

KITE INVEST FIRST FORUM IN MEXICO

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BY NEGOCIOS PROMÉXICO

This investment consultancy based in Madrid and London has organized the first investment forum in Mexico through its business unit KITE Networking, entitled "Invest in Mexico," which will be held on November 11, 2015 at Hacienda de los Morales in Mexico City.

KITE Invest's aim is to analyze the potential for investing in Mexico, by conducting a forum that will highlight measures to develop and improve the perception of the international investment community towards the Mexico brand. KITE Networking seeks to facilitate interaction between the private business sector and foreign investors in order to increase competitiveness and the internationalization of Mexican enterprises.

At the forum, participants will analyze the impact of the recent structural reforms



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on the Mexican economy to boost business cooperation between large foreign operators with local Mexican actors, in order to increase competitiveness and the growth of the country.

More than fifty experts will participate in the conference, each of whom will contribute views on topics as varied as the growth outlook for the Mexican economy, the impact of the energy reform on the economy or assessing the role of foreign companies in Mexico in sectors such as aerospace, pharmaceutical or automotive.

In connection with the dual year between Mexico and the United Kingdom in 2015, the forum will devote a special panel led by the British Ambassador to Mexico, Mr. Duncan Taylor, who will be joined by

the presidents of some of the British companies that are operating in Mexico, such as HSBC, Diageo and Shell.

So far, institutions such as Pemex, the Energy Regulatory Commission, ProMéxico, Amexcap, Amexcid, the Mexican International Chamber of Commerce, the British Mexican Society and the Mexican Chamber of Commerce in Great Britain have confirmed their participation.

Also, companies such as Banco Santander, Honeywell, Nissan, and General Electric, among others, represented by their top executives, will be a part of the various panels that will make up the investment forum. **N**

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