



MEXICO BUSINESS CENTER  
San Diego Regional Chamber of Commerce

SAN DIEGO/BAJA CALIFORNIA MISSION TO MEXICO III  
April 7-10, 2008  
Plus Optional Pre- and Post-Mission Tours.

DELEGATION RESERVATION FORM  
(Draft Agenda Below)

Participation Fee: \$1,200.00 per person on reservations and payment made prior to March 1, 2007. Includes all meals, meetings, receptions, ground transportation (except airport transfers) and coordination.

To secure your name on the reserved list, please forward a non-refundable deposit of \$200 by February 1. Final participation fee payment must be made no later than March 30, 2007. The final delegate list will close March 30, due to security reasons. Optional tours are additional.

Participation fee on reservations made after March 1: \$1,400. Final payment must be made no later than March 30. Payments not received by March 30, may result in the reservation being cancelled.

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Please make your hotel and air reservations as soon as possible to secure the best possible rates including our preferred hotel rate.

Mexico III 2008 HOTEL: Hotel Presidente InterContinental México, Campos Eliseos 218, Col. Polanco, México, D. F. 11560. Special Rate: \$150/ per night plus taxes, single or double occupancy.

To reserve your room, please use the reservations toll-free numbers: from the United States (1-800) 327-0200 or from Mexico (01-800) 690-9352. Give the **Group Code: SDR**. Please include your credit card number and mention type of room (king or 2 doubles). After March 15, rooms will be released and subject to availability. After said date, please call reservations general number: (52-55) 5327-7700. Group rates also apply to four days before and after the Mission for those who wish leisure time in Mexico City. **To register on line** for nights of April 7-9, please use the direct link to the hotel website. [Click here](#) to proceed directly to the reservation desk. (If arriving earlier than April 7 or staying longer than the night of April 9, make reservations directly with the hotel—lower weekend rates may apply).

AIRFARE: AeroMexico: Approx. \$450 per person including taxes round trip. Code for Mexico Business Center discount of 10-15%: G/USA/PRO/USM from San Diego, Ontario or Los Angeles. Toll Free Reservations: From United States: 1-800-237-6639. From Mexico: 01-800-021-4010.

Aviacsa and Mexicana also offer flights between Tijuana and Mexico City  
Avolar and Volaris fly between Tijuana and Toluca. Please check their websites for schedule and fares.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

Citizenship \_\_\_\_\_ Arrival Date \_\_\_\_\_ Departure Date \_\_\_\_\_

Credit Card (AX, MC, VI) Number \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Check Payable to Mexico Business Center/San Diego Regional Chamber of Commerce  
Enclosed \_\_\_\_\_

Return this form to: Mexico Business Center, SDRCC, 402 West Broadway, Suite 1000, San Diego, CA 92101.

Participation is limited. Note: Spouses/companions are welcome. Participation fee applies to spouses/companions if attending any events or meals.

**Suggested Flights**

San Diego/Mexico City	AM 489	Dep. 9:05 a.m.	Arr. 4:05 p.m.
Mexico City/San Diego	AM 488	Dep. 4:15 p.m.	Arr. 7:35 p.m.
Tijuana/Mexico City	AM 173	Dep. 9:30 a.m.	Arr. 2:50 p.m.
Mexico City/Tijuana	AM 176	Dep. 2:30 p.m.	Arr. 4:10 p.m.

San Diego flights clear Mexican Customs in Los Cabos. Tijuana flights are non-stop.



**SAN DIEGO/BAJA CALIFORNIA MISSION TO MEXICO III  
PRELIMINARY DRAFT AGENDA**

Last updated: 2/13/2008  
Hotel Presidente InterContinental Mexico  
Campos Eliseos 208  
México D.F. 11560  
Tel: (52-55) 5327-7700  
[www.intercontinental.com](http://www.intercontinental.com)

**Purposes of the Mission**

1. Support Baja California initiatives with the Federal Government.
2. Discuss Border Crossing Issues and Solutions with Federal Government
3. Introduce proposed business development investment initiatives with Federal Government
4. Acquaint San Diego business executives with Government and Mexico City opportunities

## Optional Pre-Tours

### Sunday, April 6.

9:00 a.m. Tour: Parque Sullivan Arts Fair and the best of Centro Histórico .

### Monday, April 7.

9:00 a.m. Optional Tours:  
1. Pyramids and the Basilica of Our Lady of Guadalupe  
2. Museum of Anthropology, Chapultepec Park (private visit pending).

### Monday, April 7.

6:00 p.m. Delegation briefing:

7:00 p.m. Departure for home of Carlos and Lupita Ramos Cardenas, or Museum of Contemporary Art.

7:30 p.m. Welcome reception at Ramos home, Montes Urales 445, Bosques de las Lomas or Museum of Contemporary Art, Chapultepec Park, Seccion Primero.

8:30 p.m. Departure for Villa Maria.

8:30 p.m. Welcome Dinner at Villa Maria, Homero No. 704, Col. Polanco, Mexico , DF 11550

10:00 p.m. Return to hotel

### Tuesday, April 8.

7:45 a.m. Departure for Secretariat of Foreign Relations.

8:30 a.m. Breakfast Briefing: Undersecretary for North America Carlos Rico Ferrat and Director for Border Affairs, Sean Carlos Cazares Ahearne. Secretaría de Relaciones Exteriores, Plaza Juarez No. 20, Piso 1, Salon Jose Maria Morelos y Pavon, Col. Centro, Del. Cuauhtemoc, Mexico, DF 06010. Tel: (55) 9159-5100.

9:30 a.m. Meeting with Bruno Ferrari, Director General, Promexico at Sec. Rel Ext.

10:00 a.m. Departure for Palacio Municipal.

10:30a.m Ciudad de Mexico. Meeting with Marcelo Ebrard Casaubon, Jefe de Gobierno del Distrito Federal. Contact: Juan Jose Garcia Ochoa, Subsecretario de Gobierno, Plaza de la Constitucion No. 1, 1er Piso, Col. Centro, Mexico, D. F. 06068. Tel: 5345-8140, 5345-8139.  
Samuel Podolsky, Executive Secretary, Federal District, and Juan Jose Garcia Ochoa, Undersecretary of Government, Federal District.

12:00 noon Departure for Senate of Mexico.

12:30 p.m. Arrival: Senado de la Republica, Xicoténcatl No.9, Centro Histórico Ciudad de México, Distrito Federal C.P 06010 Teléfono: 51-30-22-00.

- 1:15 p.m. Guided tour of the Senate and meeting with key Senators. Hosts: Senator Santiago Creel (2003 MBC International Tribute Award Recipient), plus Senators from Baja California: Alejandro González Alcocer PAN, Jaime Rafael Díaz Ochoa PAN and Fernando Jorge Castro Trenti PRI, plus Luis Alberto Villarreal (Guanajuato, President of Senate Commission on US Frontier and Immigration Issues).
- 2:00 p.m. Luncheon: Chamber of the Senate. Alternate: Luncheon: Girasoles, Tacuba 8-A, Centro Historico
- 4:00 p.m. Departure for Secretaria de Comunicaciones y Tranportes
- 4:30 p.m. Meeting with Lic Manuel Rodriguez, Undersecretary of Transportation (Subsecretario de Transportes), Secretaría de Comunicaciones y Transportes, Av. Universidad y Xola s/n, Col. Navarete, Del. Benito Juarez, Mexico, D.F. 03020. Contact: Lic Carlos Monroy o Lic. Alejandro Signoret. Tel: 5530-7390 y 4978.
- 5:30 p.m. Return to hotel
- 7:00 p.m. Departure for Antiguo Colegio de San Ildefonso
- 8:00 p.m. Dinner at Antiguo Colegio de San Ildefonso (Founded 1588), Justo Serra 16, Centro Historico, Mexico, D. F. Tel: 5702 6378 / 5795 5922.
- 10:00 p.m. Return to hotel.

**Wednesday, April 9**

- 7:30 a.m. Breakfast at hotel.  
Guest Speaker: Luis De La Calle, Founder Partner, CMM Mexico.
- 9:00 a.m. Departure for HSBC Mexico , Dirección Ejecutiva de Asuntos Públicos:  
Contacto: Roy Caple Paseo de la Reforma No. 156 Piso 2Col. Juárez México, D.F. 06600Teléfonos: +52 55 5721-6060  
Correo Electrónico: Roy.Caple@hsbc.com.mx
- 9:30 a.m. Briefing by Director of Research and Investment, HSBC Mexico, Paseo de la Reforma No. 156 Piso 2Col. Juárez México, D.F.
- 10:30 a.m. Departure for the Secretaria de Economía (Secretariat of the Economy)
- 11:00 a.m. Meeting with Dr. Eduardo Sojo, Secretary of Economy (2007 MBC International Tribute Award recipient), Dr. Eduardo Solis Sanchez, Director of Investment Promotion, Secertaria de Economía, and Dr. Alberto Ortega, Chief of Staff, Secretariat of the Economy. Alfonso Reyes 30, Col. Hipodromo Condesa, Del. Cuauhtémoc, Mexico, D.F. 06140. Tel: 5729-9106 y 9108.
- 1:00 p.m. Departure for Club de Banqueros
- 2:00 p.m. Luncheon: Club de Banqueros, 16 de Septiembre 27. Col. Centro, Mexico

Special Guests: Guillermo Ortiz, Governor, Bank of Mexico (2005 MBC International Tribute Award recipient), and Guillermo Gúémez, Vice Governor.

- 3:30 p.m. Departure for Aduanas.
- 4:00 p.m. Meeting with Ing. Jesus Alberto Fernandez Wilburg, Central Customs and Borders Administration, Administracion Central de Fiscalizacion Aduanera, Secretaria de Hacienda y Credito Publico, Av. Hidalgo 77, Modulo IV, P. B. Col. Guerrero, Del, Cuauhtemoc, Mexico, D. F. 06300 Contacto: Lic. Paloma Gonzalez: Tel (55) 5802-0828.
- 5:00 p.m. Return to Hotel
- 7:00 p.m. Departure for Restaurante El Candelero, Insurgentes Sur 1333.
- 7:45 p.m. Arrival at Restaurante El Candelero.
- 9:30 p.m. Return to hotel

**Thursday, April 10.**

- 7:00 a.m. Breakfast at Hotel. Guest Speaker: Julio A. De Quesada, CEO, Citibank-Banamex
- 8:00 a.m. *For those leaving today and that wish to take the motor coach to the airport, please check out and bring your bags to the coach. We will go to the airport directly after lunch.*
- 8:00 a.m. Departure for Los Pinos
- 8:15 a.m. Arrival and check in at Los Pinos
- 9:00 a.m. Meeting with President Felipe Calderon. Subject: Reduction of Border Waits as presented by Secretary Eduardo Sojo and United States Commerce Secretary Carlos Gutierrez. Contact: Felipe Duarte Olvera, Technical, Director of the Economic Cabinet of the President of Mexico
- 10:00 a.m. Departure for United States Embassy.
- 10:30 a.m. Arrival and Security Check at United States Embassy.
- 10:45 a.m. Meeting with United States Ambassador Antonio O. Garza, Leslie Bassett, Deputy Chief of Mission and Karen Zens, Director United States Commercial Service
- 11:45 a.m. Departure for Les Moustaches.
- 12:00 noon Lunch: Restaurante Les Moustaches, Río Sena 88, Cuauhtémoc between Paseo de la Reforma y Río Lerma, Mexico, D. F. Tel. 5533-3390

1:00 p.m. Departure for Benito Juarez International Airport. Motor coach will go to Benito Juarez Mexico International Airport directly from Les Moustaches. Those delegates remaining in Mexico City may take taxis to the hotel.

Motor coach will deliver delegates to airport for AM 176 to Tijuana or AM 488 to San Diego.

**Post Tour**

**Friday, April 11.**

9:00 a.m. Optional Tour: Coyoacan, San Angel and the Gardens of Xochimilco