

*Version updated  
after the conference*



# FORGING NORTH AMERICAN ENERGY SECURITY

April 1st & 2nd, 2004  
Monterrey, Mexico



Consejo Mexicano de  
Asuntos Internacionales



NORTH AMERICAN FORUM ON INTEGRATION  
FORUM SUR L'INTÉGRATION NORD-AMÉRICAIN  
FORO SOBRE LA INTEGRACIÓN NOROCCIDENTAL



TECNOLÓGICO DE MONTERREY  
**EGAP**

Escuela de Graduados en  
Administración Pública y Política Pública

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- Canadian Centre for Energy Information
- Institute for Energy, Law & Enterprise, University of Houston
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- Center for North American Studies, American University
- Office Québec – Amériques pour la Jeunesse
- Instituto Mexicano de la Juventud
- Brouillette, Charpentier, Fortin, s.e.n.c.
- Quebec - New-York Corridor

## Organizers

Christine Fréchette, President and Executive Director, NAFI  
Dr. Bernardo González-Aréchiga, National Coordinator, EGAP-ITESM  
Amb. Andrés Rozental, President, COMEXI

Gérald Cadet, Advisor for Mexico, NAFI  
Lic. Martha Deyanira Sanchez, EGAP-ITESM Campus Monterrey  
Todd Fox, Advisor for the United States, NAFI  
Francis Gagnon, Program Advisor, FINA  
Dr. Vidal Garza Cantú, Deputy Director, EGAP-ITESM Campus Monterrey  
Alberto Gonzalez, Webmaster, FINA  
Monica Guevara-Aguilera, Press Attaché, NAFI  
Soraya Lahlo, responsable du développement des marchés, FINA  
Elodie Le Grand, Partnering Coordinator, FINA  
Lic. Jesús Rubio Campos, Promotion Coordinator, EGAP-ITESM  
Roxana Zegan, graphic designer, FINA



## Words of Welcome

Dear Participants,

On behalf of the North American Forum on Integration, it is my pleasure to welcome you at the occasion of this conference. During the two days that are drawing near, we will be addressing two themes that are central to sustainable economic development: security and energy.

If we, as North American partners, wish to increase our level of energy security, we will have to pursue three efforts at once: One, developing the North American energy offer (which will require major investments); two, diversifying our energy portfolio; and three, improving our energy efficiency. Each of these measures can certainly be implemented on a national level. However, a common action plan would allow us to fully utilize our respective and complementary strengths. Through this, we could better respond to our individual needs, all the while increasing the global impact of the implemented actions.

A common action plan should pay respect to the different energy models currently in force throughout North America. It should also call on the different governmental levels as well as on local communities that are affected by the management of energy resources. Will Canada, the United States and Mexico be able to bring forth a common vision of energy security? This is a challenge we all share and that we are called on to tackle together.

It is therefore with pride that the North American Forum on Integration (NAFI) is co-organizing this important event that aims to bring forth pragmatic proposals for how North America can progress toward a trilateral energy security.



**Christine Fréchette**  
Founder and President,  
North American Forum on Integration

Dear Participants,

It is with great pleasure that I welcome you in the name of Escuela de Graduados en Administración Pública y Política Pública of the Monterrey Tec at the occasion of this conference.

An increase in energy production (particularly electricity and natural gas) and an improvement of systems of distribution and consumption are largely recognized in Mexico as essential prerequisites for increasing our production and employment potential. Our country's oil and gas reserves represent opportunities for financing infrastructures, reducing poverty, and increasing the general well-being of society; these energy resources are thus an opportunity for strengthening the competitiveness of our country. However, current industry infrastructures, efficiency and organization present serious obstacles for reaching this potential. A vast consensus exists that this sector could contribute far more to development; however, the federal government and congress have not been able to agree on a strategy nor on an agenda for the reform.

This conference wishes to contribute to the debate with the premise that an energy solution relies on a global vision. This global vision refers to North American resources and policies, competition, and security challenges. This approach will allow to analyze investments, infrastructures, new energy sources, and the environment in a context of interconnectivity and governmental energy and environmental cooperation.

I thank you again for your presence and invite you to actively participate in the presentation of new ideas.



**Bernardo González-Aréchiga**  
National Coordinator,  
Escuela de Graduados en Administración Pública y  
Política Pública, Instituto Tecnológico y de Estudios  
Superiores de Monterrey

Dear Participants,

In the name of the Mexican Council for International Relations, it is with great pleasure that I welcome you to the beautiful city of Monterrey for the occasion of this important trilateral conference.

Currently, Mexico finds itself at a crossroads regarding its energy prospects. With the increase of internal and foreign energy demands, Mexico's resources play a fundamental role in its economic development and in supplying energy for the rest of the world. Mexico has developed an energy policy that seeks to meet the demands of its own growth, all the while benefiting from its energy wealth to export oil and obtain considerable revenues. The United States and Canada – our NAFTA partners – have also defined their national energy policies such as to profit from their resources and to lower their dependence of having to import from other regions of the world.

I am firmly convinced that the time has come to investigate and discuss a common energy security policy to be shared by the three countries. In this way, rather than acting only nationally, Mexico, the United States, and Canada will be better prepared to confront future challenges.

This conference, co-organized by COMEXI, offers the occasion to contribute to this analysis and debate that is so essential for North America.



**Andrés ROZENTAL**  
President, Mexican Council on  
International Relations



# FORGING NORTH AMERICAN ENERGY SECURITY

**April 1st, 2004**

## Opening Address

Room Continental - 8:30 to 9:00 a.m.



**Christine  
FRÉCHETTE**

Founder and  
Executive Director  
North American Forum  
on Integration

Christine Fréchette has founded and directed NAFI since April 2002. With a Master's degree in International Relations, she has previously worked for the National Assembly, particularly as a counsellor for the Parliamentary Confederation of the Americas (COPA), which has established a network of legislative assemblies of the Americas. Later, she coordinated the creation of an inter-American network on linguistic diversity. She has been strongly active with numerous groups, among them Force Jeunesse, the University Student Federation of Quebec, and the Federation of Women of Quebec. She is currently a member of the Board of Directors of the Conseil du statut de la femme (Council of the Statute of Women).



**Dr. Bernardo  
GONZÁLEZ-  
ARÉCHIGA  
RAMÍREZ-WIELLA**

EGAP National Coordinator,  
Tecnológico de Monterrey

Bernardo González-Aréchiga Ramírez-Wiella holds a Ph.D. in Economics from the University of Southern California in the United States. From January 2002 to May 2003, he served as an independent member on the governing board of the IPAB (Institute for the Protection of Bank Savings). He has been Coordinator of Public Policy at the Presidential Office as well as Co-coordinator of the Financial Sector for current president Vicente Fox Quesada's economic transition team. Dr. González-Aréchiga Ramírez-Wiella is founder and CEO of MexDer (Mexican Derivatives Market), member of the Technical Committee for Allocation, Compensation and Liquidation, and Assistant Director of Derivatives at the Mexican Stock Exchange.



**Andrés  
ROZENTAL**

President,  
Mexican Council on  
International Relations

Andrés Rozental has been a career diplomat for over 35 years, having served Mexico as Deputy Foreign Minister (1988-1994) and as Ambassador to the United Kingdom, Sweden, and the United Nations in Geneva. He also served as special presidential envoy for President Vicente Fox. Ambassador Rozental is currently the executive director of an international consulting firm that backs the corporate strategies of international companies in Latin America. He is author of three books on foreign policy in addition to having published numerous articles in specialized journals. Ambassador Rozental is also member of the University Council of the Universidad de las Américas (Puebla), his alma mater.



## Increasing North American Energy Security

Energy security means more than uninterrupted oil supply at reasonable price levels. It also refers to the integrity of critical infrastructures, energy efficiency, and alternative energy resources, all of this being crucial to economic development. Can North American partners agree on a shared vision of energy security?

### CHAIR



**Robert A. PASTOR**

Vice-president of International Affairs, American University

Robert Pastor established and directs the Center for North American Studies that teaches students about Canada, Mexico, and the United States and conducts research on ways to facilitate integration and improve relations among the three countries and peoples. Dr. Pastor has a Ph.D. from Harvard University and is the author or editor of 14 books, including *Toward a North American Community: Lessons from the Old World for the New* (Institute for International Economics, 2001) and, with Jorge G. Castaneda, *Limits to Friendship: The United States and Mexico* (Knopf, 1988). Dr. Pastor was the Director of Latin American Affairs on the National Security Council from 1977-81.

### GUEST SPEAKERS



**Lourdes MELGAR**

Independent energy consultant

Lourdes Melgar was Deputy Assistant Secretary for International Affairs at Secretaría de Energía. During her tenure, she participated in the development and implementation of Mexico's efforts to stabilize the international oil market. She also headed the Mexican delegation in the North American Energy Working Group. As a member of the Mexican Foreign Service, Dr. Melgar served as Counselor in the Mexican Permanent Mission to the OAS; she was also Director of Economic Relations with Central America and the Caribbean at SRE. Dr. Melgar holds a Ph.D. in Political Science from the Massachusetts Institute of Technology. She is currently on leave from the Foreign Service and works as consultant.



**Mick O'KEEFE**

Advisor, Corporate Planning, Exxon Mobil

Mick O'Keefe is an Advisor to the Corporate Planning Department of ExxonMobil Corporation. His responsibilities include forecasting energy demand, evaluating potential impact of existing and emerging technologies on energy trends, and analyzing economic and policy issues that influence these trends. Before Dallas, Mr. O'Keefe handled Asia energy forecasting for Corporate Planning of Exxon Company, International. From 1977 until 1990, he was involved in Exxon's management of large projects. Prior to joining Exxon, Mr. O'Keefe spent five years in engineering of nuclear generation facilities. Mr. O'Keefe holds a Bachelor's in engineering, and a Master of Science in Business Administration.



**Bob TAYLOR**

Assistant Deputy Minister, Oil Development Division, Department of Energy, Alberta

During 30 years working in industry, Bob touched most aspects of the exploration and production business from offshore drilling and production operations through to managing the full spectrum of oil and gas activities in Alberta. His last industry role was leading a major oil growth initiative in Alberta's oil sands. Bob Taylor joined the Department of Energy as Assistant Deputy Minister in May 2000, leading Business Units responsible for Oil Sands, Conventional Oil, Resource Land Access and Energy & Aboriginal Relationships. He is a professional engineer and sits on the board of directors of the Alberta Energy Research Institute and the Canadian Energy Research Institute.



**Edward KELLY**

Vice-president, North American Gas & Power Consultants, Wood Mackenzie

In the course of his career, Ed Kelly has advised international energy companies on business strategy for the North American natural gas market, and is recognized as an authority on the natural gas midstream. Prior to joining Wood Mackenzie, he was Director of Research, North American Natural Gas with Cambridge Energy Research Associates (CERA), where he was responsible for developing the key market outlook and leading that team's strategy engagements and key research studies. Ed Kelly holds a BA from the University of Chicago and an MBA from the University of Texas at Austin, he is based in Houston.

10:30 to 10:45 a.m. - Break





Nuevas políticas para los nuevos tiempos

# La Escuela de Graduados en Administración Pública y Política Pública del Tecnológico de Monterrey (EGAP) surge por la exigencia de un nuevo liderazgo para un nuevo México democratizado, inserto en un mundo globalizado.

Este escenario exige la formación de líderes visionarios, éticos y capacitados que sepan transformar la nación en beneficio de sus comunidades.

La EGAP ofrece una experiencia de aprendizaje diferente, con métodos de enseñanza innovadores, prácticos y robustos, para que nuestros alumnos tengan una carrera destacada dentro de la iniciativa privada o del gobierno.

La EGAP te ofrece las siguientes maestrías:

- Maestría en Administración Pública y Política Pública (MAP)
- Maestría en Derecho Internacional (MDI)
- Maestría en Derecho (MDP)
- Maestría en Estudios Internacionales (MEI)
- Maestría en Análisis Político y Medios de Información (MPM)
- Maestría en Prospectiva Estratégica (MPE)
- Maestría en Economía Pública (MEP)
- Maestría en Gestión Pública Aplicada (MGP)(Formato en línea)

Campus Monterrey  
[egap.mty@servicios.itesm.mx](mailto:egap.mty@servicios.itesm.mx)

Campus Ciudad de México  
[egap.ccm@servicios.itesm.mx](mailto:egap.ccm@servicios.itesm.mx)

Campus Estado de México  
[egap.cem@servicios.itesm.mx](mailto:egap.cem@servicios.itesm.mx)

[www.itesm.mx/egap](http://www.itesm.mx/egap)

Hay quienes piensan que las cosas pueden ser diferentes.



TECNOLOGICO DE MONTERREY

**EGAP**

Escuela de Graduados en Administración  
Pública y Política Pública

## Interconnectivity of Border Regions

Borders networks are a driving force of regional integration. How developed are these networks today? What are the technical and political barriers to interconnectivity?

### CHAIR



**Victor  
LÓPEZ VILLAFÁÑE**

Director,  
Center for  
North American Studies,  
Tecnológico de Monterrey

Dr. Víctor López Villafaña is professor at the International Relations Department. He holds a Ph.D. in Economics and a Master in Political Science from UNAM, specializing on economic integration issues particularly around NAFTA and expert of the Asia-Pacific Region. He has been visiting scholar at the Institute for Developing Economies in Japan, University of California San Diego, US and the University of British Columbia, Canada. Mr. López Villafaña is member of the SNI level II (National Research Council). Author of more than 50 articles and book chapters on national as well as international publications, his latest book is titled *From NAFTA to MERCOSUR: Integration and diversity in Latin America*.

### GUEST SPEAKERS



**Michael  
WARD**

President and CEO,  
Tideland Oil & Gas  
Corp.

Michael Ward is President/CEO of Tideland Oil & Gas Corporation, a natural gas transporting and gas processing company located in San Antonio, Texas. He has worked in various areas of the oil and gas industry for over 20 years. Under Mr. Ward's management, Tideland opened its first international pipeline crossing at the Eagle Pass, Texas and Piedras Negras, Mexico border, which is currently flowing natural gas into Mexico. His close business relationships with the Railroad Commission of Texas and Pemex allows him to participate in projects that will assist the initiatives to improve the delivery of energy-related products into Mexico.



**Charles  
MATTHEWS**

Commissioner,  
Railroad Commission  
of Texas

Commissioner Matthews was elected to the Railroad Commission of Texas in 1994. He has been working with the Energy Regulatory Commission of Mexico for the past six years to establish a collaborative agreement that will address ways to streamline the regulatory process on cross border energy projects. Commissioner Matthews was instrumental in developing the Energy Trade and Investment Missions to Mexico, which have resulted in Texas energy companies signing contracts with Mexican partners. These missions were designed to initiate energy discussions with Mexican officials and energy sector businesses. Commissioner Matthews earned his Masters in Public Administration and is currently working on his doctoral degree from the University of Texas at Austin.



**Enrique  
VELASCO  
IBARRA**

Main partner,  
Enersa SC

Dr. Velasco Ibarra is a Founding partner of Enersa SC, a consulting firm which has provided guidance to businesses as well as government agencies (CRE). Prior to his actual position, Dr. Velasco Ibarra was Director of Business Development at El Paso Energía México, S.A. de C.V where he helped negotiate contracts with Pemex. Dr. Ibarra Velasco has also worked at the Basic Petrochemical division of Pemex as well as the Mexican Embassy in Washington. He received his PhD in Economics and International Politics from the School of Advanced International Studies of John Hopkins University (SAIS).



**Misión:**

La Cámara de Comercio del Canadá  
The Canadian Chamber of Commerce  
La Chambre de Commerce du Canada



Fomentar el comercio bilateral y la inversión entre Canadá y México, además de actuar como foro para crear una red de apoyo y relación entre sus miembros y la comunidad de negocios de ambos países.

[www.cancham.org.mx](http://www.cancham.org.mx)



## The Greening of North American Energy

Filling the gap: is it possible to reduce consumption rather than to increase production? Are renewables both an environmental and economic opportunity? Should North American partners adopt a trilateral strategy and shared norms in regard to green energy? What place should green energies occupy in a strategy for increasing energy security? What are the most efficient strategies for promoting the use of green energy?

### CHAIR



**Flory A. DIECK ASSAD**  
Professor and researcher  
in energy, ITESM

Flory Anette Dieck Assad is a chartered accountant, qualified at the ITESM. She holds Master's degrees in Administration and Finance from EGADE at ITESM in addition to a Master's degree in Management and a Ph.D. in Finance from Tulane University (USA). Among her university publications are "Energía, Capital y Tecnología en México (1965-2000)" and "Construcción del Modelo Matemático para Oferta de Petróleo y Gas Natural en México (1965-2000)". Soon to be published are a book and three articles on energy issues. McGraw-Hill has published her book "Financial Institutions", the entire proceeds of which were donated to EFFETA, an organization that promotes education for children suffering from Down's syndrome.

### GUEST SPEAKERS



**Peter DICKEY**  
Associate,  
International Institute  
for Sustainable  
Development

Peter Dickey is the President of P.S. Dickey Consultants Ltd., established in 1994. Dickey graduated from Queen's University in 1966 with a Bachelor of Science degree in Mechanical Engineering. From 1966 to 1994, Dickey worked for Shell Canada in a number of engineering positions involving refinery and oilsands facilities design, operations and maintenance. He also coordinated the company's energy conservation efforts in the mid 70's. Between 1982 and 1994, he was corporate manager of Safety and Environment. He has had significant involvement in the development of domestic and international offsets, emission trading and JI/CDM. He has been an associate of the IISD for the last five years.



**Kateri CALLAHAN**  
President,  
Alliance to Save Energy

Kateri Callahan, president of the Alliance to Save Energy since January 2004, brings 20 years of experience in policy advocacy, fundraising, coalition-building, and organizational management. Callahan leads a staff of more than 50 and oversees an annual \$8 million budget supporting energy efficiency programs and projects in the U.S. and on five continents. Before joining the Alliance, Callahan served for 11 years as president of the Electric Drive Transportation Association (EDTA), a Washington-based international coalition promoting development and deployment of battery, hybrid, and fuel cell electric vehicles. Callahan has a B.A. in Political Science from the University of Louisville.



**Raul RODRIGUEZ**  
Managing Director &  
Chief Executive Officer  
North American  
Development Bank

Raul Rodriguez has been Executive Director of the Mexican Bank of Foreign Trade; Mexico's Trade Commissioner in Canada; Secretary of Economic Development for the Mexican border state of Tamaulipas; and Professor and Research Fellow at Monterrey Tech. He has participated as a speaker and lecturer in more than 30 countries on business, financial and managerial topics. He is the author and co-author of technical and business publications in Mexico, the U.S. and Canada. He holds a degree in Industrial and Systems Engineering from Monterrey Tec (ITESM) and a Master's Degree from Harvard University, where he graduated with the Littauer Fellow Academic Award.





## Doing Business in the North American Energy Sector

Room Continental - 4:30 to 6:00 p.m.

Under what conditions are energy businesses operating in North America? What changes would boost exchanges? How are companies adapting their business strategies to the North American context?

### CHAIR



**Jesús REYES HEROLES**  
President & CEO,  
GEA || Structura

Jesús F. Reyes-Heroles was Ambassador of Mexico to the United States of America from October 1997 to November 30th, 2000. Before he was Secretary of Energy in President Ernesto Zedillo's cabinet. In that capacity he was President of the Board of diverse enterprises, such as PEMEX, CFE and Compañía de Luz y Fuerza del Centro. Earlier he was Director General (CEO) of Banobras, the national development bank for infrastructure. From 1991 to 1994 he was President of the Board and Director General of Grupo de Economistas y Asociados (GEA). Member of the boards of Banamex-Citigroup and Wal-Mart México. Economist: ITAM (1976). Fulbright scholar. PhD in Economics: MIT (1980).

### GUEST SPEAKERS



**JoAnne BUTLER**  
General Manager,  
TransAlta Mexico

JoAnne Butler is responsible for developing the company's presence in its newest identified market – Mexico. Ms. Butler is also responsible for ensuring the successful operation of the Campeche and Chihuahua combined-cycle power projects, and completion of future projects awarded to TransAlta in the region. Ms. Butler joined TransAlta in 1999 as general manager, Western Canada Operations. Prior to joining TransAlta, Ms. Butler was with Amoco Corporation for 21 years, where her last assignment as General Manager, Engineering and Construction, had her leading multi-disciplined teams. Ms. Butler has a Bachelor of Science (honours) degree in Civil Engineering from Queen's University in Canada.



**Dra. Cintia ANGULO DE LESEIGNEUR**  
General Manager  
for Mexico,  
Electricité de France

Cintia Angulo has been working for 15 years at the core of Groupe Électricité de France (EDF), world leader in electricity distribution and among the top five companies worldwide in electricity generation. She has been council member of the Commerce extérieur de France since 1998 and, since 1999, has been Vice President of the Mexican Association for Energy Economics (AMEE). Cintia Angulo is a graduate of the Sorbonne in Paris, the École nationale d'administration, the University of Moncton (Canada), and the Universidad Nacional Autónoma de México. She was made Chevalier of the Legion of Honour.



**Marcelo CHAUVET SANCHEZ**  
Director,  
Compañía Mexicana  
de Gas

The engineer Marcelo Chauvet Sanchez is originally from the Federal District of Mexico and is an honours graduate of the Faculty of Chemistry from UNAM. He looks back on over 30 years of experience in the energy sector. He was CEO of VS Construcciones, a company that installed the first MTBE (Methyl Tertiary Butyl Ether) plant in Mexico. As Corporate Director of Planning of Groupe Diavaz, Mr. Chauvet was responsible for strategic planning and business development. Currently, he is CEO of Compañía Mexicana de Gas, a natural gas distribution company in Monterrey. Since December 2003, he sits on the Board of Directors of the Asociación Mexicana de Gas Natural, AC.

6:00 to 6:15 p.m. - Break



## Challenges of the Mexican Energy Sector

Room Continental - 6:15 to 7:00 p.m.

What will be the role of Mexico in the upcoming decade for fostering North American energy supply? In the long term, will Mexico be part of the problem or the solution? What are the chances that Mexico will implement an energy reform?

### KEYNOTE SPEAKER



**Felipe  
CALDERÓN  
HINOJOSA**  
Secretary of Energy  
of Mexico

Felipe Calderón Hinojosa is a lawyer from the Escuela Libre de Derecho (Free School of Law). He holds a Master's degree in Public Administration from Harvard and a post-secondary degree in Economics from ITAM. He is a member of the National Council and the National Executive Committee of the Partido Acción Nacional (PAN), a parliamentary party of which he has been President, Secretary General, Education Secretary, and Secretary for Youth Action.

He has been representative at the Federal District Assembly, Federal Deputy for the 55th and 57th legislatures, as well as deputy coordinator for PAN at the 58th Legislature. He was a candidate for becoming governor of the state of Michoacán. Mr. Calderón Hinojosa has worked for Goodrich, Riquelme & Asociados and for Multibanco Comermex and has been CEO for Banobras, SNC.

Currently, he is president of the Board of Directors of Petróleos Mexicanos, the Governance Committee of the Federal Electricity Commission, and the Governance Committee of the company Luz y Fuerza del Centro.

He has received recognition by the United States-Mexico Chamber of Commerce and through a NAFTA Congressional Leadership Award as well as the "Águila CANACINTRA", a legislative award. He has collaborated with the principal national journals. He is also Vice-President of the Christian Democrat Organization of America, and member of the Grupo Líderes Mundiales del Futuro and the World Economic Forum.

## Nuevos León's Assets for Energy Development

Parque Fundidora- 7:45 to 10:00 p.m.



**Natividad  
GONZÁLEZ  
PARÁS**  
Governor,  
Nuevo León

González Parás is currently Governor of the state of Nuevo León. He was also elected Senator in 2000, after having served as Federal Deputy. He has been Secretary General of the government of Nuevo León, and in federal politics, was Deputy Minister of Policy Development for the Government, member of the Mexican Chancery, and Director of the Foreign Policy Department of the Presidency of the Republic. Originally from Monterrey, N.L., González Parás holds a Licentiate in Laws from the Universidad Autónoma de Nuevo León. He also received a Master's degree in Public Administration from the Institut international d'administration publique in France and a Ph.D. in Political Science from the University of Paris.

[www.canada-mexico60.org](http://www.canada-mexico60.org)

60th Anniversary of Canada-Mexico Diplomatic Relations 1944-2004  
60<sup>e</sup> Anniversaire des relations diplomatiques entre le Canada et le Mexique 1944-2004  
60<sup>o</sup> Aniversario de Relaciones Diplomáticas entre Canadá y México 1944-2004

**CanadaMéxico**

Canada



Department of Foreign Affairs  
and International Trade

Ministère des Affaires étrangères  
et du Commerce international

# NAFI CELEBRATES ITS SECOND ANNIVERSARY!

**The North American Forum on Integration (NAFI)** \_ a non-profit organization devoted to developing North American dialogue and networks \_ is proud to celebrate its second year of existence at this great event in Monterrey. Created in 2002, **NAFI** aims to build awareness on the issues raised by North American Integration and to focus the attention of decision-makers on the challenges at hand. In this perspective, **NAFI**, based in Montreal, intends to periodically bring together leading decision-makers from political, private, labour and academic sectors from Canada, the United States and Mexico.

The objectives of **NAFI** are:

- promoting the creation of North American networks that will set the basis for a strengthened trilateral dialogue;
- identifying new ideas and strategies to strengthen the North American economic region;
- establishing a new tradition of multi-sectoral meetings that alternate between the three North American countries;
- proposing the idea of creating a North American Investment Fund that would stimulate investments in Mexico while maximizing North America's potential as a whole.

Every week, **NAFI** publishes "*FOCUS NAFTA+*", an online press review about current affairs between the three *NAFTA* partners. It is distributed to over 1,000 subscribers in North America.

*Privilège* **NAfiNA**

**NAFI** wishes to thank its partners who have supported its activities over these past two years. **NAFI** will soon launch its Privilege Program, a project that will offer more services and advantages to its members. Stay tuned for updates!



NORTH AMERICAN FORUM ON INTEGRATION  
FORUM SUR L'INTÉGRATION NORD-AMÉICAINE  
FORO SOBRE LA INTEGRACIÓN NORTEAMERICANA

NAFI  
4519, Saint-Denis  
Montreal (Québec)  
Canada H2J 2L4  
Tel.: (514) 844 8030  
Fax: (514) 844 2030  
info@fina-nafi.org  
[www.fina-nafi.org](http://www.fina-nafi.org)

## Our Board of Directors

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**Mr. Robert A. Pastor, Ph.D.** (United States)  
Vice-president of International Affairs  
and Director of the Center for North American Studies,  
American University

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President of Rozental & Associates  
President, Mexican Council of International Affairs

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Minister representing Mexico  
Organization of American States

**Mr. Stephen Blank, Ph. D.** (United States.)  
Director, Center for International Business Development,  
Lubin School of Business,  
Pace University (New York)

**Mr. Victor López Villafañe, Ph.D.** (Mexico)  
Director, Center for North American Studies,  
Monterrey TEC

**Mr. Pablo Rodriguez** (Canada)  
Deputy Vice-president, GGA Communications  
President, Liberal Party of Canada (Quebec)

**Mr. François Duchesneau, Ph.D** (Canada)  
Vice-Rector, Planning and International Relations  
Université de Montréal

**Ms. Christine Fréchette** (Canada)  
President and Executive Director of NAFI

### SECRETARY

**Ms. Vicky Trépanier** (Canada)  
Lawyer, Brouillette Charpentier Fortin GP



## Energy Price Competitiveness

The recent history of Mexican energy prices will be compared with price in other countries. What to think of the economic constraints imposed on cogeneration and self-supply projects? What are the shortcomings of traditional discounting approaches for energy price calculations? What are the best sustainable perspectives for energy calculation? It will be shown that a primary energy portfolio including renewables may be the best option.

### CHAIR



**Federico  
VIRAMONTES  
BROWN**

Chair of Graduate Program  
and Energy Area, ITESM

Dr. Federico Viramontes Brown, Ph.D. and Master of Science in EE from University of Pittsburgh, Chair of Graduate Program and Energy Area of Monterrey Tec. Areas of interest: Regulation, sources of financing in the energy sector; design of electrical equipment.

### GUEST SPEAKERS



**Armando  
LLAMAS TERRES**

Director,  
Center for Energy Studies,  
ITESM

Armando Llamas is a professor, researcher, and power quality and energy efficiency consultant heading the Center for Energy Studies at Monterrey Tech, where he obtained his BS and MS in Electrical Engineering. He also obtained a Ph.D. in EE from Virginia Tech where he worked as a research assistant. From January 2003, he heads the ITESM Endowed Energy Research Chair.



**Lester B.  
LAVE**

Professor of Economics,  
Carnegie Mellon University

Lester Lave is University Professor & Higgins Professor of Economics at Carnegie Mellon University in the Business School, Engineering School, and the Public Policy School. He has a BA from Reed College and a Ph.D. from Harvard University. Lave is Co-director of the Electricity Industry Center and is Director of the Green Design Initiative. He was president of the Society for Risk Analysis and was elected to the Institute of Medicine of the National Academy of Sciences. He is the author of more than 500 scientific publications and books and has been an adviser to many government agencies and companies.



**Oliver  
PROBST**

Director,  
Department of Physics,  
ITESM

Oliver Probst earned his physics diploma at the University of Heidelberg, Germany, in 1990 after studying in Hannover and Heidelberg. He obtained a Ph.D. in Physics from the University of Heidelberg in 1994. He has been a full-time professor and researcher at the ITESM since 1996 and the head of the Physics Department at Monterrey Tech since 1999. Since his arrival in Monterrey he has been collaborating with a number of research centers at the same institution, particularly the Center for Energy Studies. His main interests are in the fields of renewable energies, energy conservation and energy policy.



**M. Sam Hamad**  
Ministre des Ressources naturelles,  
de la Faune et des Parcs et  
ministre responsable de la région  
de la Capitale-Nationale

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## Mexico's Role in Forging North American Energy Security

Room Continental - 9:00 to 9:30 a.m.

In order to attract the much-needed financial resources to Mexico, its energy resources need to be developed and used in the short-term to meet immediate needs. While respecting the Mexican constitution, could Pemex double its oil production in the coming half-decade and attract private American and Canadian capital to the Mexican oil sector?

### SPECIAL GUEST



**Jorge G. CASTAÑEDA**

Candidate for the  
Presidency of Mexico  
2006

Jorge G. Castañeda received his B.A. from Princeton University and his Ph.D. in Economic History from the University of Paris. He has been a professor of international affairs at the Universidad Nacional Autónoma de México. Castañeda was one of the principal electoral strategists of the presidential campaign of Vicente Fox Quesada, who won the July 2000 elections. He served as Foreign Minister of Mexico from December 2000 to January 2003. In June 2003, Jorge Castañeda was appointed as a Board Member of Human Rights Watch and International Crisis Group. He is also a member of the United Nations' Commission of Private Sector and Development.

## Financial Mechanisms of the Mexican Energy Sector

Room Continental - 9:30 to 10:20 a.m.

What options exist for assuring an increased financing of the Mexican energy sector in the present constitutional context? Various scenarios will be considered. In what way would investment be carried out and managed? What would be the potential return on investment? Would increased financing strengthen North American energy security?

### CHAIR



**Andrés ROZENTAL**

President,  
Mexican Council on  
International Relations

Andrés Rozental has been a career diplomat for over 35 years, having served Mexico as Deputy Foreign Minister (1988-1994) and as Ambassador to the United Kingdom, Sweden, and the United Nations in Geneva. He also served as Special Presidential Envoy for President Vicente Fox. Ambassador Rozental is currently the Executive Director of an international consulting firm that backs the corporate strategies of international companies in Latin America. He is author of three books on foreign policy in addition to having published numerous articles in specialized journals. Ambassador Rozental is also member of the University Council of the Universidad de las Américas (Puebla), his alma mater.

### GUEST SPEAKER



**José ALBERRO**

Director,  
Law and Economics  
Consulting Group (LECG)

Dr. Alberro is a Director with LECG, the global source for expert services. He was PEMEX's chief representative in the NAFTA negotiations between 1990 and 1992 and then Director General of PEMEX Gas and Petrochemicals (PGPB), one of the ten largest companies in Mexico, between 1992 and 1994. Dr. Alberro is a former consultant to the United Nations, has been an arbitrator at the World Bank's International Centre for Settlement of Investment Disputes, and has taught economics at universities in the United States, Mexico and the United Kingdom. Dr. Alberro's expertise covers economic and financial modeling; analysis and design of public policy and industry deregulation; and analysis of economic, social, and political feasibility of projects.

10:20 to 10:30 - Break



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## North American Energy Reforms: What Are the Options?

Energy reforms are currently being discussed or implemented in North America. What scenarios have been considered to date? How will these reforms impact on the two other countries?

### CHAIR



**Michelle  
MICHOT FOSS**

Executive Director,  
Institute for Energy,  
Law and Enterprise,  
University of Houston

Dr. Michelle Michot Foss is the Executive Director of the IELE (a multidisciplinary business and public policy program on energy and associated environmental issues) and assistant research professor, University of Houston Law Center. The IELE is a centre for excellence on commercial frameworks for energy development across the energy value chains. At the IELE Dr. Foss directs and conducts research; advises U.S. and international energy companies; and provides public commentary and testimony to governments. She is the 2003 president of the IAEE; a member of the Council on Foreign Relations; and was selected to Key Women in Energy-Americas for 2003.

### GUEST SPEAKERS



**Francisco Javier  
SALAZAR DIEZ  
DE SOLLANO**

President,  
Energy Commission,  
Cámara de Diputados de  
México



**Patrick Henry  
WOOD, III**

Chairman,  
Federal Energy  
Regulatory Commission

On April 30, 2001, Patrick Henry Wood, III was nominated to the Commission by President George W. Bush and confirmed by the Senate. In February 1995, Wood was appointed to the three-member Public Utility Commission of Texas by then Governor Bush to regulate the state's telecommunications and electric power industries. Wood served as Chairman of the Commission. A native of Port Arthur, Texas, Wood received a B.S. in Civil Engineering from Texas A&M University and a J.D. from Harvard Law School. He has worked as an engineer with Arco Indonesia and as an attorney with the Baker & Botts law firm in Washington, DC.



# ExxonMobil™



## Towards an Integrated North American Market for TRCs

Room Continental - 12:00 to 1:30 p.m.

There are many issues, opportunities and challenges inherent to the development of a North American market for tradable renewable energy certificates (TRCs). What are the issuing, tracking and verification systems necessary for a well-functioning North American TRCs trading scheme? The harmonization of methodologies for evaluating environmental benefits from increased use of renewable energies and from energy efficiency will also be tackled.

**CHAIR** *In collaboration with the Commission for Environmental Cooperation of North America*



**Véronique ROBICHAUD**

Program Manager,  
Commission for  
Environmental Cooperation  
of North America

Véronique Robichaud obtained a Master's degree in Economics from Laval University in Quebec City (Canada) and has worked there for many years as a research professional on assessing economic impacts of trade liberalization. She further developed interests and expertise in the evaluation of the links existing between economic activities and the environment at the Canadian Department of Finance. She has recently joined the Commission for Environmental Cooperation of North America as the Program Manager for the Environment, Economy and Trade program.

### GUEST SPEAKERS



**Theresa HOWLAND**

Manager,  
Green Energy Marketing,  
Vision Quest Windelectric

At Vision Quest, Theresa Howland is responsible for creating and implementing customer focused solutions for continuing to growing wind power across Canada. As a Director for the Canadian Wind Energy Association, Theresa participates in cross-functional industry teams to develop strategies and policy recommendations to support renewable energy growth. Prior to joining Vision Quest in 2003, Theresa was the manager for ENMAX Energy's green power program, Greenmax. She has held progressively senior positions in marketing and product development since joining the deregulating electricity industry in 1996. Theresa received a Bachelor of Commerce (focus marketing) from the University of Calgary.



**Jan HAMRIN**

Executive Director,  
Center for Resources  
Solutions

The Presidio Center for Resource Solutions is a non-profit organization created to foster leadership in the implementation of clean energy and sustainable development practices through education, training and expert assistance. CRS domestic programs include: the Green-e certification program; and Green Pricing Accreditation Program. The international programs include: Regulatory/Policy Assistance Programs; and The Global Guardianship Initiative with the Nature Conservancy. Dr. Hamrin received her Ph.D. in Ecology from the University of California at Davis, with emphasis on public policy evaluation of environmental and energy programs. She also holds Masters' degrees in Consumer Science and Public Administration.



**Matt WILLIAMSON**

Broker,  
Natsource

Matt Williamson joined Natsource in the spring of 2001, focusing on the OTC NOx allowance market and the developing NOx allowance market for the SIP call region. Prior to joining Natsource, Mr. Williamson spent a number of years working for Office of Air and Radiation at the U.S. Environmental Protection Agency. While working for the Office's Climate Protection Division, Mr. Williamson developed voluntary partnership programs with major US industries to reduce US greenhouse gas emissions and enhance energy efficiency. Mr. Williamson holds an M.B.A. from INSEAD in Fontainebleau, France, a Master's degree in International Affairs from Columbia University and an A.B. from Princeton University.



**Ubaldo INCLÁN**

Director of Renewable  
Energy and Environment,  
SENER

Mr. Ubaldo Inclán is in charge of the design and implementation of the "Large Scale Renewable Energy Development Project", the rural electrification program (in the context of the Global Village Energy Partnership, GVEP) and the design and operation of the Inter-ministerial Committee for Clean Development Mechanism projects. He has worked in the private sector, mainly as a Structure Engineer and as an Environmental Engineer. He graduated as a Civil Engineer from the Universidad Nacional Autónoma de México where he furthered his studies through a Master's Course in environmental engineering, as well as postgraduate courses on the environment and climate change at the Lawrence Berkeley National Laboratory.



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**José de Jesús  
VALDEZ  
SIMANCAS**

President,  
Nuevo Leon Chamber of the  
Manufacturing Industry

Mr. Valdez Simancas is currently Chairman of CAINTRA (Nuevo Leon Chamber of the Manufacturing Industry) and CEO in Alpek, the petrochemical and synthetic fiber company of the Alfa Group. Since joining ALFA in 1976, Mr. Valdez has held a number of executive positions including the Presidency of Indelpro, S.A., Polioles, S.A., and Petrocel, S.A. Mr. Valdez is a member of the Board in Alpek, Petrocel, Temex, Indelpro, Nylon de México, Teijin-Akra and Polioles. In 1991 - 1993 he was Chairman of the Mexican National Association of Chemical Industry (ANIQ). He obtained his BS in Mechanical Engineering and Administration at the Tecnológico de Monterrey (ITESM). He also holds Master degrees in Industrial Engineering and Business Administration from Stanford University and Tecnológico de Monterrey, respectively.

## Presentation: Canadian Centre for Energy Information

Room Chipinque - 3:15 to 3:45 p.m.

Highlights of the first year in operation of the Centre for Energy, created in 2002 to provide information on all parts of the Canadian energy sector from oil, natural gas, coal, thermal and hydroelectric power through to nuclear, solar, wind and other sources of energy.



**Colleen  
KILLINGSWORTH**

President,  
Canadian Centre  
for Energy Information

With more than 17 years' experience in communications, Colleen Killingsworth, APR, ABC has provided strategic communication services for government, corporate communication, not-for-profit and association clients. Her client experience includes National Energy Board, Suncor Energy, Husky Energy, Shell Canada, ESBI Alberta, Dynetek Industries, and EnCana Corporation. Born in Reno, Nevada, Colleen holds a Bachelor of Arts in Journalism degree from the University of Nevada, Reno. She is Accredited Public Relations (APR) through the Public Relations Society of America and Accredited Business Communicator (ABC) through the International Association of Business Communicators, and is National Vice President for the Canadian Public Relations Society.

3:45 to 4:00 p.m. - Break

## The Impact of Federalism on the Energy Sector

Room Continental - 4:00 to 5:15 p.m.

In what way do U.S. and Mexican states and Canadian provinces influence the form and rate of North American energy integration? Does federalism make for easier cross-border integration on a regional level? What place do states and provinces have in the continental energy debate? Does well-functioning federalism constitute a contributing factor to energy security?

### CHAIR



**Eduardo  
ANDRADE  
ITURRIGARRIA**

President,  
Mexican Association of  
Electric Energy

Engineering Major from the University of Mexico with specialization on Project Management; also has studies in corporate finance from Tecnológico de Monterrey and Capital Investment Projects from the Organization of American States. Member of the Board of several not-for-profit and educational organizations. Currently he is President and Chairman of the Mexican Association of Electric Energy and President and Chairman of the Mexican Chapter of the World Energy Council; he works for Techint, an energy oriented industrial group based in Italy and in Mexico since 1954. He is a regular speaker on energy issues in seminars and conferences both in Mexico and abroad.

### GUEST SPEAKERS



**Earl  
FRY**

Professor  
of Political Science,  
Brigham Young University

Earl H. Fry is Professor of Political Science and Endowed Professor of Canadian Studies at Brigham Young University. He is the author of many articles and books dealing with North American economic relations. He previously served as Special Assistant in the Office of the U.S. Trade Representative, and has been the Bissell-Fulbright Professor at the University of Toronto and the Thomas O. Enders Fellow at McGill University. He is the former President of the Association for Canadian Studies in the United States.



**Joseph M.  
DUKERT**

Independent Energy  
Analyst

Joseph M. Dukert, an independent consultant since 1965, has focused since 1990 on North American energy. He has been involved in the preparation of numerous U.S. energy policy documents; and he was a senior advisor to the Commission for Environmental Cooperation (CEC) of North America for its report on the environmental effects of North American electricity trade. On behalf of the U.S. Energy Association, he developed the policy recommendations on North American energy that USEA submitted in response to the "Cheney Report" under the current Bush administration. Recently, he was named a senior fellow of the U.S. Association for Energy Economics.

5:15 to 5:30 p.m. - Break



## Governmental Energy Cooperation in North America

This plenary session will aim to put forward the possibilities for greater energy cooperation between the three NAFTA countries. Taking the political, technological, legal and environmental constraints into account, what are the sectors in which an increased cooperation could be initiated among the North American partners? Moreover, comments will be given on the various proposals put forward during the conference.

### CHAIR



**Jeremy  
MARTIN**

Director,  
Energy Program,  
Institute of the Americas

Jeremy has worked for several years in international economic development with an emphasis on Latin America. Jeremy is responsible for researching, writing about and tracking industry trends and overall management of the Institute's Energy Program. He works closely with the Energy Steering Group and Latin American government officials to assure dialogue is fostered through Institute programs. He also serves as a member of the Border Energy Issues Group looking at Mexico-U.S. cross-border relations and energy. Jeremy previously was a Latin American Country Manager for the US Trade and Development Agency (TDA). Jeremy has a BA from The Citadel and an MA from American University.

### GUEST SPEAKERS

**Larisa  
DOBRIANSKY**

Deputy Assistant Secretary  
for National Energy Policy,  
Department of Energy

Larisa Dobriansky is Deputy Assistant Secretary for National Energy Policy at the U.S. Department of Energy. Formerly, Ms. Dobriansky was senior counsel in the Washington office of Akin, Gump, Strauss, Hauer & Feld, L.L.P., focusing on environmental and energy policy issues. Ms. Dobriansky joined the firm after serving in senior legal and public policy positions in the executive and legislative branches of the Federal Government. Her special areas of expertise are regulation of air pollution under the Clean Air Act, global warming issues arising under the United Nations Framework Convention on Climate Change and the Kyoto Protocol, and integration of energy systems and environmental management.



**Salvador  
BELTRAN  
DEL RIO M.**

Deputy Assistant  
Secretary for International  
Affairs, SENER

Between January 2001 and March 2003, Mr. Beltran del Río was Mexican Consul General in New York. During his mandate, he served as president of the Society of Foreign Consuls. He was Federal Deputy of the 56th Legislature of Congress. Mr. Beltran del Río also worked for the law firm Baker & McKenzie in addition to having been researcher at the Centro Internacional de Recursos Transfronterizos of the University of New Mexico. He holds a Bachelor's degree in Law from the University of Monterrey, a Master's degree in Latin-American Studies from the University of New Mexico and a Master's degree in Law from Harvard University. He was born in Chihuahua in 1959.



**John  
LOWE**

Executive Director,  
Energy Policy Branch,  
Natural Resources Canada

John Lowe is Executive Director, Energy Policy, for Natural Resources Canada. He has lead responsibility for development and communication of broad energy policy. He has over 20 years experience in energy policy development, including as Canada's energy negotiator for the North American Free Trade Agreement. Prior to joining Natural Resources Canada, he worked in Canada's Department of Finance, dealing with fiscal aspects of energy issues ranging from nuclear power to alternative transportation fuels, and energy research and development. He also served for three years at International Energy Agency, in Paris. Mr. Lowe holds MA and BSc degrees in economics.

### SUMMARY OF PROPOSALS



**Philippe  
FAUCHER**

Professor,  
Department of Political  
Science, University of  
Montréal

Philippe Faucher is interested in international political economics and more specifically in economic policies of developing countries (Latin America). He has published nearly 50 chapters and articles, among the more recent of which are: «We Have a Consensus: Democratic Support for Market Reforms in Latin America» (co-written with Leslie Armijo; published in *Latin American Politics and Society*), «Currency Crises and Decisionmaking Frameworks: The Politics of Bouncing Back in Argentina and Brazil» (co-written with Leslie Armijo; to be published in *Tiers Monde* in June 2004), and «Intégration hémisphérique des marchés de l'énergie : les retombées pour le Canada» (co-written with Sarah-Myriam Martin-Brûlé; to be published in *Foro Internacional* in Summer 2004).



**Isabelle  
ROUSSEAU**

Professor and researcher,  
Center for International  
Studies,  
El Colegio de México

Isabelle Rousseau holds a Ph.D. in Sociology (Ecole des Hautes Etudes en Sciences Sociales, EHESS, Paris) in addition to her training in philosophy. Since 1997, she has been professor and researcher at the El Colegio de México (Centro de Estudios Internacionales). Isabelle Rousseau is also member of the Sistema Nacional de Investigadores (SNI) and permanent member of the Academia Mexicana de Ciencias (AMC). She has published numerous books and articles on the Mexican political system. Currently she is the person-in-charge for a Conacyt project on «La política petrolera en México en el marco de una industria globalizada. 1989-2003».



# FORGING NORTH AMERICAN ENERGY SECURITY



## Conference Agenda

### Thursday, April 1st, 2004

8:30 to 9:00 a.m.	Opening Address	Room Continental
9:00 to 10:30 a.m.	Increasing North American Energy Security	Room Continental
10:30 to 10:45 a.m.	Break	
10:45 a.m. to 12:00 p.m.	Interconnectivity of Border Regions	Room Continental
1:00 to 2:15 p.m.	Break	
3:00 to 4:30 p.m.	The Greening of North American Energy	Room Continental
4:30 to 6:00 p.m.	Doing Business in the North American Energy Sector	Room Continental
6:00 to 6:15 p.m.	Break	
6:15 to 7:00 p.m.	Challenges of the Mexican Energy Sector	Room Continental
7:45 to 10:00 p.m.	Nuevos León's Assets for Energy Development	Parque Fundidora

### Friday, April 2nd, 2004

7:45 to 9:00 a.m.	Energy Price Competitiveness	Room Continental
9:00 to 9:30 a.m.	Mexico's Role in Forging North American Energy Security	Room Continental
9:30 to 10:20 a.m.	Financial Mechanisms of the Mexican Energy Sector	Room Continental
10:20 to 10:30 a.m.	Break	
10:30 a.m. to 12:00 p.m.	North American Energy Reforms: What Are the Options?	Room Continental
12:00 to 1:30 p.m.	Towards an Integrated North American Market for TRCs	Room Continental
2:00 to 3:15 p.m.	Luncheon conference	Room Continental
3:15 to 3:45 p.m.	Presentation: Canadian Centre for Energy Information	Room Chipinque
3:45 to 4:00 p.m.	Break	
4:00 to 5:15 p.m.	The Impact of Federalism on the Energy Sector	Room Continental
5:15 to 5:30 p.m.	Break	
5:30 to 7:00 p.m.	Governmental Energy Cooperation in North America	Room Continental
7:00 to 8:00 p.m.	Word of thanks and cocktail	Room Continental



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