

**Tentative Agenda
Cycle of Conferences
Hotel Fiesta Americana Grand Coral Beach
5 to 8 December 2010**

Saturday December 4, 2010

16:00 – 20:00 **Registration**
Main Lobby

Sunday December 5, 2010

8:00 – 9:00 **Registration**

09:00 – 13:10 **Inauguration Ceremony**
Access to the Coral Gallery Room by Invitation Only

9:00 – 10:00 ***Inaugural Panel 1: Reconsidering public-private collaboration in implementing solutions to climate change.***
Coral Gallery 1, 2 & 3

- What mechanisms should be triggered by the public and entrepreneurial sectors to achieve global implementation of business solutions based on climate change actions?
- What best practices or success stories at the international level should be considered to successfully develop these mechanisms?
- What implementation mechanisms have failed and why?
- How should these mechanisms be aligned with a nation's political, economic and social environment?

Panelists:

Dr. Georgina KesselMartínez, Secretary of Energy
Dr. Ignacio Sánchez Galán, Chairman and CEO, IBERDROLA.
Carmen Becerril, President, ACCIONA ENERGY.
Sergio Quiroga da Cunha, President for Latin America, ERICSSON.
Louise Goeser, President and CEO, SIEMENS MESOAMERICA.
Nobuo Tanaka, General Director, International Energy Agency (TBC)
Adnan Amin, Interim General Director, International Renewable Energy Agency (IRENA).
Yolanda Kakabadse, Presidente, WWF International

Facilitator: HaydenTurner, Presenter for National Geographic



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Moderator: *Andrew Steer, Special Envoy for Climate Change, World Bank*

10:00 – 10:15

Networking Break

10:15- 11:15

Inaugural Panel 2: The outlook of Global Leaders on the adoption of business solutions based on climate change.

Coral Gallery 1, 2 & 3

- What are some of the solutions on which the world's private sector should center its efforts in order to make a difference as regards to climate change mitigation?
- What key elements can further such solutions?
- What are some of the risks, opportunities and impacts to be considered in adopting these solutions?
- What limits the adoption of these solutions on a global scale?
- How can the business sector help overcome these limitations?
- How can the public sector actively participate in adopting these business solutions based on climate change?

Panelists:

Bruno Ferrari García de Alba, *Secretary of Economy, Mexico.*

Carlos Tavares, *Chairman of the Administration Committee for the Americas, NISSAN.*

Takashi Hatchoji, *Chief Environmental Strategy Officer, HITACHI (TBC).*

Jorgen M. Clausen, *President of the Administration Committee, DANFOSS.*

Rebecca Moore, *Program Director, Google Earth Outreach.*

Peter Foyo, *President, NEXTEL.*

Facilitator: *Hayden Turner, Presenter for National Geographic.*

Moderator: *Dr. Martin R. Stuchtey, Director, McKinsey & Company.*

11:15 – 11:25

Networking Break

11:25 – 11:35

Participants enter the room
Coral Gallery 1, 2 & 3

- 11:30

President Felipe Calderón Hinojosa's Arrival

11:40 – 11:55

Interactive and Exhibition Floor Tour

12:00 – 13:10

Inauguration Ceremony: Green Solutions@COP16

Coral Gallery 1, 2 & 3



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Felix González Canto, Governor of the state of Quintana Roo
Bruno Ferrari García de Alba, Secretary of Economy, Mexico
Juan Elvira Quesada, Secretary of Environment and Natural Resources, Mexico.
Dr. Georgina Kessel, Secretary of Energy, Mexico
Secretary Ernesto Cordero Arroyo, Ministry of Finance, Mexico
Dr. R.K. Pachauri, President of the TERI Institute
Dr. Mario Molina, President of the Mario Molina Centre for Strategic Research on Energy and Climate Change

14:30 – 16:00 Lunch Break

Parallel Sessions

16:00- 18:40 The Private Sector and the Climate Change Economy

Panel organized by Business for the Environment (B4E), WWF, Ministry of Environment and Natural Resources (Mexico) and Global Initiatives Coral Gallery, Salon A & B

16:00 – 16:20 Welcoming Remarks

Yolanda Kakabadse, President, WWF International.

16:20 – 17:00 Discussion Panel I

Increasing national climate competitiveness as a catalyst for global solutions.

Panelists:

Carlos Guzmán Bofill, Director General, ProMéxico
Alex MacGillivray, Executive Director, Climate Business
Alexander Sarac, General Counsel & Associate Director, EcoSecurities
Bjorn Stigson, President, WBCSD
Carlos Tavares, Chairman, Management Committee of the Americas, NISSAN
Jairam Ramesh, Minister of Environment and Forests, India

Moderador: Bruce Haas, Head, Climate and Business Engagement, WWF International

17:10 - 17:20 Presentation

Zhang Yue, Chairman, BROAD Airconditioning

17:20 – 18:20 Discussion panel II

Making the Change: Moving from incremental to transformational change

Panelists:

Cecilia Aguillon, Director, Market Development and Government Relations, Kyocera



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Peter Foyo, President, Nextel Mexico.

Hans-Joachim Kohlsdorf, President, Executive Council of Global Enterprises

Yolanda Kakabadse, President, WWF International

Engelina Jaspers, Vicepresident, Environmental Sustainability biental, HP.

Moderator: Ram Nidumolu, Executive Director, INNOVASTRAT

18:20 - 18:40

Final Conclusions

16:00 – 17:40

Financing Climate Change

Coral Gallery, Salon C

- How can public sector finance leverage private sector investments?
- What would be the elements of effective financial architecture?
- What are some options for financing that do not depend on national legislation – e.g. global feed-in tariff, climate bonds, special drawing rights, etc.?
- Can and should procedures be devised to assure foreign and domestic providers are eligible to receive awards for climate-related investments?

Presided by:

Secretary Ernesto Cordero Arroyo, Ministry of Finance, Mexico

Panelists:

Connie Hedegaard, European Union Commissioner for Climate Action (POR CONFIRMAR)

Caio Koch-Weser, Vice President of Deutsche Bank Group and member of the UN Advisory Group on Climate Finance.

Ole Sorenson, President of the Institutional Investors Group on Climate Change (IIGCC)

William Pizer, US Treasury

Moderator: Rachel Kyte, Vice President of International Finance Corporation

16:00 – 17:40

Mexican Stock Exchange

Panel organized by the Mexican Stock Exchange
Coral Kingdom 1

Participants:

Manuel Gómez Peña, Wal-mart,

Del Castillo, Grupo México,



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Vicente Saiso , Cemex
Ramón Rivera Cota , Bimbo
Fernando Alanís Ortega, Peñoles
Grupo Modelo
Femsa
EIRIS - Mexico

16:00 – 18:40

NAMA's (Nationally Appropriate Mitigation Action's) and their expectations as efficient public policies in the struggle against climate change.

Coral Kingdom 2

- How have developing countries and developed countries prepared for climate financing through NAMAs (case studies)?
- What are the lessons learned in developing countries and developed countries on NAMA identification and conceptualization?
- What are the necessities for achieving breakthrough in the international negotiations on NAMAs?

Presiding:

Blair Comley, Undersecretary for Climate Change, Department for Climate Change and Energy Efficiency, Australia

Teresa Ribera, Undersecretary for Climate Change, Ministry of the Environment; Spain

Franz-Josef Schafhausen, Deputy Director General for Climate Change Protection, Environment and Energy, Federal Ministry for the Environment, Germany

Imed Fadhel, Director and National Focal Point, Ministry of Environment and Sustainable Development, Tunisia

Nelson Sam, Global Managing Director, Point Carbon Advisory Services

Juan Cristóbal Mata Sandoval, Director General for Climate Change

Jorge Wolpert, Deputy General Director of Housing Development, National Housing Commission, CONAVI

Moderator:

Rafael Fernández de Castro Medina, Advisor to the President of Mexico on Competitiveness and International Affairs

With the participation of representatives of the following countries

Bhutan

Colombia



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Ethiopia	Ghana
Indonesia	Mali
Mexico	Mongolia
South Africa	Tunisia
Vietnam	European Union
Australia	France
Germany	Japan
Norway	Spain
Switzerland	Sweden
United Kingdom	United States

16:00 – 17:40

Low Carbon Businesses the UK

*Event organized by the British Embassy in Mexico
Coral Kingdom 3*

Participating Companies:

*ERM
Biogas Technology
Energy Lab UK
PwC
Carbon Trade Exchange*

Moderator: Tom Bouwens, *Climate Change Projects Office, Business Innovation and Skills Department*

16:00 – 18:00

Business Leadership: Informal Gathering of World Economic Leaders (IGWEL)

*Event organized by the World Economic Forum (WEF)(Invitation Only)
Coral Garden, Salon 1*

Based on COP 15, a selection of business leaders have organized themselves as a progressive group in climate change topics. They will be inviting a group of officials from various governments to discuss the manner in which they can work together towards a new model of green growth.

With the participation of delegates from:

South Africa	United States
Kenya	Japan
Ethiopia	Brazil
Mexico	China
Guyana	South Korea
Surinam	Vietnam

18:00 – 18:40

Presentation of the study: A pragmatic approach for Effective Carbon Policy Negotiations.

Event organized by Accenture



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Coral Gallery, Salon C

Panelists:

Luis Ferezin, General Manager, Accenture México

Carlos Guzmán Bofill, General Manager, ProMéxico

Mauricio Bermúdez, Senior Consultant of Carbon Markets

Moderator: To be confirmed

19:00 – 21:00 *Cocktail by Invitation offered by World Business Council for Sustainable Development (WBCSD).*
Terraza Sunrise

Monday 6 December 2010

09:00 – 19:00 *Seminar: Wind Power for a Low Carbon Economy*
Seminar organized by GWEC, in coordination with the Mexican Wind Energy Association (AMDEE).
Coral Kingdom, Salon 2 & 3

09:00 – 10:30

Opening Session and Welcoming Remarks

Key figures of international climate negotiations and the wind energy industry, this conference, through a series of lectures, will address issues such as wind energy potential, the evolution of technology and financing.

Special Guests:

Bruno Ferrari, Ministry of the Economy, Mexico

Speakers:

Denise Bode, CEO, American Wind Energy Association (AWEA)

Carmen Becerril, CEO, President, ACCIONA ENERGY

Tao Gang, Vice President, SINOVEL

Moderators: *Steve Sawyer, GWEC and Eduardo Zenteno, AMDEE*

10:30 – 11:00

Coffee Break

11:00 – 12:30

The Climate Change mitigation potential of wind energy

The wind industry will highlight the opportunities offered through the deployment of wind power regime for mitigation, adaptation, economic development, energy security and employment in the post-2012 climate era.

Speakers:



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Remi Gruet, Policy Director, European Wind Energy Association (EWEA)

Magdalena Garcia Mora, ACCIONA

José Antonio Urteaga, Ministry of the Environment and Natural Resources, Mexico

Benito Müller, Oxford Institute of Energy Studies

Bill Hare, Postdam Institute

Moderator: Steve Sawyer, Secretary General, GWEC

12:30 - 13:30

Lunch

13:30 - 15:00

Driving factors for the development of wind energy

Factors driving the development of wind power are more than CO2 savings; among them are the availability of clean air to protect the environment and human health, economic security, energy security, economic development, water conservation and security of energy supply.

It is worth mentioning that the global wind energy market for wind turbines in 2009 was worth some € 45 billion, or \$ 63 billion USD, and about half a million people are employed by the wind industry worldwide. This session will explore, in depth, the factors driving wind power development in regions around the world.

Speakers:

José Donoso, GAMESA

Mauricio Quintana, CLIPPER (*invitado*)

Rina Bohle Zeller, VESTAS

Lu Xuedu, ADB

Ramon Fiestas, GWEC

Moderator: To be confirmed

15:00 - 15:30

Coffee break

15:30 - 17:00

Wind Energy Development - Opportunities for Social and Economic Development

This session will explore the advantages of the economic and social development of wind energy, which surpass the reduction of CO2. Wind power provides green jobs and industrial development to rural areas. Regional representatives of Mexico and Brazil will share their experiences with wind energies benefits in their countries and how wind energy boosted economic development, energy diversity and



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security of supply, as well as environmental benefits. Financial institutions will share their reasons for supporting the development of wind energy in Latin America

Speakers:

Jamie de la Rosa, President, AME (invited)

Gabino Cué Monteagudo, Governor, State of Oaxaca, Mexico (invited)

Eduardo Zenteno, AMDEE

Agustin Romeral, Director of Renewable Business, México, IBERDROLA

Marcelo Tokman, VESTAS

Moderator: Rodrigo Contreras, Investment Coordinator ProMexico

17:00 – 17:30

Coffee break

17:30 – 19:00

Wind Energy and carbon markets.

Carbon markets have been an important engine for development of wind power in China and, to a lesser degree, in India; however, carbon markets have not been effective elsewhere. This session seeks to enquire how carbon markets be expanded to provide as much support for wind energy development in other countries.

Speakers:

Li Junfeng, Energy Research Institute, NDRC

Henry Derwent, CEO, IETA

Pedro Barata, CDM Executive Board

Miles Austin, Carbon Markets and Investors Association

Chair: Liz Solerno, AWEA

19:00 – 19:30

Closing Remarks

Francisco Salazar, Chairman, Energy Regulatory Commission, Mexico

Parallel Sessions

09:00 – 13:40

Dialogues on Water and Climate Change within the Framework of COP16

Seminar organized by the Mexican National Water Commission (CONAGUA)

Coral Gallery C



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09:00 – 09:30	Welcoming Remarks <i>Dr. Felipe Arreguín Cortés, Deputy Director, CONAGUA</i>
09:30 – 10:30	Green Solutions for the Water Sector <i>Nordic Chamber of Commerce (TBC)</i>
10:30 – 11:30	Private Sector Participation and financing <i>FONADIN (tbc)</i>
11:30 – 12:30	Cost curves for water within the context of climate change and agriculture. World Economic Forum IFC PepsiCo Coca Cola Nestlé McKinsey
12:30 – 13:30	Social responsibility within the water sector FEMSA Foundation Panelists: <i>Vidal Garza Cantu, Director, Fundación FEMSA</i> <i>Karin Krchnak, Senior Policy Advisor, The Nature Conservancy (TNC)</i> <i>Rubén Avendaño, Subdirector, Empresas Públicas de Medellín (EPM)</i> <i>Jorge Luis Ramos, Vicepresidente de Asuntos Corporativos para América- HEINEKEN</i> Moderator: Carlos de Paco, Interamerican Development Bank (IADB)
13:30 – 13:40	Conclusions <i>Dr. Felipe Arreguín Cortés, Deputy Director, CONAGUA</i>
08:30 – 09:15	A successful public – private alliance in the mitigation of climate change: Results and recognitions of the Environmental Leadership and Competitiveness program Event organized by the Ministry of the Environment and Natural Resources (SEMARNAT) Coral Gallery B

Panelists:



Ing. Juan Rafael Elvira Quesada, Minister of the Environment and Natural Resources (SEMARNAT), Mexico

Andreas Carlgren, Minister of the Environment, Sweden

Dr. Luis Farías, Senior VP of Energy and Sustainability, CEMEX

Frank Zeller, VP of Communications and Public Relations, BASF Group, Mexico, Central America and Caribbean

Ing. José Sawaya Salomón, General Director, Tanya Group.

Dr. Hernando Guerrero Cázares, Chief of Staff to the Minister of the Environment and Natural Resources (SEMARNAT), Mexico

09:00 – 10:40

Mexican Local Governments and their actions against climate change

Coral Gallery A

Addressing climate change requires increasing the participation of all stakeholders, including both private sector and local governments. The latter are especially important, as they are closer to citizens and the challenges in tackling climate change. That is why Green Solutions @ COP 16 promotes closer relations between employers and local authorities with the aim of identifying practical solutions, promoting coordinated actions and “green” investment solutions.

Panelists:

Félix González Canto, Governor of the State of Quintana Roo

Juan José Sabine Guerreros, Governor of the State of Chiapas

Moderator: Amb. Rogelio Granguillome Morfin, Head of the Economic Relations and International Cooperation Unit of the Ministry of Foreign Affairs

09:00 – 09:40

The ABA Process and its contribution to the mitigation of Climate Change.

Event organized by Blue Energy

Coral Kingdom 1

09:00 – 11:00

Financing: Informal Gathering of World Economic Leaders (IGWEL)

Event organized by the World Economic Council (WEF) (Invitation Only)

Coral Garden 1

At least 3 tangible proposals to promote private investment in low-carbon infrastructure in developing countries will be addressed.

With the participation of delegates from:

Ethiopia

India

China

South Korea

United Kingdom

United States

South Africa

European Union



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Brazil	Mexico
Norway	Denmark
Germany	Japan
Abu Dhabi	Indonesia

10:00 – 13:40

Presentation of success stories:

Coral Kingdom 1

Moderator: *Luis Agurre Torres*, CEO, Green Momentum

10:00 – 11:45

Panel 1

- I. Renewable Energy: Development and Sustainability,** Miguel Alonso Rubio, Director of Acciona Energy Mexico.
- II. "Bii Nee Stipa" Project for Wind Power supply and the PET recycling plant, IMER,** Pacheco Rodríguez, Environment Manager of Coca-Cola FEMSA.
- III. New Business Models for renewable energy supply: Mexico's case,** Christian Kögl, Executive Vice president, Siemens, Energy Sector
- IV. Amsterdam Smart City Program,** Simon Giles, Smart Technology Strategy Lead, Accenture

11:45 – 13:40

Panel 2

- I. Biodiversity for Biofuels and Biodiesel in Arid Zones,** Dr. Alejandro Castellanos of the University of Sonora, sponsored by the British Embassy.
- II. From digital cities to intelligent cities, the positive environmental impact of ICTs: Success stories of two Brazilian cities,** Carla Belitardo, Director of Market Development and Sustainability for Latin America, Ericsson.
- III. GAMESA: Global Technology.- Sustainable Energy** Luis Miguel Fernández González, Chief Corporate Officer, GAMESA.

11:00 – 11:50

Energy Efficiency and the Future of Clean Energy: A dialogue between Georgina Kessell, Minister of Energy, Mexico and Steven Chu, Secretary of Energy, United States of América
Coral Gallery A

Moderator:

Amb. Carlos Pascual, Ambassador of the United States of America to Mexico.



12:00 – 13:40

Perspectives and potential of renewable energies in a low carbon economy

*Event organized by the Ministry of Energy, Mexico (SENER)
Coral Gallery C*

- What is the existing potential, in regards to energy and economic savings, which can be obtained through efficient energy use?
- What are the expected benefits, in terms of emissions, from efficient use of energy?
- How can efficient energy use contribute to a country's energy security, bearing in mind the cost involved in reengineering the technologies used at present?
- What conditions are required for takeoff in efficient energy use?
- How should we choose from among the different existing energy efficiency lines of action, those that could currently have a greater impact at the country, business and individual levels?
- What is the role played by governments in furthering efficient energy use?
- What measures have governments taken to encourage the use of technologies with greater energy efficiency? What measures have been catalogued as success stories at world level?

Panelists:

Joana Naughton, Senior Vicepresident of Energy and Environmental Policy, Alstom

José Antonio Aguilar Bueno, Deputy General Director of Investment Banking, Nacional Financiera.

Louise K. Goeser, President and CEO, Siemens Mesoamerica.

Claus Rubenius, CEO, Rubenius.

Lars Aagaard, CEO, Danish Energy Association

Dr. Juan Manuel Carreras López, CEO, Electrical Energy Saving Trust (Fideicomiso para el Ahorro de Energía Eléctrica, FIDE), Mexico.

Moderator: *Emiliano Pedraza*, General Director, CONUEE

11:30– 13:30

REDD+ & Land Use: Informal Gathering of World Economic Leaders (IGWEL)

*Event organized by the World Economic Forum (WEF)(Invitation Only)
Coral Kingdom Salon 1*

14:00 – 16:00

Break - Lunch



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16:00 – 17:15

Keynote Address: Jean Philippe Cousteau
Salon Coral Gallery Salon 1, 2 & 3

Presented by:

Ing. Carlos Guzmán, CEO, ProMéxico (TBC)

Commentator:

Jim Prentice, Minister of Environment of Canada. (to be confirmed)

19:00 – 20:00

Green Apps Challenge, Grand Finale

The Green Apps Challenge is co -organized by ProMexico and Campus Party Mexico
Coral Kingdom, Salon 1

The Green Apps Challenge is a contest organized by ProMexico along with Campus Party Mexico which seeks to promote the development and identification of software applications that would provoke a positive effect on the mitigation of climate change. Applications may include those that modify consumer habits or lifestyles and all apps that contribute to saving or reducing CO2 emissions.

The best five projects were selected to participate in this final round, where they will present their proposals and compete for a \$10.000 (usd) award to further develop their ideas, as well as a one year consultancy and incubation by ProMexico.

Speaker:

Rebecca Moore, Project Director of Google Earth Outreach

Jury:

Gerardo Pandal, The Climate Project

Ricardo Álvarez Felix, Innovation Coordinator of the Business Intelligence Unit, ProMexico

Federico Isuani, Director, Campus Party México

18:45 – 21:00

Swedish Trade Council Cocktail

Terraza Sunrise

18:45 – 21:00

GWEC Cocktail

Terraza Sunset

Tuesday 7 December 2010

09:00 – 19:00

Business Opportunities in the Face of Climate Change

Seminar organized and imparted by Green Momentu
Coral Kingdom Salon 1



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9:00 – 10:30

Building smart cities: the development and integration of smart low-carbon infrastructure

Panelists: Acciona, Uni-Solar, HP, Nissan, GreenMomentum, IBM, Windstream

Moderator: Earth2tech

Description: A discussion panel about the development of a zero-waste, carbon-neutral infrastructure, focused on the integration of smart grid technology, renewable energy, including wind and solar, electric vehicles and energy efficiency.

11:00-12:00

greenTEK ventures Mexico Fund I: investing in businesses which mitigate the effects of climate change

Description: greenTEK will announce its first fund, for investments in Mexico, during COP16. It will invest in projects, small and medium enterprises which mitigate green-house gas emissions. Specifically, it will focus on renewable energy, energy efficiency, water management and treatment and green-house gas remediation.

12:30-14:30

The role of investment, innovation and climate policy in the global green economy

Description: A conversation with investment and financing experts from venture capital firms, multilateral funds and international development agencies on the role of innovation and investment, as well as the need for climate legislation and financing.

Panelists: Basel Agency for Sustainable Energy (BASE), GreenTEK Ventures México, Inter American Development Bank (IADB), Corporación Andina de Fomento (CAF), International Finance Corporation (IFC-World Bank)

Moderator: GreenMomentum Capital

15:00-16:30

Low carbon solutions: Developing transformative solutions for building a sustainable supply chain

Panelists: ERM, Reoil, EcoSfera, General Motors, USAID, Impulso Verde

Moderator: Earth2tech

Description: A discussion panel about the need to promote and finance research and the development of innovative low carbon solutions. Small-business low-carbon solutions for large corporations.

Parallel Sessions

09:00 – 13:40

Sustainable Housing Development

Panel organized by the Mexican National Housing Commission (CONAVI) and the Mexican National Institute of Housing Development for Workers (INFONAVIT)

Coral Kingdom, Salon 2 & 3

09:00 – 09:15

Welcoming Remarks

Jaime Hernández Zaragoza, Mayor of the Municipality of Benito Juárez, Quintana Roo, Mexico.

Congressman Martin Rico Jimenez, Chairman of the Committee on Housing of the Honorable Chamber of Congressmen.

Actuary Ariel Cano Cuevas, General Director of the National Housing Commission.

09:15 – 09:20

Break

09:20 – 10:30

Progress and Challenges for Sustainable Housing in Mexico

Panelists:

Act. Ariel Cano Cuevas, General Director, National Housing Commission.

Public Accountant Víctor Manuel Borrás Setién, General Director, Infonavit

Lic. Javier Gavito Mohar, General Director, Federal Mortgage Society (SHF).

Lic. Manuel Pérez Cárdenas, General Director, FOVISSSTE

Moderator: Ing. José Luis Fernández Zayas

10:30 – 10:45

Questions and Answers Session

10:45 – 11:05

Clean Development Mechanism

ASM-III.A.E. Energy efficiency measures and renewable energy in new housing developments.

Speaker:

Dr. Gabriel Quadri de la Torre

11:05 – 11:25

Questions and Answers Session

11:25 – 11:40

NAMA Sustainable Housing

Speaker: Dr. Jorge Wolpert Kuri, Deputy Director for the Promotion of Housing Sector Growth CONAVI

11:40 – 11:50

Questions and Answers



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11:50 – 12:00

Break

12:00 – 13:15

Analysis of Projects: “Towards Netzero”

Panelists

Arq. Cuauhtémoc Pérez Ománt, URBI

Lic. Iñigo Orvañanos, GEO

Arq. Sergio Leal Aguirre, VINTE

Ing. Germán Ahumada Ruseek, ARA

C.P. Enrique Vainer Girs, SADASI

Mrs. Amanda Kramer, Environment, Canadá

Mr. Jens Launstens, International Energy Agency.

Moderator: Ing. Fernando Ramos Oltra, General Director, ENERVALIA

13:15 – 13:30

Questions and Answers Session

13:30 – 13:50

Tactics and Public Policies aimed at assuring the availability of water

Speakers:

Lic. Alberto Esteban, Transboundary Watershed Manager CONAGUA

13:50 – 14:00

Closure of activities

Ariel Cano Cuevas, General Director, National Housing Commission.

09:00 – 11:00

Technology; Informal Gathering of World Economic Leaders (IGWEL)

Event organized by the World Economic Forum (WEF) (Invitation Only)
Coral Garden, Salon 1

Industry, financing and policy experts will debate proposals arising from a series of public-private papers on Smart Grid, CCS and Biofuels.

With the participation of delegates from:

Smart Grid: Russia, China, United States, Sweden, Korea.

CCS: European Union, Norway, Australia, United Kingdom, China

Biofuels: Korea, India, Brazil, United States, Middle East, Australia.

11:30 – 13:30

Energy Efficiency: Informal Gathering of World Economic Leaders (IGWEL).

Event organized by the World Economic Forum (WEF) (Invitation Only)
Salon Coral Garden 1

With the participation of delegates from:

India

United States



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China
South Korea

South Africa
European Union

14:00 – 16:00

Break - Lunch

16:00 – 18:45

Contributions and viewpoints of the Mexican Entrepreneurial Sector in the face of climate change.

Panel organized by the Confederation of Industrial Chambers of Mexico (CONCAMIN)

Coral Gallery Salon A, B & C

Presided over by:

Salomón Presburger, President of the Confederation of Industrial Chambers of Mexico (CONCAMIN)

Sector panel:

Miguel Benedetto, Representative of the Chemical and Petrochemical Sector, ANIQ

Luis R. Farías, Representative of the Cement Sector, CANACEM

Lorenzo González Merla, Representative of the Steel and Iron Sector, CANACERO

Alex Thyssen, Representative of the Automotive Industry (consumers), ANTP

Manuel Armendáriz, Representative of the Automotive Industry (service providers, AMMPAC)

Moderator: Jaime Williams, CONCAMIN

16:00 – 19:00

The Sustainable mobility development

*Panel organized by the Mexican Automotive Industry Association (AMIA)
Coral Kingdom Salon 2*

Panelists:

John Viera, Director Sustainable Business Strategies, Ford Motor Company, presentation: "Sustainable Mobility"

David Rojas González, Chief Engineer of General Motors de México, presentation: "Technological Development and Environmental Regulations in the Automotive Sector"

Jorge Vallejo, Director of Human Resources, Corporate Services and Institutional Relations, Nissan Mexicana, presentation (to be defined)

Charles Visconti, President, Bosch México, presentation (to be defined).

Luis Manuel Guerra, President and Director General, Instituto de Asistencia en Investigaciones Ecológicas, presentation (to be defined).

Moderator: Dr. Eduardo Solís, Executive President of the Asociación Mexicana de Industria Automotriz (AMIA)



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16:00 – 18:45

Strengthening Green Economies through Forest Development

*Panel organized by the Mexican Employers Confederation (COPARMEX)
Coral Kingdom, Salon 2 & 3*

- Framework for Forest Resources
- Importance of Productive Organization
- Technical Development of Forest Resources
- Forestry and Environmental regulations
- Funding and Support Schemes for Strengthening the Forestry Sector
- Strengthening Operational Structure for Forestry Development
- Proposed Actions to Strengthen Green Economies through the development of Forestry Authority, regarding it a policy of the state

Panelists:

***Biol. José Cibrián Tovar,
Ing. Julio Jiménez Costas
Lic. Gabino Molina Virgen***

19:00 – 21:00

Aviation and Climate Change

*Panel organized by the Ministry of Communications and Transport (SCT)
along with Airports and Auxiliary Services (ASA)
Coral Kingdom 2& 3*

Panelists:

***Roberto Kobeh*, President of the ICAO.
Giovanni Bisignani, IATA's Director General
Juan Francisco Molinar, Minister of Communications and
Transport, Mexico
Helene Gagnon, Vice President of Public Affairs of Bombardier.
Barbara Bramble, President of the Roundtable for Sustainable
Biofuels.**

***Moderator: Paul Steele*, Executive Director of Air Transport Action
Group (ATAG).**

17:00 – 19:45

Korea – Mexico Bilateral Seminar: Business Dialogue on Green Partnership

*Organized by the Korean Business Council for Sustainable Development (KBCSD) and the Commission on Private Sector Studies for Sustainable Development (CESPEDES)
Coral Garden, Salon 1, 2 & 3*

Identify new fields of bilateral cooperation on green growth, and promote the efforts and commitments of the public and private sectors in the struggle against climate change.



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Presided over by:

Bruno Ferrari García de Alba, Minister of the Economy, Mexico
Gloria Guevara Manzo, Minister of Tourism
Manee Lee, Minister of Environment of the Republic of Korea

Participants:

KBCSD
CESPEDES
Korean Private and Public Sectors
Mexican Private Sector and Public Sectors

Special guests:

Lord Nicholas Stern
Mr. Björn Stigson, President of WBCSD

19:00 – 21:00 ***The role of British companies in carbon markets and opportunities for low-carbon businesses in Mexico***
Cocktail offered by the Embassy of the United Kingdom in Mexico
Terraza Sunset

An expert from the British government's department of innovation and business will talk about the capacities of companies in the United Kingdom specializing in development and financing of emissions-reduction projects and Clean Development Mechanisms, and business options in the Mexican market will be analyzed.

Speaker: Tom Bouwens, Climate Change Projects Office, Business Innovation and Skills Department.

19:00 – 21:00 ***Cocktail offered by the Swedish Embassy***
Terraza Sunrise

Wednesday 8 December 2010

Parallel Sessions

09:00 – 10:40 ***Perspectives and potential of renewable energies in a low carbon economy***
Event organized by the Ministry of Energy, Mexico (SENER)
Coral Gallery, Salon C

1. How can we compare, in terms of emissions, production of energy with renewable sources as against fossil sources?
2. How can renewable energy contribute to a country's energy security, bearing in mind its high cost and variability with respect to fossil energy?
3. What limitations does renewable energy present with respect to traditional energy sources (hydrocarbons)?



4. How do we choose between the different technologies of renewable energy?
5. What conditions are required for takeoff in the use of renewable energy?
6. What are the key elements that need to be sparked so that renewable energy becomes the pillar of the world energy matrix?
7. What role do governments play in promoting the use of renewable energy?
8. What measures have governments taken to encourage the use of renewable energy? What measures have been catalogued as success stories at world level?

Panelists:

Adnam Amin, *Interim General Director of International Renewable Energy Agency.*

Lykee Friss, *Minister of the Climate and Energy, Denmark*

Carmen Becerril, *President of Acciona Energia.*

Xabier Viteri, *General Director of Iberdrola Renovable.*

Rosa Aguilar, *Minister of Environment, Rural and Marine Affairs of Spain.*

Marcelo Tokman Ramos, *Head of Government Relations for Vestas in Latin America and the Caribbean.*

Katherine Richardson, *Chairman of Danish Commission on Climate Change Policy.*

Héctor Rangel Domene, *General Director of Nacional Financiera.*

Dr. Fred Moavanzadech, *President of the Science and Technology Institute of Masdar.*

Simone Mori, *Director of Regulatory and Environmental Management of Enel Green Power.*

BoDiczfalusy, *Director of Sustainable Energy Policy and Technology of the International Energy Agency (IEA)*

Moderator: Leonardo Beltran, *General Director of Formation and Energy Studies, Ministry of Energy*

09:00 – 10:40

Seminar organized by the Canadian Embassy
Coral Gallery, Salon B

09:00 – 11:40

Panel organized by the Swiss Embassy
Coral Gallery Salon A

09:00 – 10:40

Technology Solutions for the U.S. companies to contribute to the Environment and Energy Efficiency
Seminar organized by the Embassy of the United States of America in Mexico
Coral Kingdom Salon1



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- What are the policies of the U.S. government on environmental and renewable energy?
- What is the international experience of these companies and their views on the existing legal framework for participation in sustainability projects and energy saving?
- What are the technologies offered by U.S. companies to contribute to environment and energy efficiency?
- What are the benefits gained from these technologies?
- What is the cost of implementing these proposed technologies?
- What are the obstacles faced by companies that offer these technological solutions?

Panelists:

Ana Arroyo, Director of Enterprise Florida

Bob Roller, CEO BETAled

Christopher Higby, Government Relations, Honeywell International,

Jeff Cohen, Senior VP, Science and Policy, EOS Climate,

Kathy Baughman, Director of Public Policy Group, Bryant Miller Olive

Moderator: Ann Bacher, Minister Counselor for Commercial Affairs, U.S. Commercial Service.

09:00 – 11:40

Methane Markets/Global Methane Initiative Panel

Event organized by the Ministry of the Environment and Natural Resources, Mexico (SEMARNAT)

Salon Coral Kingdom 2

Participants:

Sandra Herrea Flores, the Ministry of the Environment and Natural Resources

Joe Goffman, USEPA

Dr. Mario Molina, Presidente del Centro Mario Molina para Estudios Estratégicos sobre Energía y Medio Ambiente, A.C (tbc)

Henry Ferland, GMI Administrative Support Group en US EPA

Edgar del Villar, Ministry of the Environment and Natural Resources

Darren Goetze, Environment Canada

Land Bank of the Phillipines

Paul Gunning, USEPA

Lorenzo Betancourt, PEMEX

César Chavez, Ministry of the Environment and Natural Resources

Frank Portalupi, Environment Canada



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9:00 – 14:00

Electric Industry Seminar: Great solutions to great challenges

*Seminar organized by the Electric Industry Association of Spain (UNESA)
Salon Coral Kingdom 3*

This seminar seeks to explore electricity and climate change, which will constitute a valuable input for the COP16 negotiations and perhaps beyond.

Chaired by **Hans ten Berge** (EURELECTRIC)

09:00 – 09:10

Introduction to Workshop

Dr. Eugenio Laris, Project Director, Federal Electricity Commission
(Comisión Federal de Electricidad, CFE), Mexico

09:10 – 10:20

World Electricity Demand (2010-2050)

Richard Baron, IEA

09:25-09:35

The Role of Electricity in a Low Carbon Society

Zengo Aizawa, TEPCO and Keidanren

09:35-09:45

A Latin American Perspective

Ester Fandiño, Executive Secretary of CACIER

09:45-10:05

A Mexican Overview

Alberto Ramos Elorduy, Deputy Director,CFE

José Miguel González Santaló, Director of the Mechanics Division IIE

10:05-10:20

**Roadmap and Trajectories for a Low Carbon
Power Sector**

Bill Kyte, International Electricity Partnership

10:20 – 10:40

Break

10:40 – 12:55

Low carbon technologies

Led by EEI

11:25 -12:10

Electricity and the demand side

Led by FEPC

12:10-12:55

Public/private interface

Led by EURELECTRIC

12:55 – 13:55

Networking Lunch

13:55 – 14:30

Report Back Plenary and Closing Session

Lars Josefsson, President, EURELECTRIC



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Alberto Ramos Eldoruy, Federal Electricity Commission (Comisión Federal de Electricidad, CFE), Mexico

11:00-12:00

Pemex's Climate Action Plan

Coral Garden Salons 2 & 3

Carlos Murrieta Cummings, Chief Operations Officer PEMEX

12:00 – 13:40

Carbon Capture; Technologies towards environmental sustainability

Event organized by the Ministry of Energy, Mexico (SENER)

Coral Garden Salons 2 & 3

- How effective is this technology to dramatically reduce carbon emissions?
- What are the financial barriers that hinder investment in these technologies?
- What are the risks of carbon storage?
- What are the collateral benefits that could potentially improve the financial viability of this technology?
- If the goal is to move towards a low carbon economy, could this technology perpetuate the use of fossil fuels? Are these goals mutually exclusive?
- Is it possible that the development of technologies for carbon capture and sequestration has a counterproductive effect on innovation in renewable technologies and energy efficiency?
- Do we need a critical mass of installed capacity in order to have efficient and effective results in carbon emissions? Is it cost-effective compared to other alternatives to reduce carbon emissions?
- Does carbon capture and sequestration has a positive effect on job retention of traditional industries like coal and oil? If so, what is the potential effect on green jobs?

Panelists:

Eugenio Laris, Director of Investment Projects, CFE (to be confirmed, but CFE will participate)

David Hone, Senior Climate Change Adviser, Shell International.

Bob Pegler, Senior Vice President Europe Global Carbon Capture and Storage Institute

Paul Jefferiss, Head for Energy, Climate and Environment, BP

Rob Renner, Minister of Environment of Alberta, Canada.

Moderator: Dr. Julián Adame, Executive Director, Institute for Electrical Investigations



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11:00 – 12:40

Solutions for building a sustainable low-carbon economy

Seminar organized by the Embassy of the United Kingdom

Coral Gallery B

- 1. Sustainable Urban Development: Towards Low Carbon Competitive Cities** – presented by the Centre for Sustainable Transport (CTS-Mexico), which will present the results and methodologies of the Defra-funded project on Transit Oriented Development and the SPF-funded project on Low Carbon Competitive Cities.
- 2. Waste management as an alternative for Climate Change** – delivered by Nuevo León Sustainable Urban Secretary (TBC), who would present the state's efforts to improve its waste management practices with the help of local UK councils, which have introduced the concept of "Low Waste economy" as opposed to traditional waste management.
- 3. First Sustainable Olympic Games: London 2012** – presented by UKTI Inward Investment Team, the aim of this presentation is to promote the UK and its sustainability policy through the Olympic Games Sustainability Plan: 5 key messages (Climate Change, Biodiversity, Inclusion and Healthy Living), as well as the Compete for program.

11:00—11:40

Conservation and Reforestation: Models of economic sustainability

Panel organized by Reforestamos México and The Rainmaker Group

Coral Kingdom 1

Presentation of business models of conservation and reforestation and the close relationship between forests and business.

Panelists:

Ernesto Herrera Guerra, Director General, Reforestamos México, A.C.

Congressman Francisco Moreno Merino, Morelos (PRI)

Guillermo Osuna Saenz, Rainmaker Sustainability Trust Fund

Senator Yeidckol Polevnsky Gurwitz, Estado de México (PRD)

Moderator: *Gabriel Holschneider*, CEO, The Rainmaker Group

12:00 – 13:40

Transformational solutions for Climate Change: Messages and recommendations derived from the dialogue concerning usage of information technology and communication – From Guadalajara to Cancun-

Event organized by the Ministry of Foreign Affairs, Mexico, and Ericsson



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Coral Gallery C

Contribution of the ITC Sector to Climate Change.

Presided by:

Luis Alfonso de Alba, *Special Representative for Climate Change, Mexico*

Participants:

Edna Molewa, *Minister of Water and Environmental Affairs of South Africa (PC) (Confirmed)*

Shri Jairam Ramesh, *Minister of Environment and Forests, India (CONFIRMED)*

Adrian Fernandez, *President of the National Institute of Ecology, Mexico*

Hans Vestberg, *CEO Ericsson (Telepresence from Sweden) (CONFIRMED) and represented on the Presidium by Elaine Weidman Grunewald (Ericsson / GeSI)*

Luis Neves, *Chairman GeSI / Deutsche Telekom Germany (Telepresence from Germany)*

Microsoft Mexico Representative

Hamadoun Toure, *Secretary General of the International Telecommunication Union (ITU) (TelePresence from Africa, PC) Representative of Microsoft, Mexico*

12:00 – 13:40

Carbon Markets

*Panel organized by the Ministry of Energy, Mexico (SENER)
Coral Kingdom Salon 1*

- How can the private sector work within the UNFCCC process to expand and improve markets to address climate change?
- What can be learned from existing mechanisms, i.e. EU ETS, voluntary markets, and others
- What can be learned from the existing CDMs, what advantage derives from them?
- Role of possible new mechanisms (ex. sectoral crediting, sectoral trading, REDD+, etc)? What is needed for these to work effectively? What is the role of offset in any future climate regime?

Presided by:

Secretary Ernesto Cordero Arroyo, *Ministry of Finance, Mexico*

Moderator:



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Vikram Widge, Head, Climate Financial Products , IFC Climate Business Group

Participants:

Henry Derwent, IETA

Jaime Rodríguez, Grupo CYDSA

James Cameron, Climate Change Capital

12:00- 13:40

Transition towards a low-carbon economy; building synergies among the private sector, government and universities.

Panel organized by the Instituto Tecnológico de Estudios Superiores de Monterrey (ITESM / Monterrey TEC).

Coral Kingdom 2

Participants:

H. Stéphane Dion, Member of the Canadian Parliament, Saint-Laurent/Cartierville

Mtro. Elías Frieg, SHCP

Irina Maslennikova, President of Xerox Mexico

Dra. Isabel Studer, ITESM

13:40 – 16:00

Break – Lunch

16:00 – 17:15

Green Solutions Results: Plenary Session and Closing Ceremony

Organized by the World Economic Forum (WEF), The Ministry of Foreign Affairs, Mexico and ProMéxico

Salon Coral Gallery 1, 2 & 3

High-level report on public-private dialogue and its impact on climate change discussions seeking to understand how to build a “bottom up” dialogue with increased private sector interaction.

Main Speaker (TO BE DEFINED)



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