



Southwestern Institute for
**INTERNATIONAL AND
COMPARATIVE LAW**

2nd Annual SWIICL-Mexico Workshop

NAFTA 2.0 & the Legal and Business Aspects of the Automotive Industry

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2nd Annual SWIICL-Mexico Workshop

NAFTA 2.0 & the Legal and Business Implications for the Automotive Industry

March 15 - 16, 2018

G100 Business District
Guanajuato, Puerto Interior, México

The program will be presented in English and Spanish,
with simultaneous interpretation.

Tuition

USD\$30 per person | Tuition-free for law students
(limited capacity)

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SWIICL is an Institute of
**THE CENTER FOR AMERICAN
AND INTERNATIONAL LAW**



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2ND ANNUAL SWIICL-MEXICO WORKSHOP

Conference Co-Chairs

Luis Emilio Luján Sauri
Basham, Ringe y Correa S.C.
Querétaro, Mexico

John M. Stephenson
Frost Brown Todd, LLC.
Dallas, Texas, USA

Conference Coordinators

Moisés Flores Gómez
Basham, Ringe y Correa S.C.
Guanajuato, México

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OVERVIEW

The North American Free Trade Agreement, adopted in 1994, has strengthened commercial relations and the flow of goods among Mexico, the United States and Canada.

After 23 years, discussions are underway to revise the NAFTA agreement. Whatever revisions are made, there will be important implications for the automotive industry. Currently there is uncertainty among the North American countries, and that uncertainty affects companies with cross-border investments and the lawyers and economists who work with them. As is well known, one of the most important industries in the NAFTA is the automotive sector, susceptible to any changes that the renegotiation of the NAFTA may cause.

The implementation of the NAFTA increased the integration of the automotive industry, especially with the suppression of tariffs among the North American countries. The Automotive Industry has seen a significant growth in “El Bajío”, thanks to the efforts made by each of the entities that comprise it (Querétaro, Aguascalientes, Guanajuato, San Luis Potosí, Michoacán and Jalisco), helping increase the production, exportation and internal purchase and sale of goods, which brought prosperity and development to this special region. Some of the automotive companies that in the area are Ford, General Motors Company, Mazda, Toyota, Honda, Volvo, Michelin, Pirelli, American Axle, Faurecia, among others.

There is an extremely important role for the corporate lawyers who offer advice to the companies that belong to the automotive industry in El Bajío. This program will gather leading specialists who can offer cross-cultural perspectives on these important issues, in light of the renegotiation of the NAFTA.

The audience will have the opportunity to be part of a timely, important discussion. And the program will be presented in English and Spanish, with simultaneous interpretation.

THURSDAY, MARCH 15

15:00 REGISTRATION

15:20 WELCOME TO THE SWIICL WORKSHOP

- **Moisés Flores**, SWIICL’s Country Coordinator for Mexico and Conference Coordinator
- **Susan Karamanian**, Chair of the Advisory Board, SWIICL, USA
- **Luis Emilio Luján**, Co-Chair, Basham, Ringe y Correa S.C., Querétaro, México
- **Guillermo Romero**, Business Development Secretary of the State of Guanajuato
- **John M. Stephenson Jr.**, Co-Chair, Frost Brown Todd, LLC, Dallas, Texas, USA
- **Diego Valdovinos**, Legal Affairs Director of Ford

16:00 **AUTOMOTIVE MERGERS & ACQUISITIONS**

PANELISTS:

- Luis Emilio Luján, Basham, Ringe y Correa
- Guillermo Moreno, Santamarina & Steta
- John M. Stephenson Jr., Frost Brown Todd, LLC

17:00 **COFFEE BREAK**

17:20 **ACADEMY OF AMERICAN AND INTERNATIONAL LAW**

- Susan Karamanian, Chair of the Advisory Board, SWIICL
- Mark Smith, Academy Dean and Vice President, The Center for American and International Law

18:00 **THE AUTOMOTIVE INDUSTRY: INTERNATIONAL ARBITRATION AND ENVIRONMENTAL MATTERS**

PANELISTS:

- Guillermo Aldana, Chair, Bajio's Arbitration Committee, International Chamber of Commerce, México
- Ricardo Evangelista, Mexican Bar Association (*Environmental Committee*)
- María Marulanda, Zuleta Abogados Asociados, Colombia
- Luis Omar Guerrero, Hogan Lovells (Mexico)

19:00 **THE AUTOMOTIVE INDUSTRY: NAFTA 2.0 & LABOR AND IMMIGRATION MATTERS**

PANELISTS:

- Enrique García Conde, Littler Mexico
- Juan Carlos Curiel, EY
- James D. Prappas, Kane Russell Coleman Logan PC
- Leticia Montero, Villar & Villar Abogados

20:15

COCKTAIL RECEPTION

At G100 Busines Center

FRIDAY, MARCH 16

8:30 **REGISTRATION**

9:00 **THE AUTOMOTIVE INDUSTRY: NAFTA 2.0 & PRIVACY AND INTELLECTUAL PROPERTY MATTERS**

PANELISTS:

- Leonardo Medellín, General Counsel and Data Protection Officer at Faurecia Company
- Federico de Noriega, Hogan Lovells (Mexico)
- Tania Terrazas, Littler Mexico
- Francisco Balderas, Villar & Villar Abogados

10:00 **THE AUTOMOTIVE INDUSTRY: CORPORATE COUNSEL AND CCO MATTERS**

PANELISTS:

- Moisés Flores, SWIICL's Country Coordinator for Mexico
 - Roberto Imaz, Corporate Counsel at American Axle & Manufacturing de Mexico
 - Carlos Monroy, Legal Director at Mazda Motor in Mexico
 - Masaru Umeda, Nishimura & Asahi
 - Diego Valdovinos, Legal Affairs Director at Ford Company
-

11:00 IPADE's ANNOUNCEMENT

11:10 COFFEE BREAK

11:20 THE AUTOMOTIVE INDUSTRY: NAFTA 2.0 & TAX AND ADMINISTRATIVE MATTERS

PANELISTS:

- **Ricardo Arellano**, KPMG
 - **Teresa Gonzalez**, EY (Advisor on NAFTA's current renegotiation)
 - **Eugenio Franzoni**, Chevez, Ruiz, Zamarripa
-

12:20 THE AUTOMOTIVE INDUSTRY: NAFTA 2.0 & FOREIGN TRADE AND CUSTOMS MATTERS

PANELISTS:

- **Sergio Barajas**, Chair of the Mexican Institute of Foreign Trade Executives
 - **Oscar Cruz Barney**, Mexico's advisor on NAFTA's renegotiation
 - **Jan deBeer**, Frost Brown Todd, LLC
 - **Ricardo Romero**, Chevez Ruiz Zamarripa
-

13:20 COFFEE BREAK

13:40 THE AUTOMOTIVE INDUSTRY: CRIMINAL LIABILITY FOR LEGAL ENTITIES & CIVIL LITIGATION

PANELISTS:

- **Fernando Moreno**, VP and Legal Director at MAGNA
 - **Gilberto Valle**, Basham, Ringe y Correa
 - **Juan Carlos Villar**, Villar & Villar Abogados
 - **Antonio Mañon**, Mondragon Abogados
-

14:40 LUNCHEON



16:00 SIGNATURE OF THE MEMORANDUM OF UNDERSTANDING ("MOU")

MOU to be entered into by and between the Southwestern Institute for International and Comparative Law (SWIICL) and the Barra Mexicana de Abogados (Guanajuato Chapter).

16:20 MEXICO'S ECONOMY (AUTOMOTIVE INDUSTRY)

- **Fidel Otake Harada**, Chair at Cluster Automotriz Guanajuato (*to be confirmed*)
 - **Oscar Cruz Barney**, Mexico's advisor on NAFTA's renegotiation
-

17:00 ADJOURN

- **Luis Emilio Luján**, Co-Chair, Basham, Ringe y Correa S.C., Querétaro, México
 - **John M. Stephenson Jr.**, Co-Chair, Frost Brown Todd, LLC, Dallas, Texas, USA
 - **Susan Karamanian**, Chair of the Advisory Board, SWIICL, USA
-

REGISTRATION

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G100 Business District • Guanajuato, Puerto Interior, México

Payment must accompany registration. Confirmations will be sent to all registrants.

Check applicable box:

Regular registration fee \$30 USD

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PAYMENT MUST ACCOMPANY REGISTRATION

GENERAL INFORMATION

CANCELLATION POLICY: Tuition will be refunded upon receipt of written cancellation received not later than five (5) working days prior to the program. E-mail cancellation notice to kjohnson@cailaw.org. After this date, no refunds, but substitution of attendees for this program will be permitted.

NONDISCRIMINATION POLICY: The Center for American and International Law does not discriminate on the basis of race, color, sex, religion, national origin, age, disability, veteran status or any other protected status in educational activities, scholarship programs or admissions.