

In cooperation with BBVA

# Upgrading the EU – México Free Trade Agreement

Monday, 11 May 2015 | 9:45 – 13:30 | CEPS, Place du Congrès 1 1000, Brussels

## AGENDA

### 9.15 – 9.45 Registration

09.45 – 10.00 **Welcome Address** by **Karel Lannoo**, CEO, CEPS and **Luis Robles**, Chairman, BBVA Bancomer, Mexico

10.00 – 10.45 **Upgrading the EU-México FTA. Keynote by:**  
**Cecilia Malmström**, Commissioner for Trade, European Commission  
**Ildefonso Guajardo**, Secretary of Economy, Mexico  
 Q & A

### 10:45 – 11.00 Coffee Break

11.00 – 11.20 **The FTA EU – México Going Forward** - *Presentation of the Impact Study by* **Carlos Serrano Herrera**, Chief Economist, BBVA, México

11.20 – 11.50 **The Deeper FTA EU-México: Effects and expectation** - *Roundtable debate moderated by* **Jorge Sicilia**, Chief Economist, BBVA  
**Jean-Luc Demarty**, Director General DG Trade, European Commission  
**Francisco de Rosenzweig**, Undersecretary for Foreign Trade, Ministry of Economy Mexico  
**Sorin Moisă**, MEP, Member INTA, European Parliament  
 Q & A

11.50 – 12.15 **Broaden scope of the FTA EU-México** - *Roundtable debate moderated by* **Daniel Gros**, Director, CEPS  
**Jacques Pelkmans**, Senior Research Fellow, CEPS  
**Jaime Zabłudovsky Kuper**, President, COMEXI  
 Q & A

12.15 – 12.55 **EU – Mexican businesses and investors' views** - *Roundtable debate moderated by* **Jacques Pelkmans**, Senior Research Fellow, CEPS  
**Luis Robles**, Chairman, BBVA Bancomer, Mexico  
**Thomas Karig**, Vice-President Corporate Relations, Volkswagen de México and Chairman, Board of the Mexican-German Chamber of Industry and Commerce (AIHK)  
**Enrique Medina**, Chief Policy Officer, Telefonica  
**Kieran Simpson**, Global Public Affairs Manager, Heineken  
**Manuel Balmaseda**, Chief Economist, CEMEX

12.55 – 13.10 **Closing remarks** by  
**H.E. Juan José Gómez Camacho**, Ambassador of Mexico to the European Union, the Kingdom of Belgium and the Grand Duchy of Luxembourg  
**Javier Arias**, Head Representative to the EU, BBVA

### 13.10 – 14.00 Lunch