

**VI California-Mexico Advocacy Day:
Coordinating Economic Partnerships and Fostering Economic Development
Tuesday, May 5th 2015**

1) Mission

- To increase the relevance of Mexico's relationship with the United States and the State of California, by raising awareness on bilateral investment opportunities.

2) Objectives

- To set the stage for a future Business & Investment Mission to Mexico, in order to establish new contacts and articulate new investment opportunities to bolster common economic growth and prosperity.
- To expand the portfolio of bilateral investment opportunities to areas with great potential such as border infrastructure, debt markets, stock markets and real estate.

3) Description

- A California-Mexico promotion day in the California State Capitol with the participation of experts from the financial sectors of both California and Mexico. Several CEO's of Mexican investment funds will be coming from Mexico City.

4) Activities

- **8:00 am - 10:00 am** - Breakfast for the Mexican Delegation hosted by CalPERS
- **12:00 pm – 1:30 pm** – International Luncheon at the California Chamber of Commerce
- **3:00 pm – 5:00 pm** - Hearing at the Senate Select Committee on California-Mexico Cooperation
- **5:30 pm – 7:30 pm** - Reception at the Leland Stanford Mansion

5) Partners

- Consulate General of Mexico in Sacramento
- Senate Select Committee on California-Mexico Cooperation
- *Cien Amigos: Working for California and Mexico*
- The Central Valley Fund
- CalPERS
- California Chamber of Commerce
- Mexican Tourism Board
- Council of State Governments
- Source Logistics
- Delfino Madden O'Malley Coyle & Koewler LLP
- BFBA
- Constellation Brands
- Tequila Don Pilar
- Mucha Canela, Postreria

6) Precedents

- I California-Mexico Advocacy Day (May 12th, 2010): Senate Select Committee on California-Mexico Cooperation's hearing on Border Crossing Facilitation & Disaster Coordination.

- II California-Mexico Advocacy Day (May 10th, 2011): Assembly Select Committee on California-Mexico Bi-national Affairs' hearing on California-Mexico past relationship, future recommendations, and California-Mexico trade relationship and its impact on job creation in California.
- III California-Mexico Advocacy Day (May 2nd 2012): Mexico's efforts to reduce greenhouse gases emissions and opportunities of cooperation between Mexico and California against global warming.
- IV California-Mexico Advocacy Day (May 6th and 7th, 2013): Strengthening Higher Education Partnerships
- V California-Mexico Advocacy Day (May 5th, 6th, 7th, and 8th, 2014): Challenges and Opportunities 20 years from NAFTA