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## September 26-30 2022

The U.S.-Mexico 360 public diplomacy initiative provided the opportunity for 14 U.S. leaders from federal, state, and local governments; business; think tanks and other institutions; advocacy organizations; and NGOs to meet counterparts on a professional study tour in Mexico City in September 2022.

Participants represent a diverse set of institutions and many aspects of U.S.-Mexico policy, including politics and government, economics and trade, industry, education, media and communications, and research and advocacy.

For this trip, participants were able to attend the first edition of the North Capital Forum, a 3-day event hosted by the U.S.-Mexico Foundation to bring North America closer.

Partner: ACYPL

Speakers:

- Kenneth Smith Partner, AGON, Former Chief Trade Negotiator for NAFTA and USMCA

Topic: Economic Interdependence and Trade

- INEGI:

Julieta Brambila General Director of Communication and Institutional Affairs

Oscar Jaimes Bello Director General of Government Statistics, Public Security and Justice

Araceli Gama Deputy General of Economic Surveys

Topics: Mexico's investment, Economy, Gender and Security Statistics

- Roberto Moya, Senator (PAN)

Topic: Legislation, Senate, Politics and Rule of Law

- Valeria Moy, IMCO Director

Topic: Social Impact, US-MX trade, economy and Mexico's future

- Dr. José Zozaya President, AMIA (Mexican Association of the Automotive Industry)

Topic: US-Mexico relationship on terms on the automotive and railroad industry

- María Ariza, CEO, BIVA

Topic: US-MX trade, commerce, investment and economy

- Alexandra Zapata, independent consultant

Topic: Security and Education

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- Víctor Lichtinger Waisman, President, Consejo Consultivo del Agua (Water Advisory Council)
  - Stephanie García Sabatier, General Director, Rutas y Raíces (Paths & Roots)

Topic: Environment, Climate and Sustainability

- Juan Pardinás, General Editorial Director

Topic: Freedom of Expression, Media Outlets and journalism in Mexico