



Global Business & Markets

## **Mexico – Diversification of the export markets**

Thursday, 27<sup>th</sup> of April 2017, 1:00 PM – 05:00 PM

Hall 3, Stand H32, Business Forum 1

Mexico, since quite some time, seeks to diversify its foreign trade relations. The election of Donald Trump as US-President and his protectionist announcement, especially with respect to Mexico, might drive the second biggest economy in Latin America to faster change their trade policy and possibly strengthen the economic ties between Germany and Mexico.

The Business Association for Latin America and the German Fair are organizing together with the Santander Bank on the 27<sup>th</sup> of April 2017 the Business Forum “Global Business & Markets” of the fair of Hannover. In this connection they will discuss about Mexico’s potentials of diversification and about business opportunities for German companies.

---

### **1:00 PM – 01:15 PM Welcome**

Dr. Andreas Gruchow, Member of the Board, German Fair AG,  
Hannover

Representative of the embassy of the United Mexican States, Berlin  
(tbc)

---

### **1:15 PM – 02:00 PM Economic Situation in Mexico**

Manuel Neumann, Regional Manager Mexico, Central America and  
Cuba, Business Association for Latin America, Hamburg

Interviewing

Peter Buerstedde, Senior Manager America, Germany Trade and Invest  
GmbH (GTAI), Bonn



**2:00 PM – 3:30 PM Challenges for Mexico**

Moderation: Christoph G. Schmitt, CEO Business Association for Latin America, Hamburg

Jesús Mario Chacón Carrillo, Head of the Global Business Promotion Unit, ProMéxico, Mexico City (tbc)

Johannes Hauser, CEO AHK Mexico / CEO AHK Central America/Caribbean, Mexico City

Klaus Hübner, Head of Product Management & International Business, Santander Bank, Frankfurt (Main)

Manfredo Rübens, CFO and Executive Vice President, BASF Corporation, New Jersey (tbc)

**3:30 PM – 4:00 PM Questions and Answers**

---

**4:00 PM – 5:00 PM Get Together (sponsored by Santander Bank)**

---