opportunities within the sector they are operating in. It will consist of round table discussions where businesses will have a 1-2 minute elevator pitch.

18:30 PRE-DINNER DRINKS RECEPTION SPONSORED BY PROMÉXICO
Venue: Reception, Conrad Hotel, Earlsfort Terrace, Dublin 2

19:30 EVENING DINNER
Venue: Main Ballroom, Conrad Hotel, Earlsfort Terrace, Dublin 2
Speakers:
• Oisín Quinn, Lord Mayor of Dublin
• Francisco Gonzalez, CEO, ProMéxico

Entertainment: Comhaltas Ceoltóirí Éireann – A selection of traditional Irish music and dance.
**DAY 2: FRIDAY 2ND MAY 2014**

**08:30  PLENARY SESSION 1: DUBLIN, GATEWAY TO EUROPE – THE RIGHT PLACE TODAY**

**Venue:** Main Ballroom, Conrad Hotel, Earlsfort Terrace, Dublin 2

This plenary session will involve CEO’s of international companies based in Ireland who will share their views on why Ireland is a good location of choice.

**Chair:** Anna Scally, Partner, KPMG
- Roger González, Senior Executive, Cemex-Readymix
- Sebastian Siminovich Blok, Global Sales Executive, Microsoft
- Eamon Leonard, Vice president of Developer Relations, Engine Yard

**10:00  PLENARY SESSION 2: DOING BUSINESS TOGETHER – THE KEYS**

**Venue:** Main Ballroom, Conrad Hotel, Earlsfort Terrace, Dublin 2

This plenary session will provide an overview of the financial and property sectors in Ireland and will also provide information to delegates on legal frameworks and the supports available to companies wishing to invest in Ireland.

**Chair:** Pádraig Ó Riordáin, Senior Partner, Arthur Cox
- Pat Lardner, CEO, Irish Funds Industry Association
- Brendan McDonagh, CEO, NAMA
- Maurizio Pastore, Vice President – International Primary Markets, Irish Stock Exchange

**11:15  COFFEE & NETWORKING**

**11:45  NETWORKING TRACKS & PARTNERSHIP BUILDING (Session I)**

These tracks will provide opportunities for participants to network and agree on potential business to business collaboration. Each track is organised around a business sector/opportunity and will be led by a leading business operating in the sector.

**Track 1: Finance, Investment & Hedge Funds:**
**Venue:** Liffey Suite, Conrad Hotel
**Chair:** Allen Sanginés, Senior Partner, BK Partners
Jorge Fernandez Revilla, Director, KPMG
Furio Pietribiasi, Chairman, Irish Association of Investment Managers
John Sheils, Senior Relationship Manager, AIB

**Track 2: International Students & 21st Century R&D:**
**Venue:** Dodder Suite, Conrad Hotel
**Chair:** Prof Brian MacCraith, President of Dublin City University
Dr Salvador Vega, President of the UAM-System
Mr Séamus McLaughlin, Head of the International Section at the Department of Education and Skills
Paul Dunne, CEO of Digital Skills Academy
Jennifer Cleary, Head of EURAXES

**Track 3: Legal Supports & Frameworks:**
**Venue:** Dargle Suite, Conrad Hotel
**Chair:** Breifnín Kennedy, International Markets Manager, An Bord Bia
Catherine Lascurettes, Dairy Executive, Irish Farmers Association
Michael Barry, Managing Director, Barry & Fitzwilliam, TBC

**Track 4: Tourism & Culture:**
**Venue:** Main Ballroom, Conrad Hotel
**Chair:** John Concannon, Director of Market Development, Failte Ireland
Juan Carlos Arnau, Director of Turissste.
Siobhan Byrne Learat, Director, Adams & Butler
Tim Fenn, CEO, Irish Hotels Federation
David Niland, Managing Director, Galway Cultural Institute, Galway Business School

**13:00  BUSINESS LUNCH: MEXICO-OPPORTUNITIES FOR TRADE**

**Venue:** Conrad Hotel, Earlsfort Terrace, Dublin 2

**Introduction:**
Julie Sinnamon, CEO, Enterprise Ireland

**Keynote Address:**
Ildefonso Guajardo, Mexican Minister for Economy

**14:30  NETWORKING TRACKS & PARTNERSHIP BUILDING (Session II)**

**Track 5: Technology, Innovation & Entrepreneurship in Dublin:**
**Venue:** Liffey Suite, Conrad Hotel
**Chair:** Mark Kellet, CEO, Magnet
Jaimé Reyes, Secretary for Science, Mexican Science Foundation
Ben Hurley, CEO, NDRC
Víctor del Rosal, Managing Partner, TrendEpic
Sebastian Siminovich Blok, Global Sales Executive, Microsoft
Carlos Sánchez Pavón, Head of ProMéxico London

**Track 6: Aviation Finance & Leasing:**
**Venue:** Dodder Suite, Conrad Hotel
Declan Ryan, Managing Partner, Irelandia Aviation; Tom Woods, Head of Aviation Finance, KPMG; Joe Gill, Director, Goodbodys Stockbrokers.

**Track 7: Food & Agribusiness:**
**Venue:** Dargle Suite, Conrad Hotel
**Chair:** Breifnín Kennedy, International Markets Manager, An Bord Bia
Catherine Lascurettes, Dairy Executive, Irish Farmers Association
Michael Barry, Managing Director, Barry & Fitzwilliam, TBC
Irish Dairy Board Representative

**16:00  CLOSING SESSION: DUBLIN AT THE CENTRE OF THE WORLD’S MARKETS**

The formal closing session of the conference will focus on the advantages that Ireland’s location, history and policy offers to those locating their European Business Headquarters in Dublin.

**Confirmed speakers:**
- Richard Bruton TD, Minister for Jobs, Enterprise & Innovation
- Ildefonso Guajardo, Mexican Minister for Economy
- Gary McGann, Group Chief Executive, Smurfit-Kappa
- Closing address by Oisín Quinn, Lord Mayor of Dublin

**17:30  RECEPTION HOSTED BY DEPARTMENT OF FOREIGN AFFAIRS & TRADE**

**Venue:** Iveagh House, Stephens Green, Dublin 2

**Confirmed speakers:**
- H.E. Sonja Hyland, Irish Ambassador to Mexico
- Ildefonso Guajardo, Mexican Minister for Economy

**Keynote address:**
Joe Costello TD, Minister for Trade & Development at the Department of Foreign Affairs & Trade

*Delegates will leave by coach to the Mansion House

**19:00  CLOSING RECEPTION**

**Venue:** The Mansion House (hosted by Lord Mayor of Dublin and the Mexican Embassy in Ireland)
Eamon Gilmore (born 24 April 1955) is an Irish Labour Party politician. In the Government of Ireland, he holds the offices of Tánaiste (deputy prime minister) and Minister for Foreign Affairs and Trade. He has been the Leader of the Labour Party since September 2007. He has represented the constituency of Dún Laoghaire in Dáil Éireann since 1989, firstly as a member of the Workers’ Party of Ireland, later as a member of Democratic Left and most recently as a member of the Labour Party. He served as a Minister of State at the Department of the Marine from 1994 until 1997 as part of the “Rainbow Coalition” during the Government of the 27th Dáil.

Born in County Galway, Gilmore graduated from University College Galway, becoming President of the Union of Students in Ireland. Later, as a trade union organiser, he entered local politics. As a Democratic Left TD, he was central in negotiating that party’s merger with Labour. He was beaten by fellow former Democratic Left TD, Pat Rabbitte, in Labour’s 2002 leadership election, and was instead appointed as the party’s Environment, Housing and Local Government spokesperson. He was elected unopposed to the leadership in 2007.

At the 2011 general election, Gilmore led the Labour Party to its best ever performance with a record 37 seats. This saw Labour emerge as the second largest party in Ireland for the first time in its 99-year history. He went on to negotiate a programme for government with Fine Gael that saw the Labour party enter government for the first time since 1997 and Gilmore appointed as Tánaiste, with four other Labour TDs having seats at cabinet.

Lord Mayor Oisin Quinn was elected the 344th Lord Mayor of Dublin at the Annual City Council meeting held in City Hall on Monday 24th June.

Oisin is a Barrister, specialising in Employment Law since 1992. He was appointed Senior Counsel in October, 2008 and previously worked for the Law Reform Commission.

A member of the Labour Party, he represents the Pembroke- Rathmines Ward on Dublin City Council. He was first elected to Dublin City Council in 2004 and re-elected in 2009.

Ramiro Hernández, Presidente Municipal de Guadalajara, Mexico

Born on February 19, 1954. He is an agricultural engineer graduated from the University of Guadalajara; he also holds a Masters Degree in Rural Economy Development.

He was elected mayor of the city of Guadalajara in 2012, for a three-year period ending on October 2015.

Active member of the Institutional Revolutionary Party (PRI) since 1971, where he has held different positions.

During the early years of his career, he worked in different public organizations and agencies related to agriculture, fishing, and food issues. He held several positions in the National Farmer Confederation (CNC, for its initials in Spanish).

His political career began in 1988, as a federal member of the Parliament. He then held different positions in the local Parliament.

His latest position before being elected Mayor was Senator for the state of Jalisco from 2006 to 2012.

Francisco N. González Díaz was appointed CEO of ProMéxico by President Enrique Peña Nieto on June 10, 2013. He graduated in Business Administration from Instituto Tecnológico Autónomo de México. He later obtained a Master’s in Business Administration from the Instituto Tecnológico y de Estudios Superiores de Monterrey and the University of Texas at Austin. His career spans more than 20 years in the public and private sectors. In the public sector, highlights include Chief of Protocol of the Uruguay GATT Round. He also served as Director of Innovation and Quality at Nacional Financiera and Deputy Director General at Strategic Planning at the Mexican Secretariat of the Interior. He served as Commercial Counselor for Germany, Central and Eastern Europe at BANCOMEXT, Regional Director for Europe, Middle East and Africa at ProMéxico, and Ambassador of the United Mexican States to the Federal Republic of Germany.

Dermot Clohessy is Executive Director / COO in IDA Ireland with responsibility for the development of a number of key strategic areas of organisation’s global & national operations. An Engineer by profession with additional qualifications in Business Strategy & Finance, Dermot has an extensive understanding of foreign direct investment with over 25 years’ experience in IDA. Having spent seven years in the North American marketplace during the 1990s, he had held a wide range of senior management positions in the organisation prior to his appointment as Executive Director in 2006.

C.E.O ProMexico: Francisco N. González Díaz

IDA is Ireland’s inward investment promotion agency with responsibility for the attraction and development of foreign investment in Ireland.

The track record of IDA Ireland in developing relationships and winning investments from the world’s leading corporations & high growth technology emerging companies is second to none. Ireland’s success in attracting FDI is a combination of a pro-business, technology advanced environment, an attractive corporate tax rate and an educated and talented work force.
C.E.O IAMSA and Chair of Viva-Aerobus: Roberto Alcántara

Currently Mr. Alcántara is a member of the council’s delegated committee and reference shareholder of GRUPO PRISA, communications multimedia conglomerate operating in 22 countries of Europe and America. He is also Chairman of VIVAEROBUS, a Mexican low-cost carrier and Chairman of 7 of the main companies related to the passenger transportation Industry in Mexico. Last but not least, Mr. Alcántara has been Chairman of several organizations, including financial institutions and the National Chamber of Passenger and Tourism Transport.

Vice President Intel Labs Europe: Martin Curley

Before assuming his current position in 2009, Martin was Global Director of IT Innovation at Intel. Earlier in his Intel career he held a number of senior IT management and automation positions for Intel in the United States and Europe. Before joining Intel in 1992, he held management and research positions at General Electric in Ireland and at Philips Electronics in the Netherlands.

Martin is the author/co-author of three books on technology management for value, innovation and entrepreneurship and has published more than 20 papers in the area of IT, entrepreneurship and innovation management. He is a fellow of the Institution of Engineers of Ireland, the British Computer Society, the Irish Computer Society, and the Irish Academy of Engineering. He currently chairs the European Union Open Innovation Strategy and Policy group, an industry-led group advising on strategic priorities for open and service innovation.

Martin is a native of Dublin and has a Bachelor’s degree in electronic engineering and a master’s degree in business studies, both from University College Dublin, Ireland. He earned his Ph.D. in Information Systems from the National University of Ireland, Maynooth.

Anna Scally, Partner KPMG

Anna is involved in advising multinational clients in the Technology, Pharmaceutical and Services sectors on structuring their international tax affairs. She also works closely with a number of leading Irish Technology companies, advising them on Irish and International tax matters.

Anna leads Ireland’s Technology, Media and Telecoms practice and KPMG’s involvement in the Dublin based Summit and Founders – Europe’s leading technology events. Anna is a former Board Member of the American Chamber of Commerce Ireland and chair of the Chambers Tax Group.

She is also a former member of the Irish governments Innovation Taskforce and its implementation team.

Roger González, Senior Executive, Cemex-Readymix

Roger González Managing Director Appointed Managing Director on 22 nd February 2006, Mr. Gonzalez has held the positions of Finance Director and interim Managing Director having joined Readymix in July 2005. He served in various executive positions in CEMEX, S.A.B. de C.V., since 1996. Prior to joining CEMEX, S.A.B. de C.V., Mr. González worked for Shell Oil in Central America and the Nicaraguan Central Bank.

Company Description: CEMEX Ireland was founded in Dublin in 1965 and is now one of the largest and most successful building materials groups in Ireland.

Sebastian Simonich Blok, Global Sales Executive, Microsoft

Sebastian is a Global Sales Executive with the Office 365 Business for the top enterprise accounts across Ireland, Belgium, Luxembourg, Portugal and Spain. He has been 10 years in Microsoft and with previous roles in other worldwide technology firms like IBM, Sebastian has amassed a vast amount of experience working all over the world bringing Microsoft’s collaborative vision to enterprises of all sizes and industries. Sebastian has also worked in the frontline of Microsoft Consulting Services with customers across the globe, ranging from the biggest banks in the world to new startups and therefore has been exposed to very different theatres of operation, enriching his experience and that of his customers. Beginning his career in Mexico and having spent 7 years in Ireland, he believes that the only difference between these two great countries is the weather.

Eamon Leonard, VP Developers

Eamon Leonard is an advisor to start-ups, an angel investor, a tech community organiser and has an interest in cloud platforms and developer tools. Based in Ireland, he is VP Developers at Engine Yard, having joined the company through their acquisition of Orchestra, a PHP Platform-as-a-Service he co-founded in 2011.

Padraig O Riordan, Senior Partner, Arthur Cox

Pádraig is one of Ireland’s leading corporate lawyers and was Managing Partner of Arthur Cox from 2003 to 2011. He was named European Managing Partner of the Year in 2009 and received the Lifetime Achievement Award from Managing Partners’ Forum in 2012.

Pádraig led the Arthur Cox legal team which advised the Irish State in implementing policy relating to the Irish banking crisis. These projects included assisting in the management of overall State legal risk, the establishment of NAMA, the nationalisation of Anglo Irish Bank and the recapitalisation of and reorganisation of the Irish banking sector.

Pádraig is Chairman of Dublin Airport Authority and is a director of Paddy Power plc and TVC Holdings plc. He is also a member of the European Commission’s Insolvency Law Expert Group (ILEG), the advisory body to the European Commission.
Commission on the development of an EU cross-border crisis management regime and resolution for the banking sector.

Pat Lardner, CEO, Irish Funds Industry Association

Pat Lardner is CEO of the Irish Funds Industry Association which represents close to 100 member firms with more than €2 trillion in assets under administration.

Pat attended UCD gaining a Bachelor of Commerce Degree and UCD’s Smurfit Graduate School of Business and graduated with a Master of Business Studies Degree in Financial Services.

Pat has also been a past Council Member of the IAPF and a Director of the IAIM. He is currently a Board Member of EFAMA.

Brendan McDonagh – Chief Executive – National Asset Management Agency

Brendan McDonagh was appointed Chief Executive Officer of NAMA by the Minister for Finance in December 2009. Prior to that, he was the Director of Finance, Technology & Risk at the NTMA from 2002 until 2009 and held the post of NTMA Financial Controller from 1998 to 2002. Mr. McDonagh joined the NTMA in 1994 from the ESB, Ireland’s largest power utility, where he worked in a number of areas including accounting, internal audit and treasury.

Originally from Killorglin, County Kerry, Mr McDonagh holds a Bachelors Degree in Business Management from Trinity College, Dublin and is also a Chartered Management Accountant.

Maurizio Pastore, Vice President, International Primary Markets, Irish Stock Exchange

Maurizio Pastore is a Vice President within the International Primary Markets Department of the Irish Stock Exchange (ISE) since February 2005. A fully qualified Italian lawyer, Maurizio has extensive experience in Debt Capital Market, Commercial and European law.

On joining the ISE, Maurizio initially worked in a compliance role ensuring debt issuers met their various regulatory requirements. He is currently responsible for the development of debt listing markets and the management of client relationships for Southern Europe, Central and South America. As part of this role, Maurizio develops and maintain a strong network of senior relationship with international and regional investment banks, law firms and corporate advisors. He also represents the ISE at international debt funding conferences and liaises regularly with the Irish Central Bank on regulatory matters impacting on ISE listed entities.

Maurizio travels extensively and has been to Mexico City twice in the past 12 months where he participated in a debt funding conference and met with more than 30 Mexican corporate representatives, lawyers and bankers (including Pemex, BBVA Bancomer, Banco IJE, Ritch Mueller, Creel, Basham, etc.). To date, more than twenty Mexican issuers have debt securities admitted to the ISE’s market. Most notably, in February 2012, Maurizio co-ordinated the successful listing on the ISE of the first Global Depositary Note in Europe which was issued by Citibank N A on debt of Pemex, the Mexican state-owned petroleum company.

He has a BA in Law from the University of Parma, where he graduated with first class honours. He also holds a Masters in Law (LLM) from Trinity College and a Diploma in Finance Law from the Law Society of Ireland.

He is fluent in English, Spanish and French.

Julie Sinnamon, CEO, Enterprise Ireland

Julie Sinnamon is the recently appointed Chief Executive Officer of Enterprise Ireland.

Throughout her career in Enterprise Ireland and IDA Ireland, Julie has gained considerable experience in a variety of industry sectors and international markets. The sector that she is most closely associated with is the food sector. She sits on the Harvest 2020 High Level Implementation Group chaired by Minister Simon Coveney and led the Enterprise Ireland team who have been working to attract food investments in Ireland, including the Global Technology and Innovation Centre from Kerry Group and major investments from Glanbia, Danone and Daiygold. Most recently, she was Executive Director for Global Business Development in Enterprise Ireland.

In addition to working with a portfolio of companies across a wide range of sectors, Julie has taken a specific interest in Enterprise Ireland’s Strategy for Female Entrepreneurship.

Julie is from Co. Down. She graduated from Ulster University and has a Masters Degree in International Business from Fordham & IMI and is a graduate of the Stanford Executive Programme.

Mr. Ildefonso Guajardo Villarreal was born in Monterrey, Nuevo León, on April 19, 1957. He obtained his B.A. in Economics at the Autonomous University of Nuevo Leon, and later did graduate studies in economics at Arizona State University (ASU) and the University of Pennsylvania (EBD).

Mr. Guajardo Villarreal was Chief Economist of the Brazil Section, and Associate Economist in the Fiscal Affairs Department at the International Monetary Fund (1988-1991) before becoming Director of the North American Free Trade Agreement Affairs Office, based at the Embassy of Mexico in Washington, D. C. (1994).

Mr. Guajardo has held different positions in the Federal Government, first as undersecretary at the Foreign Affairs Ministry (1994-1997); later as Deputy Ministry of Tourist Development (1997); and as Planning, Communication and Liaison Technical Secretary for the Trade and Industrial Development Ministry (1998-1999).

At the state level, he was head of the Governor’s Executive Office (2003 – 2006), year in which he ran as candidate for Congress for the First Local District of Monterrey, position that won, becoming leader of the Minority Group of the Nuevo Leon State Congress, in the LXX Legislature.

His latest positions were Federal Congressman for the Second District of Nuevo Leon, Chairman of the Economics Commission, Member of the Treasury and Public Credit Commission, and President of the Mexico-U.S.A. Friendship Group at the LXI Legislature of the Mexican Chamber of Deputies, and Coordinator of the Entrepreneurial Liaison in the Presidential Campaign of Mr. Enrique Peña Nieto.

He has been a full time professor at the Autonomous University of Nuevo Leon; and assistant professor at the Arizona State University and the Wharton Business School at the University of Pennsylvania.

On December 1st of 2012, Mr. Guajardo Villarreal was appointed as Secretary of the Economy by the President Enrique Peña Niet.
He is also a member of the ERT (European Round Table of Industrialists) and the Chairman of CEPI (Confederation of European Paper Industries).

Gary obtained a Bachelor of Arts from U.C.D., is a Fellow of the Institute of Certified Accountants (FCCA), and holds a Masters degree in Management Science (MScMgt). He is also an Honorary Fellow of the National College of Ireland. Gary is a member of Las Brisas Golf Club, RIAC, Fitzwilliam Lawn Tennis Club, and The K Club. He is married to Moira and they have 3 daughters and two granddaughters. He enjoys golf, music and theatre.

HE Sonja Hyland, Irish Ambassador to Mexico

HE Sonja Hyland is the Irish Ambassador to Mexico accredited concurrently in Costa Rica, El Salvador, Peru, Venezuela, Cuba, Colombia and Nicaragua. She was appointed to this position in August 2013.

In the past she has been Deputy Director UN Multilateral Section and representative of Ireland on the Executive Board of UNDP(United Nations Development Programme), UNFPA(United Nations Fund for Population Activities) and UNPO(United Nations Office for Project Services)

HE Hyland has BA (Hons 1st class) in Politics and Development Studies from University of Sussex and DELE Superior (equivalent to level C2 – Mastery).

The Minister is a Former Member of Dáil Committee on Justice, Equality, Women’s Rights and Defense; the Oireachtas Sub-Committee of the Barron Report on the Dublin and Monaghan Bombings of 1974; the Oireachtas Joint Committee on EU Scrutiny; the Oireachtas Sub-Committee on Irelands future in the European Union; and the Oireachtas Sub-Committee on the Review of the Role of the Oireachtas in European Affairs.

The Minister is a former Secondary School teacher and former President of the Association of Secondary Teachers of Ireland and a former Vice-Chair of Amnesty International.

The Minister was educated in Summerhill College, Sligo; Maynooth College; and University College, Dublin. He is married to Emer Costello, who is a Member of the European Parliament.

Peter Finnegan is Director of Economic & International Relations with Dublin City Council and Acting Assistant City Manager. His responsibilities include economic development, international relations, research and access programmes. He is the senior manager responsible for the development of the Digital Agenda in Dublin and for Smart City Initiatives. Peter has led the development of cooperation agreements with cities such as San Jose (USA), Guadalajara (Mexico), Beijing, Moscow, St Petersburg, and Barcelona.

Peter was previously Director of the City Development Board. This was a multi-agency Board delivering social, economic and cultural programmes. Prior to his move to Local Government, he had led organisational change and rightsizing with Ireland’s major telecom company. Having begun working as Director of the National Youth Council Peter moved to Ireland’s National Training and Employment Agency (FAS) where he managed enterprise and employment programmes. Peter holds an MA from Maynooth University and an MBA from Dublin City University.