

## **MEXICO: THE AWAKENING OF THE AZTEC TIGER**

STAY TUNED TO BUSINESS OPPORTUNITIES OFFERED BY THE GREATER QUEBEC EXPORTS DESTINATION IN  
LATIN AMERICA

April 15, 2015

**8:00 AM            REGISTRATION AND BREAKFAST**

**8:25 AM            WELCOMING REMARKS**

**Noémie Bond**

Advisor, International Market Development  
Board of Trade of Metropolitan Montreal

**8:30 AM            SYNERGY QUEBEC-MEXICO AND LEADING SECTORS**

**8:55 AM            MEXICO BETWEEN NORTH AMERICA AND LATIN AMERICA**

**William Polushin**

Professor – Desautels Faculty of Management  
McGill University

**9:20 AM            TO BE DETERMINED**

**9:45 AM            MAJOR PROJECTS AND REFORMS IN MEXICO: HOW CAN QUEBEC COMPANIES  
TAKE ADVANTAGE OF IT?**

**Mathieu Arès**

Assistant Professor – School of Applied Politics  
Université de Sherbrooke

**10:10 AM          COFFEE BREAK**

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April 15th 2015

### 10:25 AM UNDERSTANDING THE LEGAL AND FISCAL MEXICAN FRAMEWORKS

**Micheline Dessureault**

Lawyer and Trademark Agent  
Director of the Intellectual Property and International Business Law Departments  
Honorary Vice-Consul of Mexico in Quebec  
Joli-Cœur Lacasse

### 11:10 AM THE IMPORTANCE OF BUSINESS INFORMATION: BE WELL-PREPARED

**Mihaela Micu**

Business Information Specialist  
Info entrepreneurs

### 11:35 AM BUSINESS TESTIMONIALS: SUCCEEDING IN MEXICO

**Sam Edery**

Head  
Business Development – International Markets  
JESTA I.S.

**François Lanctôt**

President  
Silex Créations Inc.

**Michel Guay**

President  
gtechna

### 12:00 PM CLOSING REMARKS AND NETWORKING

The "Exporting Québec" initiative is produced in cooperation with:



Official airline of the "Exporting Québec" initiative:



**WORLD TRADE CENTRE  
MONTRÉAL** 

The team of international trade experts  
from the Board of Trade of Metropolitan Montreal  
WTC Montréal receives financial support from Canada Economic Development.