



Global Business & Markets

Mexico – Diversification of the export markets

Thursday, 27th 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 27th 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)
