



rafei XLII WORLD CONGRESS
NOVEMBER 14-17, 2012 CANCUN, MEXICO
XL CONVENCIÓN NACIONAL 
Asociación de Finanzas

Attendant's Guide

**"The role of the Financial Executive
as a key player of the Corporate
Governance and Responsible Management"**

**XLII IAFEI World Conference and
XL IMEF Annual Convention
November 14th. to 17th. 2012**

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NOVEMBER 14-17, 2012, CANCUN, MEXICO
XL CONVENCION NACIONAL 

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IMEF NATIONAL
PRESIDENT MESSAGE



José Antonio and Gabriela
Quesada



The XXI Century presents a huge challenge for the financial executives, where **corporate governance and sustainability** are crucial for the successful strategies for both short and long term business vision, which are forcing the world to change and thereby the way we make decisions.

The Mexican Institute of Finance Executives (IMEF), consistent with its mission and objectives as well as its association with IAFEI presents a robust program of activities for the **XLII IAFEI World Conference** and **XL IMEF Annual Convention**. The Technical Program is highly refined in quality, depth and scope of the economic and financial current topic: **"The Role of the Financial Executive as a Key Player of the Corporate Governance and Responsible Management"** This theme, as well as the annual IMEF Essay, are enriched with the contribution of the financial executives from affiliated institutes, that meet every year, giving life and origin to the IAFEI World Congress and the Annual IMEF Convention. The accompanying's program has also been carefully prepared.

I appreciate your participation convinced that **the experience** we will live together will be as rich as revealing with **positive and productive effects** for our profession.

JOSÉ ANTONIO QUESADA
National President
Instituto Mexicano de Ejecutivos de Finanzas, A.C.

1
WELCOME

1.1
IMEF NATIONAL
PRESIDENT MESSAGE





1
WELCOME

1.2
IAFEI WORLD CONGRESS
AND IMEF NATIONAL
CONVENTION PRESIDENT
MESSAGE



IAFEI WORLD CONGRESS AND IMEF NATIONAL CONVENTION PRESIDENT MESSAGE

Cancun, is located in the best area of the Mayan architecture is certainly **exemplary sustainability framework**, which among other bounties, has beaches and unsurpassed panoramic and peak tourist infrastructure. That is why we are aware of the responsibility that is organizing the World Congress IAFEI, we chose this city as the **ideal place** to exchange ideas between participants and featured speakers at the Congress.

The **World Congress XLII XL IAFEI and IMEF National Convention** coincide with high demands and global changes, such as managing **responsibly, ethically and efficiently** to business and while maintaining a balance between the human need to improve their physical and emotional and conservation of natural resources and ecosystems that sustain the lives of future generations. This is how we see the changes in the corporate governance of the organizations and the search for a sustainable **economic sectors**, countries, cities, neighborhoods, individual houses, goods and services, occupations, lifestyles, etc.



Jaime and Mireya Collazo

Issues of accountability and corporate governance are undoubtedly one of the greatest opportunities of our time to focus on **the role of finance executive**. Thus, these transformations are the subject of study and analysis in this IAFEI World Congress 2012. The IMEF Paper: **Mexico 2030, prospective vision** leads us to know some of the ways that we go to fill gaps that allow us to be placed in conditions of greater justice and equity. We have the participation of leading experts, both national and international who contribute ideas for improving decision-making of financial executives who are bravely taking on these new responsibilities in response to change.

We give a warm welcome to the Financial Executives and their companions are sure that it will take some very pleasant days enjoying the traditional Mexican hospitality and convinced that they will participate in a **technical program** and social unsurpassed. Welcome to Cancun!

JAIME COLLAZO

President

IAFEI World Congress and IMEF National Convention.



CHAIRMAN IAFEI MESSAGE



The organization of the XLII IAFEI World Conference has been entrusted to the Instituto Mexicano de Ejecutivos de Finanzas (IMEF), which is aware of the importance of this great event, and for this reason it has chosen Cancun, Mexico, as the venue thereof.



Hiroshi Yaguchi

Within the framework of **IAFEI's world conferences**, current economic and financial topics are discussed, looking toward the future. This annual event gathers financial officers affiliated to 17 institutes, representing an equal number of jurisdictions. The exchange of knowledge and experience between high level executives and members of the top management group, as well as the establishment of enduring personal relationships, render excellent results to our association and the enterprises they represent.

Our times provide a great opportunity and an enormous challenge to financial executives, given the hectic changes in technologies, trade and financial services around the world. Now more than ever, we top financial executives must answer the call to become leaders of our profession.

On behalf of IAFEI, I welcome you to Cancun. I am certain that we will return to our home countries and offices with high spirit and encouraged to face the challenges ahead.

HIROSHI YAGUCHI

Chairman IAFEI

International Association of Financial Executive Institutes (IAFEI)

1
WELCOME1.3
CHAIRMAN IAFEI
MESSAGE



2 CANCUN

2.1 WEATHER

2.2 AIRPORT

2.3 LOCAL TRANSPORTATION

2.4 TIPS

2.5 TYPE OF VOLTS

2.6 COMMUNICATIONS



CANCUN

Cancun is located in the southeast of Mexico, in the state of Quintana Roo in the Yucatan Peninsula. Warm white sand beaches, turquoise waters, and the famous Mexican hospitality make Cancun a unique place!

WEATHER

The Cancun weather is tropical and humid, with sunny days throughout the year. The temperature ranges between 20 ° and 30 ° C (68 ° to 86 ° F) from October to March and from 22 ° to 33 ° C (75 ° to 91 ° F) from April to September..

AIRPORT

Cancun Airport handles the second largest volume of traffic in Mexico, so the security levels are very high. Since the construction of the new terminal, the airport of Cancun has great modern facilities and equipment. It's fabulous duty-free shops and gift shops offer silver jewelry and souvenirs so you can always buy that last minute gift for your loved ones.

LOCAL TRANSPORTATION

The easiest way is for transportation in Cancun is by bus. You can take a bus to travel to most places in Cancun. In addition, a bus leaves every hour from the airport to downtown Cancun.

TIPS

The average tip for service is 10-15% and one to two dollars per suitcase. Check your bill before tipping, it is possible that it is already included.

TYPE OF VOLTS

The standard Cancun electricity is 110 volts. Hotels usually offer voltage converters for 220 volt devices. Some sockets do not accept polarized or three-pin. It is recommended that you bring your own adapter but can usually get them in the hotel shops.

COMMUNICATIONS

Communications in Cancun are very good. All major tourist areas have services such as fax and internet and you will find wireless internet access in most hotels and in many restaurants and cafes.

To make international calls from Mexico requires dialing the access code 001 for the U.S. and Canada, and 00 + the country code for the rest of the world. The cheapest way to make phone calls is with prepaid cards. Calling from your room can be very expensive.





FIESTA AMERICANA GRAND CORAL BEACH CANCÚN RESORT & SPA

In one of the most attractive destinations in Mexico, you will find the only hotel in Cancun capable to gather an elegant, refined and exclusive, with focused attention to the smallest detail.



Privileged with two wonderful views: the turquoise Caribbean Sea and the calm waters of the Laguna Nichupte, this luxury hotel in Cancun, awarded with the five AAA Diamonds for 15 consecutive years, opens the door to a world of elegant and sophisticated atmosphere created for guests seeking a stay as unique as they are.

Its private beach that conveys the softness of the sand and a world class SPA. The hotel features the Fiesta Kids Club program that will make the stay of children a unique and fun experience.

ADDRESS AND CONTACT

Blvd. Kukulcán km 9.5 Lote 6 Zona Hotelera 77500, Cancún, Q. Roo Mexico

Fiesta Americana Grand Coral Beach Cancun Resort & Spa

Phone: (998) 881 32 00

Fax: (998) 881 32 88

Check in: 03:00 pm (15:00 hrs.)

Check out: 12:00 pm (12:00 hrs.)

www.fiestamericanagrand.com

3 VENUE HOTEL

3.1 FIESTA AMERICANA GRAND CORAL BEACH CANCÚN RESORT & SPA

3.2 ADDRESS AND CONTACT





TRANSPORTATION

AIRPORT-HOTEL

Tuesday November 13th. from the Airport to the Hotel Fiesta Americana Coral Beach from 08:00 to 23:00 hrs.

Wednesday November 14th. from the Airport to the Hotel Fiesta Americana Coral Beach from 08:00 to 20:00 hrs

We will not have transportation to another destination other than the venue hotel.

HOTEL-AIRPORT

Sunday 18th. November 06:00 hrs. at 20:00 hrs.

Monday 19th. November from 06:00 hrs. to 20:00 hrs.

We will have no transportation to the airport other than the venue hotel



GENERAL INFORMATION

SESSIONS

The location of the meetings will be in Grand Coral Ballroom on the 4th. floor. The Fiesta Americana Grand Coral Beach Hotel.

COMPLIMENTARY POLICES

Smoking is not permitted in the hotel. We appreciate to mute your cell phones and answer them in the foyer hall.

SUPPORT MATERIAL

Support material will be delivered in electronic media at the time of the Congress.

IMEF HOSPITALITY DESK

IMEF hospitality desk will be in the "Coral Conference Center" located on the 4th. floor, side of Foyer.

TIME AND ATTENDANCE

We appreciate your sharp assistance in all events.

NETWORKING

We invite you to visit the exhibitors and sponsors stands located at the **Expofinanciera** in the Coral Grand Foyer.

INTERNET ACCESS

Free internet for attendees staying at the venue hotel during the days of the Convention from 14th. to 17th. November.

DRESS CODE (attendants)

- Formal Casual
- Casual (no jeans)
- It is suggested Mexican costume for Welcome Cocktail and white dress (guayabera) for the Closing Dinner.

COMPANION

See accompanying program.

4

TRANSPORTATION

4.1

AIRPORT-VENUE HOTEL

4.2

VENUE HOTEL-AIRPORT

5

GENERAL INFORMATION

5.1

SESSIONS

5.2

COMPLIMENTARY POLICES

5.3

SUPPORT MATERIAL

5.4

IMEF HOSPITALITY DESK

5.5

SCHEDULE & ASSISTANCE

5.6

NETWORKING

5.7

INTERNET ACCESS

5.8

DRESS CODE



GENERAL PROGRAM

Hotel Fiesta Americana Grand Coral Beach Resort & SPA

6
GENERAL
PROGRAM

WEDNESDAY, NOVEMBER 14TH, 2012

Schedule	Activity	Location
10:00-19:00	Onsite Registration	Groups Lobby Venue Hotel
08:00-18:00	IMEF Sports <ul style="list-style-type: none"> • Golf Tournament • Tennis Tournament 	El Camaleón Club Golf Mayakoba Aqua Live Hotel
19:00-21:00	Opening Ceremony Inauguration IMEF Financial Expo 2012	Grand Coral Ballroom Venue Hotel
21:00-23:00	Welcome Cocktail Mexican Party	Sunset & Veranda Terrace Hotel Venue



THURSDAY, NOVEMBER 15TH, 2012

Schedule	Activity	Location
07:00-08:00	Free Breakfast	Hotel Restaurants
08:00-10:30	Technical Program Part I Corporate Governance Dr. Guillermo Cruz Reyes Partner and Managing Director Asesores de Consejo y Alta Dirección A.C. México Value Creation BSA John Garvey Partner PwC Central Cluster Advisory Financial Services , PwC New York USA Risk Management BAA Michael Herrinton Partner - Advisory Services Practice - Ernst & Young LLP McLean, VA USA	Grand Coral Ballroom Venue Hotel





Schedule	Activity	Location
	Corporate Social Responsibility Dr. Antonio Vives Principal Associate at Cumpetere - Consulting Firm on Sustainable Development & CSR - Washington, DC. Consulting Professor Infrastructure Finance – Stanford University, Palo Alto CA. USA	Grand Coral Ballroom
10:30-11:00	Networking	Grand Coral Foyer
11:00-13:30	Sustainable Development Clean Tech - A World Opportunity. The Financial Executive View Dr. Donald R. Lessard EPOCH Foundation Professor of International Management at the MTI Sloan School of Management Mexican Success Stories: Xcaret LE y MCO Iliana Rodríguez Director of Communications - Experiencias Xcaret Mexican Success Stories: Grupo México Ing. Vidal Muhech Dip Vicepresident of Projects - Grupo México	Grand Coral Ballroom
13:30-14:00	Networking	Grand Coral Foyer
14:00-23:00	Discover Xcaret	Xcaret

FRIDAY, NOVEMBER 16TH. 2012

Schedule	Activity	Location
08:00-09:00	Keynote Speaker - (Breakfast) Sustainable Development: Science, Politics and Finance Dr. Mario Molina Nobel Prize in Chemistry 1995	Grand Coral Ballroom
09:00-11:30	Technical Program Part II IT Trends and its Impact on the Business MS. Daryl C. Plummer Vicepresident, Chief of Research and Chief Gartner Fellow, Roswell GA, USA Business Analytics to Manage Financial Risk MBA Natalia Ruderman Vicepresident of Financial Risk Assessment - IBM, New York, USA Social Networks MBA Sanjaya Krishna Leader of Digital Services Practices - KPMG, New York, USA Releasing the Potential of Movility Jorge Seoane SAP BDM Mobile Solutions LAC	Grand Coral Ballroom
11:30-12:00	Networking	Grand Coral Foyer
12:00-13:00	IAFEI International Observatory of Management Control Frédéric Doche Vicepresident of the French Association of Financial Executives (DFCG)	Grand Coral Ballroom



Schedule	Activity	Location
13:00-13:30	2013 IAFEI World Congress Announcement Dr. Hiroshi Yaguchi Chairman IAFEI	Grand Coral Ballroom
13:30-14:30	Networking	Grand Coral Foyer
14:30-16:30	Formal Lunch XXVIII IMEF-Ernst & Young Research Award 2012	Grand Coral Ballroom
16:30-24:00	Free Afternoon	

SATURDAY, NOVEMBER 17TH, 2012

Schedule	Activity	Location
07:00-08:00	Free Breakfast Hotel	Restaurants Venue Hotel
07:00-08:00	IMEF Sports • Athletic Race	
08:00-10:00	Annual IMEF Essay 2012: "MEXICO 2030: PROSPECTIVE VISION"	Grand Coral Ballroom
	Introduction Ing. Alfredo Giorgana De la Concha Vicepresident of Annual IMEF Essay Director of Strategic Valuation at Jones Lange Lasalle Mexico	Grand Coral Ballroom
	The Mexico we want for 2030, Government and Economic Policy Dr. Mario Rodarte Esquivel CEO of Alpha Omega Ro Consultores Asociados SC.	
	Infrastructure for Growth and Competitiveness, Vision 2030 MBA, Franciso Jesús Ibáñez Cortina Partner at PwC, S.C.	

Schedule	Activity	Location
	Prospective Vision 2030, Labor Modernization in Mexico. Lic. Oscar de la Vega Gómez Partner at Littler, de la Vega y Conde S.C.	
	Key Actions to influence the competitive Mexico 2030 LAE, Carlos Guillermo Amtmann Ituarte Director of New Business Development & Global Vencom	
	Mexico in the International Arena in 2030 C.P. Fernando Liceaga Aparicio Director of Administration and Finance at Tetra Pak, S.A. de C.V.	
	Closing Remarks Ing. Alfredo Giorgana De la Concha Vicepresident of Annual IMEF Essay Director of Strategic Valuation at Jones Lange Lasalle Mexico	
10:00-10:30	Networking	Grand Coral Foyer
10:30-11:30	Keynote Speaker	Grand Coral Ballroom
11:30-13:00	IMEF Annual Associates Meeting Closing Remarks – IAFEI World Congress IMEF National Convention Lic. Gerardo Rodríguez Regordosa SubSecretary of Finance and Public Credit	Grand Coral Ballroom
13:00-14:00	Networking	Grand Coral Foyer
14:00-20:00	Free Afternoon	
21:00-02:00	Closing Gala Dinner Night of Stars	Grand Coral Ballroom



7
COMPANION
PROGRAM

COMPANION PROGRAM

Hotel Fiesta Americana Grand Coral Beach Resort & SPA

WEDNESDAY, NOVEMBER 14TH, 2012

Schedule	Activity	Location	Dress Code
10:00-19:00	Onsite Registration	Groups Lobby, Venue Hotel	
08:00-18:00	IMEF Sports <ul style="list-style-type: none"> Golf Tournament Tennis Tournament 	El Camaleón Club Golf Mayakoba Aqua Live Hotel	According to sport
19:00-21:00	Opening Ceremony	Grand Coral Ballroom	Mexican Custom
21:00-23:00	Welcome Cocktail Mexican Party	Sunset & Veranda Terrace Venue Hotel	Mexican Custom

THURSDAY, NOVEMBER 15TH, 2012

Schedule	Activity	Location	Dress Code
08:00-09:00	Breakfast Free	Hotel Restaurants	
09:00-11:30	Wellbeing and a life without pain through movement and posture Lic. Alan Abruch	Coral Garden Ballroom/ Coral Kingdom Ballroom	Comfortable Clothes and Medium Towel
12:00-13:00	Zingara Fashion Show	Coral Gallery Ballroom	Casual
14:00-23:00	Discovery Xcaret	Xcaret	Beachware

NOTE 1 XCARET

- Bring a change of clothes for Cocktail and Shows. (Pashmina, light sweater and flat shoes).
- Bus Trip to Xcaret Park Box Lunch service included. On board sharp at 14:00 hrs · We will have coordinators for boarding.

NOTE 2 XCARET

We suggest visiting:

Arrive at Xcaret Park by entrance and exclusive access gate. The use of provided bracelet is essential.

- Butterfly Garden
- Aquarium
- Wildlife Area
- Mexican Cemetery
- Villa Maya
- Mexico Cava wine
- Silver Mine

- Museo Hacienda Henequenera
- There will be hosts to guide visitors throughout the different areas in the Xcaret Park.





FRIDAY, NOVEMBER 16TH. 2012

Schedule	Activity	Location	Dress Code
09:00-11:00	Key Note Speaker Learn to say "No" We have the tools to coach your life Lic. Tere Bermea	Coral Gallery Ballroom	Casual
11:00-12:00	Integration Committee Meeting	Coral Gallery Ballroom	Casual
14:30-16:30	Formal Lunch XXVIII Research Award IMEF-Ernst & Young 2012	Grand Coral Ballroom	Casual
16:30-24:00	Free afternoon		
16:30-19:30	"Shopping Therapy"- Clothing Sale and duty free, snack and drinks	Luxury Avenue- Kukulcán Mall	Casual

SATURDAY, NOVEMBER 17TH. 2012

Schedule	Activity	Location	Dress Code
07:00-08:00	IMEF Sports • Athletic Race		
08:00-09:00	Free Breakfast	Venue Hotel Restaurants	
09:00-10:00	Mayan Culture Dr. Erik Velásquez García	Coral Gallery Ballroom	Casual
10:30-11:30	Keynote Speaker	Grand Coral Ballroom	Casual
11:30-13:00	IMEF Annual Associates Meeting Closing Remarks	Grand Coral Ballroom	Casual
14:00-20:00	Free Afternoon		
21:00-02:00	Closing Gala Dinner Night of Stars	Grand Coral Ballroom	Cocktail or White Dress

7
COMPANION
PROGRAM





WELCOME COCKTAIL Mexican Party

Day: Thursday, November 14th.
Schedule: 21:00 - 23:00 hrs
Location: Sunset & Veranda Terrace
Venue Hotel

Suggested mexican costume



8
SOCIAL EVENTS

8.1
WELCOME
COCKTAIL

8.2
DISCOVER XCARET

8.3
GALA DINNER
CLOSING COCKTAIL

DISCOVER XCARET

Day: Friday, November 15th.
Schedule: 14:00 - 23:00 hrs
Location: Xcaret Park
Beach are

Wear comfortable clothes and shoes.



Xcaret is a natural park which houses the best of the traditions and culture of Mexico. A paradise which combines natural beauty and cultural richness of the country and the region. Located 45 minutes from Cancun, Riviera Maya, Xcaret find underground rivers, natural pools and a host of attractions that will take you to unforgettable experiences, as the first butterfly garden of Mexico, a Coral Reef Aquarium, one of the few places in the world where you can see reef structures in their natural habitat and the regional wildlife breeding, which has received recognition from Guinness World Records for having achieved the highest number of macaws born in the same facility.

GALA DINNER Night of Starts

Day: Saturday, November 17th.
Schedule: 21:00 - 02:00 hrs
Location: Grand Coral Ballroom
Venue Hotel
Cocktail or white formal



9.1 IMEF COMMITTEE



José Antonio Quesada
IMEF National President



Jaime Collazo
President
World Congress



Carlos Osuna
VP of World Congress



Alfredo Capote
VP of Technical
Program



Alfredo Giorgana
VP IMEF Essay 2012



Luis Ortiz Hidalgo
VP of IAFEI Relations



Alejandro Arvizu
VP of Logistics
and Sport IMEF



Luis Haime
VP of Finance



Luis Gerardo Diaz
VP of Sponsorships
and Financial Expo



Eduardo Nyssen
VP of Promotion



Eduardo Vargas
VP of Special Guests



Juan Carlos Goyenechea
VP Protocol



Ruben Carranza
Advisor



Gregorio Berrones
General Director IMEF

9.2 LADIES COMMITTEE



Gabriela Quesada



Mireya Collazo



Silvia Osuna



Anita Haime



María Elena Nyssen

10
SPEAKERS

10.1
SPEAKERS



SPEAKERS

Dr. Guillermo Cruz Reyes

Partner and Managing Director
Asesores de Consejo y Alta Dirección A.C. Mexico

BSA John Garvey

Partner PwC Central Cluster Advisory Financial Services,
PwC New York USA

BAA Michael Herrinton

Partner - Advisory Services Practice - Ernst & Young
LLP McLean, VA USA

Dr. Antonio Vives

Principal Associate at Cumpetere - Consulting Firm on
Sustainable Development & CSR - Washington, DC.
Consulting Professor Infrastructure Finance - Stanford
University, Palo Alto CA. USA

Dr. Donald R. Lessard

EPOCH Foundation Professor of International
Management at the MIT Sloan School of Management

LE y MCO Iliana Rodriguez

Director of Communications - Experiencias Xcaret

Ing. Vidal Muhech Dip

Vicepresident of Projects - Grupo Mexico

Dr. Mario Molina

Nobel Prize in Chemistry 1995

MS Daryl C. Plummer

Vicepresident, Chief of Research and Chief Gartner Fellow,
Roswell GA, USA

MBA Natalia Ruderman

Vicepresident of Financial Risk Assessment - IBM, New
York, USA

MBA Sanjaya Krishna

Leader of Digital Services Practices - KPMG, New York,
USA

Jorge Seoane

SAP BDM Mobile Solutions LAC

Frédéric Doche

Vicepresident of the French Association of Financial
Executives (DFCG) 15





SPEAKERS



Ing. Alfredo Giorgana de la Concha
Vicepresident of Annual IMEF Essay
Director of Strategic Valuation at Jones
Lange Lasalle Mexico



Dr. Mario Rodarte Esquivel
CEO of Alpha Omega, Ro
Consultores Asociados SC.



**MBA. Franciso Jesús Ibáñez
Cortina**
Partner at PwC, S.C.



Lic. Oscar de la Vega Gómez
Partner at Littler, de la Vega
y Conde S.C.

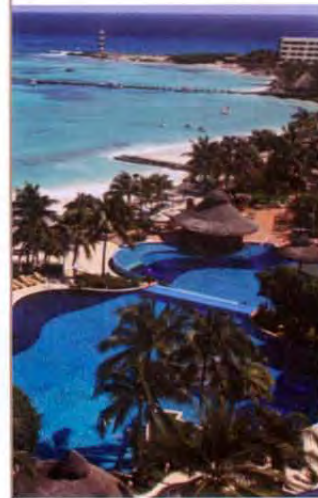


**LAE. Carlos Guillermo Amtmann
Ituarte**
Director of New Business
Development & Global Vencom



C.P. Fernando Liceaga Aparicio
Director of Administration and Finance
at Tetra Pak, S.A. de C.V.

10.2
SPEAKERS





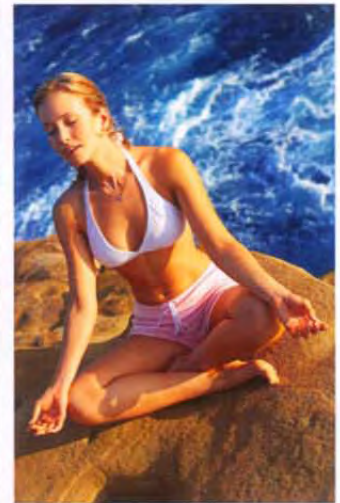
SPEAKERS-COMPANION PROGRAM

Lic. Alan Abruch
Egoscue Mexico Clinic Director

Lic. Tere Bermea
Radio & TV Speaker Conferencist

Dr. Erik Velásquez García
History Specialist (UNAM)

10.3 SPEAKERS-COMPANION PROGRAM



ERNST & YOUNG
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Contact: Emilio Díaz
Socio Director Clientes y Mercados

Phone: 5283-1363, 5283-1300

E-mail: Emilio.diaz@mx.ey.com
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Twitter: @eynewsmexico

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AXTEL is a Mexican information and communications technology company of that offers its services in 39 cities and long distance connectivity to business and residential over 200 cities. AXTEL serves all markets using a suite of technologies including FWA, WiMAX, copper, fiber optic, radio point-to-multipoint microwave and traditional point to point microwave access, among others.

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11
SPONSORS



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Contact: Libia González

Phone: +52-55-5980-4300
01-800-801-5625

E-mail: lmexico@mx.lockton.com

Web: www.lockton.com.mx



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Address: Prol. Paseo de la Reforma N° 600,
Piso 2 Col. Peña Blanca Sta. Fe,
C.P. 01210 México D.F. México

Phone: (55) 5257-7500

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Web: <http://www.sap.com/mexico/index.epx>



Contact: Jared Isaac Cortés Montes
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Address: Blvd. Manuel Avila Camacho No. 76
Planta Baja Col. Lomas de Chapultepec,
Del. Miguel Hidalgo
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Phone: +52 (55) 5093-6200

Fax: +52 (55) 5093-6234

Web: www.rsmbogarín.com.mx



Address: Paseo de los Tamarindos No. 400-A,
Piso 9, Col. Bosques de las Lomas
C.P. 05120, México, D.F.

Phone: (52 55) 5261-0400

Fax: (52 55) 5261-0496

Web: www.basham.com.mx



Address: Rodolfo Gaona No. 86, Piso 4
Col. Lomas de Sotelo
México, D.F. 11200
Phone: 01800 1 IRON MEX
Fax: +52 (55) 9126-9010 Ext. 6026
Web: <http://www.ironmountain.com.mx/>



Address: Eduardo Ojeda López Aguado
Phone: + 52 (55) 5481-5370 Ext. 123
Fax: + 52 (55) 5481-5370 Ext. 127
Web: www.bakertillymexico.com



Address: Km. 116 más 900, Autopista Méx-Pue.
San Lorenzo Almecatla, 72700
Cuautlancingo, Puebla
Web: www.audi.com.mx
Síguenos en:
Web: www.facebook.com/AudideMexico
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Address: Av. de los Insurgentes No. 1898
piso 10 Col. Florida,
Del. Álvaro Obregón
C.P. 01030, México, D.F.
Web: www.unicco.com.mx



Address: Blvd. Magnocentro No. 5,
Col. Centro Urbano
Interlomas Huixquilucan,
Estado de México C.P. 52760
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Web: www.mapfre.com.mx



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Video: acuevas@evox.com.mx
Web: www.evox.com.mx



Address: Ejército Nacional No. 904, piso 16
Palmas Polanco, México,
D.F. C.P. 11560
Phone: (55) 5166-2455
01800 888 247 2856 01800 888 CIRCULO
Web: www.circulodecredito.com.mx



Address: Insurgentes Norte No. 1501 5º Piso,
Col. Tepeyac Insurgentes, C.P. 07020,
México, D.F.

Phone: (55) 5118-0300

Web: <http://www.ateb.com.mx/es/>



Ciudad de México
Address: Puente Xoco No. 39, Colonia
Xoco C.P. 03330 Delegación
Benito Juárez

Phone | Fax: +52 (55) 5688-1900
En Cuernavaca

Address: Avenida Teopanzolco
No. 406 - 2º Piso Col. Reforma,
C.P.62260, Cuernavaca, Morelos

Phone | Fax: +52 (777) 314-1667

Web: <http://www.nyssen.com/>



Monterrey Matriz

Phone: (81) 8151-2200, 5000-2200,
01800 - 837-7100

México, D.F.

Phone: (55) 5010-9900

01800-837-7100

Web: <http://www.bancobase.com>



Address: Park Plaza – Torre 1, Av. Javier
Barros Sierra No. 540 Piso 7
Col. Santa Fe, Del. Álvaro Obregón
México D.F., 01210

Phone: 52 55-5955-4500



Digital B2B, S.A. de C.V.

Address: Paseo de la Reforma No. 2654
3er. piso Col. Lomas Altas
CP 11950 México D.F.

Phone: +52 (55) 2167-2300 Ext. 111

Web: www.digitalb2b.com.mx



Address: Torre Corporativo Nápoles,
Insurgentes Sur 863 – 7o. Piso
Col. Nápoles, B. Juárez
C.P.03810 México, D.F.

Phone: +00 1877-808-9647

(sin costo desde México)

Web: <http://www.concur.com/sp-mx>



EGBS de México S.A. de C.V.
Address: Edificio WTC - Montecito 38,
Piso 19, Of. 24 Col. Nápoles,
C.P. 03810, México D.F.

Phone: +52 (55) 9000-4300
5488-2968 ext. 21

Movil: +52 044 (55) 8537-2415

E-mail: amusacchio@egbs.com.mx

Web: www.egbs.com.mx



Address: Av. Juárez No. 800 Sur Col. Centro,
Monterrey N.L. C.P. 64000

Phone: +52 (81) 8318-3900 ext. 27186

E-mail: gabriel.munoz@afirme.com



Address: Séneca 429 1er Piso.
Col. Polanco CP 11560
Del. Miguel Hidalgo, D.F.

Phone: (55) 5280-3339

(55) 5280-0617

(55) 5280-1219

Web: www.egoscuemexico.com



3.3 HOTEL MAP



HOSPITAL

- | | |
|--|--|
| Amerimed
(24 hrs.) Plaza Las
Américas Centro
Phone: (998) 881-3400 | AMAT Hospital
(24hrs.)
Nader # 13, Centro
Phone: (998) 887-4422 |
| Total Assit
(24hrs.)
Claveles # 5, Centro
Phone: (998) 884-1092
(998) 884-8082 | Hospiten Cancun
(24hrs.)
Bonampak, Centro
Phone: (998) 881-3700 |
| Hospital Americano
(24hrs.)
Viento # 15, Centro
Phone: (998) 884-6133 | Hospital Galenia
(24hrs.)
Blvd. Luis Donaldo
Colosio, Centro
Phone: (998) 891-5200 |



ASSISTANT

- | | |
|-----------------------|---------------------|
| Emergency: | 060/066 |
| Red Cross, Emergency: | 065 |
| Red Cross, Center: | Tel: (998) 887-4341 |
| Red Cross: | Tel: (998) 884-1616 |
| | Tel: (998) 884-9480 |
| Police: | Tel: (998) 884-1913 |
| | Tel: (998) 885-2277 |
| Traffic Police: | Tel: (998) 884-0710 |
| Firefighter: | Tel: (998) 884-1202 |

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EMERGENCY
NUMBERS

rafer XLII WORLD CONGRESS
NOVEMBER 14-17, 2012 CANCUN, MEXICO
XL CONVENCIÓN
NACIONAL

