



Border Trade Alliance Presents:

## Security & Safety: The Impact On Cross-Border Trade



### BTA International Conference: Mexico, D.F.

**February 23 - 24, 2009**

8:00AM - 9:00AM

Registration

8:00AM - 9:00AM

Continental Breakfast

9:00AM - 9:30AM

Opening Remarks

**Invited Speaker:**

**Ms. Leslie A. Bassett**, Chargé d'Affaires ad interim, American Embassy in Mexico (Confirmed)

9:30AM - 11:00AM

Security: Roads & Rails

**Moderator:**

**Mr. Eduardo Aspero**, President, AMTI (Confirmed)

**Invited Panelists:**

**Mr. James Kniestedt**, Vice President for Security, KCSM (Confirmed)  
**Mr. John Baird**, General Manager, Freightwatch Mexico, S.A. de C.V. (Confirmed)  
**Mr. Jorge Cárdenas Romo**, President, CANACAR

11:00AM - 12:30PM

Security: Trade & Retail

**Moderator:**

**Mr. Al Zapanta**, President & CEO, US-Mexico Chamber of Commerce (Confirmed)

**Invited Panelists:**

**Mr. Mario A. Sánchez Montemayor**, President, Nuevo Laredo Custom Brokers Association  
**Ms. Anne Crews**, VP Government Relations, Mary Kay, Inc. (Confirmed)  
**Ms. Rachelle R. Valdez**, Director, Communications and Marketing, Delphi  
**Mr. Joseph Olmeda**, President, Reynosa Maquiladora Association

12:30PM - 2:00PM

Keynote Lunch

**Invited Speaker:**

**The Honorable Fernando Francisco Gómez Mont Urrueta**, Secretary of the Interior, Mexico (Confirmed)

2:00PM - 3:30PM

Security: Border Gateways

**Moderator:**

**Hon. Richard F. Cortez**, Mayor, City of McAllen, TX (Confirmed)

**Invited Panelists:**

**Hon. C. Jorge Ramos Hernandez**, Mayor, Tijuana, B.C.  
**Hon. José Reyes Ferriz**, Mayor, Ciudad Juárez  
**Hon. Octavio Garcia-Von Borstel**, Mayor, City of Nogales, AZ (Confirmed)  
**Hon. Marco Antonio Martínez Dabdoub**, Mayor, Nogales, Sonora

3:30PM - 3:50PM

Security: House of Representatives

**Invited Speaker:**

**Rep. Juan Francisco Rivera Bedoya**, President, Public Safety Commission, House of Representatives, Mexico

3:50PM - 4:10PM

Security: Law Enforcement

**Invited Speaker:**

**Special Agent William D. Newell**, Special Agent in Charge, ATF (Confirmed)

4:10PM - 4:30PM

Moving Forward: Foreign Relations

**Invited Speaker:**

**Sen. Luis Alberto Villarreal García**, President, North American Foreign Relations Committee, Senate, Mexico (Confirmed)