

Doing Business in  
**MÉXICO**

**XXII** CONGRESO INTERNACIONAL  
**AMPROFEC**



23 - 29 SEPT

MÉRIDA 2019

**XXII AMPROFEC INTERNATIONAL CONGRESS 2019**





# PROGRAM

## CONCURRENT EVENTS

### MONDAY

SEPTEMBER 23, 2019

#### MÉRIDA, YUCATÁN

#### CITY OF CAMPECHE

9:00 am

Participants begin to arrive to Merida International Airport

Golfers arrives To Campeche Airport

4:00 - 7:30 pm

Conference Panel "Campus MPI"  
Meeting Professional International; Mexico Chapter  
NH Collection Hotel at: Calle 60 346, Paseo Montejo Zone, Center, 97000

5:00 pm

Transfer for the Golf Tournament participants to the City of Campeche  
Meet Point: NH Collection Hotel

7:00 pm

Hotel Check-in at Campeche

8:30 - 10:00 pm

Welcome Cocktail "Pirates Adventure"





# PROGRAM

## CONCURRENT EVENTS

TUESDAY

SEPTEMBER 24, 2019

MÉRIDA, YUCATÁN

CITY OF CAMPECHE

6:00 am – 4:30 pm

8:00 am - 6:00 pm

5:30 pm

7:30 pm

7:30 – 8:30 pm

Tour “Las Coloradas” Sea Salt Factory & Lagarto River  
Meet Point: Hyatt Regency Hotel

Golfers arrival to NH Collection Hotel

UFI Press Conference “Statistic of the Exhibition Industry in Latin America and in the world”  
International Congress Center (ICC). Calle 62 294, Centro, Mérida

Golf Tournament “México vs The World “.  
El Delfin Golf Course

Return to Mérida





# WEDNESDAY

SEPTEMBER 25, 2019

# PROGRAM

## ACTIVITIES

## VENUE

8:30 am – 5:00 pm	Registration	Foyer International Congress Center (ICC). Calle 62 294, Centro,
8:00 – 10:00 am	Breakfast: MPI Mexican Caribbean Chapter Promotion	NH Collection Hotel
8:00 – 11:00 am	Breakfast: Site Annual Assembly, Mexico Chapter	ICC, Mezanine 13
9:00 – 10:00 am	<p>“Merge and Acquisition”; how to prepare your Expo for been acquired.</p> <p><b>Speaker: Indira Nadia Ribeiro Franca</b> Business Development Director Reed Exhibitions</p>	ICC, Room 21 A
9:00 am – 4:00 pm	“Start Up Meetings” AMPROFEC University	Venue to be define
9:00 am – 7.00 pm	Session of “Certified Venue Professional” by AMEREF	ICC, Mezanine 15





# PROGRAM

## WEDNESDAY

SEPTEMBER 25, 2019

### SCHEDULE

### VENUE

10:00 am – 1:30 pm	“DIBR” Doing International Business Right Now Asian groups & BRICS, (invitation is required)	Room 21, ICC
10:00 am – 2:00 pm	SITE – AMDEM Training Seminar	ICC
1:30 – 2:30 pm	Presentation of IFES by Peter Theodorides, IFES President	ICC Mezanine 13
2:00 – 4:00 pm	SKAL Friends Lunch (additional charge)	NH Collection Hotel
5:00 – 6:00 pm	Shuttle to the Palacio de la Música.	Meet point: Hotel Hyatt Regency
6:00 – 7:00 pm	Guided visit “Palacio de la Música”	
7:30 – 8:30 pm	XXII AMPROFEC International Congress Inauguration Ceremony	Palacio de la Música. Calle 58 x 59, Parque Santa Lucia, Centro, Merida
8:30 – 10:00 pm	Welcome Cocktail “Fiesta Mexicana”	





# PROGRAM

## THURSDAY

SEPTEMBER 26, 2019

### SCHEDULE

### VENUE

8:30 – 10:30 am

**ASETUR Breakfast (invitation is required)**

ICC

9:00 am – 6:00 pm

**Expo AMPROFEC**

Room 1, ICC

10:00 am – 11:00 am

**Panel: International Allies, Who are they and how do business with them?**

**Ana Maria Arango**, Regional Manager LATAM at UFI, The Global Association of the Exhibition Industry.

**David Audrain**, Executive Director the Society of Independent Show Organizers (SISO)

**Cathy Breden**, CMP, CAE, EVP & Chief Operating Officer, International Association of Exhibitions and Events (IAEE)

**Mario Cajiao**, President of the America Fair International Association (AFIDA)

**Moderator: Edward Kelley**, General Director of CIEC WTC & Pepsi Center CDMX.

Room 2, ICC

11:00 am – 12:00 pm

**Panel: The New CPTM.**

**Carlos Mackinlay Grohmann**, Mexico City Secretary of Tourism

**Fernando Olivera Rocha**, Secretary of Tourism State of Tamaulipas

**María Teresa Matamoros Montes**, Secretary of Tourism State of Guanajuato

**Alejandro Ramírez Tabche**, President of the Mexican Council of Meeting Industry

**José Manuel López Campos**, President of the "Confederación de Cámaras Nacionales de Comercio Servicios y Turismo de México" (Concanaco-Servytur)

**Moderator: Michelle Fridman Hirsch**, Secretary of Tourism Development





# PROGRAM

**THURSDAY**

SEPTEMBER 26, 2019

## SCHEDULE

## VENUE

12:00 - 12:30 pm	Coffee break & networking at Expo AMPROFEC	Room 1 ICC
12:30 - 1:30 pm	Guarantees of the Mexican Government for International Events.  Miguel Torruco Marqués; Minister of Tourism, Mexico	Room 2 ICC
1:30 - 3:00 pm	Lunch and Presentation of the Candidacy to host the XXIII AMPROFEC International Congress 2020.	Room 3 ICC
3:10 - 3:40 pm	Why Doing Business in Yucatan?  Federico Treviño Villarreal, General Director, Public Trust for the Development of Meeting Tourism in the State of Yucatán (FIDETURE).	Room 2 ICC
3:35 - 4:45 pm	Bidding International Events for Mexico.  Danny Breatchel, Vice President of Group Sales Preferred Hotels and Resorts- Preferred Hospitality Group.	





# PROGRAM

## THURSDAY

SEPTEMBER 26, 2019

### SCHEDULE

### VENUE

4:45 - 5:00 pm

Coffee break & networking at Expo AMPROFEC.

5:00 - 6:00 pm

Maximize your profits, SELL your content World Wide.

Key Speaker: Ángel Vázquez, LIVEMED

6:00 - 7:00 pm

International challenges & opportunities in México.

Speakers: Gavin Strong - Eduardo Arcos Control Risk  
Sponsored by: Reed Exhibition.

8:30 - 11:30 pm

Dinner "Merida, White Glamour" at the "El Minaret" Mansion\*,  
After hours: sponsored by IAEE Expo Expo! and Visit Las Vegas

\*Dress code: All white

Room 1  
ICC

Room 2  
ICC

El Minaret Mansion at Paseo de Montejo No.473, entre la 35 y la 37. Col. Centro,







# PROGRAM

FRIDAY

SEPTEMBER 27, 2019

## SCHEDULE

## VENUE

9:00 am – 4:00 pm	Expo AMPROFEC.	Room 1 ICC
9:30 – 10:30 am	<p><b>Panel: The “F” List of MICE industry.</b></p> <p><b>Seyed Rezvani</b>, General Director at “Mundo Imperial”.</p> <p><b>Alejandro Soberón Kuri</b>, General Director and Founder; “Corporación Interamericana de Entretenimiento” (CIE).</p> <p><b>Carlos Cervantes Fernández</b>, President of Expo Guadalajara.</p> <p><b>Jaime Salazar Figueroa</b>, Partner &amp; General Director of Informa Markets</p> <p><b>Moderator Ernesto Herrera Novelo</b>, Secretary of Economic Development and Work of the State of Yucatan.</p>	Room 2 ICC
10:30 am – 12:00 pm	Solutions and opportunities. Break outs 4 Segments AMPROFEC.	Rooms 23 & 24 ICC
10:30 am – 12:30 pm	COMIR Session	Business Center ICC





# PROGRAM

## FRIDAY

### SEPTEMBER 27, 2019

## SCHEDULE

## VENUE

12:00 – 12:15 pm

Coffee break & networking at Expo AMPROFEC

Room 1, ICC

12:15 – 1:15 pm

Customer Journey Impact

Speaker: Javier Fernández, LATAM and Mexico Director of Ken Win.

1:15 - 2:15 pm

How to take advantage of the International Expos at Las Vegas for the Mexican Market

Speaker: Jim McMichael, Specialty Market Manager, Las Vegas Convention and Visitor Authority

Room 2  
ICC

2:15 – 5:00 pm

Lunch and Presentation of the 2<sup>nd</sup> Candidacy to host the XXIII AMPROFEC International Congress 2020.

- Voting for the host of the XXIII AMPROFEC International Congress 2020
- COEXPO Graduation Ceremony, 3th Generation

Room 3  
ICC

5:00 pm

XXII AMPROFEC International Closing Ceremony





# PROGRAM

## POST CONGRESS- ADVENTURE IN THE MAYAN JUNGLE

FRIDAY

SEPTEMBER 27, 2019

### SCHEDULE

6:30 – 8:00 pm

Transfer to Chichen Itza, one of the Seven Wonders of the Modern World.

8:30 - 9:00 pm

Guided tour of the archeological zone of Chichen Itza.

9:00 – 10:00 pm

Video Mapping Show “Kukulcan Nights”

10:00 – 11:30 pm

Return to Mérida\*

\*Includes snack box





# PROGRAM

## POST CONGRESS- ADVENTURES IN THE MAYAN JUNGLE

SATURDAY

SEPTEMBER 28, 2019

### SCHEDULE

10:00 am – 12:30 pm	<b>Transfer to Libre Unión Village</b> , There you will testify an Ancient Mayan Food Ceremony
12:30 – 2:30 pm	<b>Mayan Jungle Adventure</b> : Zipline over the sacred Mayan cenote “Yokdzonot” and rappel down to the bottom in order to swim in the beautiful waters
2:30 – 3:30 pm	<b>Transfer to the Magical Yellow City of Izamal</b> , with its archeological zone and convent.
3:30 – 5:30 pm	<b>Lunch at Zamna Restaurant.</b>
6:00 – 6:30 pm	<b>Return to Mérida.</b>
8:00 pm	<b>Open time for dinner.</b> Recommendation: Merida Historic Downtown by night!





# SUNDAY

## POST CONGRESS

### SCHEDULE

### SUNDAY

SEPTEMBER 29, 2019

10:00 – 11:15 am

Transfer to "Sotuta de Peón" Hacienda.

11:30 am - 1:30 pm

Visit to ancient Henequen *Hacienda*, explore what was called the Green Gold Era

1:30 – 2:45 pm

Return to Merida Hotel

3:00 pm

End of Post Congress activities.

