



Mexico-U.S. Sister Cities Mayors' Summit Agenda

Important Information: Please note that anyone crossing international borders to and from the US will need a valid passport, passport card or Visa.

Day 1 Wednesday, February 26th

	Summit Venue:	El Paso Convention Center <i>1 Civic Center Plaza</i>
	Reception Venue:	Doubletree Hotel, Sky Lounge 17th Floor <i>600 El Paso St</i> (Attire: Business Casual)
12:00 pm - 5:00 pm	Registration	<i>Mt. Franklin Lobby</i>
1:00 pm - 3:30 pm	Historic Downtown Tour (optional) <i>(see tour description on page 25 for more details)</i>	
5:30 pm - 7:00 pm	Welcome Reception <i>Sky Lounge, 17th Floor</i>	
	Master of Ceremonies:	SCI Vice Chair (Chair-Elect) Carol Robertson Lopez and El Paso Council Member Peter G. Svarzbein, Summit Co-Chairs
	Welcome:	The Honorable Dee Margo, Mayor of El Paso and The Honorable Ron Nirenberg, Mayor of San Antonio and Chairman of Sister Cities International
	Guest Speaker:	The Honorable Armando Cabada, Mayor of Ciudad Juárez
	Music reception:	The Honorable Ruth Hughs, Texas Secretary of State "The Bridge Bi-national Youth Orchestra"

Day 2 Thursday, February 27th

	Summit Venue:	El Paso Convention Center <i>1 Civic Center Plaza</i>
	Reception/Dinner Venue:	Ciudad Juarez, Chihuahua (Attire: Business Casual)
7:00 am - 12:00 pm	Registration at Convention Center <i>Mt. Franklin Lobby</i>	
8:00 am - 9:00 am	Breakfast <i>Hall A</i>	
8:30 am - 9:00 am	Opening Ceremonies	
	Master of Ceremonies:	SCI Vice Chair (Chair-Elect) Carol Robertson Lopez and El Paso Council Member Peter G. Svarzbein, Summit Co-Chairs
	Call to Order/ Remarks:	SCI President and CEO Leroy R. Allala
	Greetings:	The Honorable Mauricio Ibarra, Consul General of Mexico in El Paso
9:00 am - 10:00 am	Mayors' Plenary Panel	
	Moderator: The Honorable Rodger Randle, Former Mayor of Tulsa, Chair, SCI Mayors Advisory Council	
	The Honorable Dee Margo , Mayor of El Paso, Summit City Co-Sponsor and Co-Host	
	The Honorable Ron Nirenberg , Mayor of San Antonio and SCI Chair and Summit City Co-Sponsor	
	The Honorable Armando Cabada , Mayor of Ciudad Juarez, Summit City Co-Sponsor and Co-Host	
	The Honorable Ken Miyagishima , Mayor of Las Cruces, Summit City Co-Sponsor	
	San Jose Council Member Raul Peralez , Summit City Co-Sponsor	
10:00 am - 10:15 am	Morning Break <i>Mt. Franklin Lobby</i>	
10:15 am - 11:15 am	Economic Development <i>El Paso Room</i> Post NAFTA: What's Next for USA-MEX <i>This session will discuss post-NAFTA effects on international trade, foreign direct investment, and manufacturing at the regional, domestic and global scale.</i> Moderator: Claudia Arias, Senior Vice President-International Commercial Bank Ruth Hughs , Texas Secretary of State Mayra Maldonado , Hunt Institute Alan Russell , TECMA Juan Antonio Flores , Port San Antonio	Cultural & Community Development <i>Juarez Room</i> What's in a Place: Tourism & Heritage Strategies <i>This session will showcase the beauty and attractions of two nations intertwined by history and culture. Participants will learn how history and culture create local distinctiveness developing regional and binational markets in the face of globalization.</i>

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(cont.)

Moderator: Bryan Crowe-Destination El Paso

- Al Borrego**, San Elizario Genealogy and Historical Society
- Janet Green**, New Mexico State University
- Dorah Benavidez**, Visit San Antonio
- Jose Gamez Valle**, Pueblo Bonito Golf & Spa Resorts

11:30 am - 1:00 pm	<p>City Connection Marketplace Networking Event Lunch <i>Hall A</i></p> <p>SCI launched the City Connection Marketplace to redefine how cities, communities, and individuals form relationships. <u>The Marketplace reaffirms the concept of multilateral connections as a network, rather than bilateral connections.</u> The Marketplace encourages the formation of multiple points of contact and interaction, increasing communication quality, program quality, and program efficiency.</p> <p>Guest Speaker: The Honorable Maria Eugenia Campos, Mayor of Chihuahua, Chih.</p>	
1:15 pm - 2:15 pm	<p>Economic Development <i>El Paso Room A</i> Strengthening Education & Workforce Pathways</p> <p><i>This session will discuss how we can enhance our binational economy by investing in the future workforce of our students and citizens with the tools needed to excel in the 21st century and beyond.</i></p> <p>Moderator: Arturo Barrio, University of Texas El Paso</p> <ul style="list-style-type: none"> Bob McKinley, Alamo Colleges Raul Rodriguez-Barocio, ITESM International Initiatives Dr. Kathleen Welsh, Texas A&M University, San Antonio 	<p>Cultural & Community Development <i>Juarez Room</i> Journalism Across Borders</p> <p><i>This session will examine how media outlets are shaping the production of news and journalism across nations and borders. Participants will engage with journalists from the U.S. and Mexico and discuss how media has shaped the news industry across both countries.</i></p> <p>Moderator: Jessica Molinar</p> <ul style="list-style-type: none"> Ramon Salcido, El Diario de Juárez Dr. Richard Pineda, UTEP Daniel Marin, KTSM El Paso Bob Moore, El Paso Matters
2:15 pm - 2:30 pm	Break <i>Hall A</i>	
2:30 pm - 3:30 pm	Plenary Address: The Honorable Arturo Sarukhan, Former Ambassador of Mexico to the US <i>Hall A</i>	
3:45 pm - 4:45 pm	<p>Economic Development <i>El Paso Room</i> Women in Entrepreneurship</p> <p><i>This session will highlight women leading the way in a new binational economy.</i></p> <p>Moderator: Cindy Ramos Davidson, El Paso Hispanic Chamber of Commerce</p> <ul style="list-style-type: none"> Cecilia Levine, MFI International Miriam Baca Kotkowski, Omega Trucking Janean Mann, June's Bag Tania Peregrino, Don Carbon Restaurant 	<p>Cultural & Community Development <i>Juarez Room</i> Resilience Across Borders: Climate, Equity and Prosperity in the Global Context</p> <p><i>This session will shed light on the common challenges the United States and Mexico face together and how we can become better at combating them through resilience strategies, resources, and infrastructure.</i></p> <p>Moderator: Nicole Ferrini, El Paso Chief Resilience Officer</p> <ul style="list-style-type: none"> Wellington Reiter, Arizona State University Calixto Mateos-Hanel, NADBank Genesis Gavino, CRO Dallas Councilwoman Ana Sandoval, City of San Antonio
5:30 pm	Departure to Ciudad Juarez, Chihuahua from Doubletree Hotel (<i>Attire: Casual</i>)	
6:15 pm	Arrival to the Museo de Arqueologia de El Chamizal	



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6:30 pm - 7:00 pm	Museum tour
7:15 pm	Departure from the Museum
7:30 pm - 7:40 pm	Arrival to the Letters and Photo of Av. Fco Villa and Sept. 16
7:40 pm - 8:00 pm	Tour of Sept. 16 to the Old Presidency
8:00 pm - 8:15 pm	Depart from the Old Presidency to La Fiesta
8:15 pm - 10:15 pm	Event - Dinner Party
10:15 pm - 10:30 pm	Meet at Bus Stop
10:30 pm	Departure to El Paso

Day 3 Friday, February 28th

	Summit Venue: El Paso Convention Center <i>1 Civic Center Plaza</i>		
	Reception Venue: El Paso Museum of Art <i>1 Arts Festival Plaza</i>		
8:30 am - 9:30 am	Breakfast <i>Hall A</i> Speaker: Al Zapanta, President and CEO of the United States-Mexico Chamber of Commerce		
10:00 am - 11:00 am	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> Economic Development <i>El Paso Room</i> Technology Across Borders <i>This session will explore innovation in technology and the new frontera of the future.</i> Moderator: Carlos Martinez, Pioneers 21 Ivan Gris, Boost Human Emma Schwartz, Medical Center of the Americas Foundation Rick Wicker, University of Texas El Paso Ricky Mora, Technology Hub </td> <td style="width: 50%; vertical-align: top;"> Cultural & Community Development <i>Juarez Room</i> Bringing People Together: The Role of Sports & Citizen Diplomacy. <i>This session will take a dive into the impact that sports have in creating bonds between nations and citizens.</i> Moderator: Alvaro Gurovich, Former Chilean National Swimmer Alejandro Barron, US Embassy- Mexico Laura Dixon, Spurs Intergovernmental Affairs Brad Taylor, Mountain Star Sports Group Andrew Forrest, El Paso Locomotives </td> </tr> </table>	Economic Development <i>El Paso Room</i> Technology Across Borders <i>This session will explore innovation in technology and the new frontera of the future.</i> Moderator: Carlos Martinez, Pioneers 21 Ivan Gris , Boost Human Emma Schwartz , Medical Center of the Americas Foundation Rick Wicker , University of Texas El Paso Ricky Mora , Technology Hub	Cultural & Community Development <i>Juarez Room</i> Bringing People Together: The Role of Sports & Citizen Diplomacy. <i>This session will take a dive into the impact that sports have in creating bonds between nations and citizens.</i> Moderator: Alvaro Gurovich, Former Chilean National Swimmer Alejandro Barron , US Embassy- Mexico Laura Dixon , Spurs Intergovernmental Affairs Brad Taylor , Mountain Star Sports Group Andrew Forrest , El Paso Locomotives
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11:30 am - 1:00 pm	Lunch <i>Hall A</i> Speaker Introduction: The Honorable Mauricio Ibarra, Consul General of Mexico in El Paso Speaker: The Honorable Jesus Seade, Undersecretary for North America at the Ministry of Foreign Affairs of Mexico		
1:30 pm - 4:00 pm	Tours: <i>(see tours description on page 25 for more details)</i> Downtown Streetcar: Ride around El Paso in the newly revitalized Streetcar through the downtown area. Downtown Museums: Take a walk through the vibrant Museums and Cultural Arts District of Downtown El Paso. Downtown Public Art: El Paso's Public art walking tour will include local artists, Los Dos, the children of Creative Kids and more.		
6:00 pm - 7:00 pm	Reception/Cocktail <i>El Paso Museum of Art (Attire: Cocktail)</i>		
7:00 pm - 10:00 pm	Closing Dinner (Gala)		

Day 4 Saturday, February 29th

	Departures
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