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**October 17, 2013 – Sir Francis Drake Hotel, San Francisco, California**

AMEXCAP is working with sponsors to bring together general partners, institutional investors, specialist service providers, policy makers, and industry players from Mexico and the United States to discuss opportunities and challenges for investment in the Mexican Venture Capital industry.

Following the success of the recent event "Mexico PE Day New York City" (May 16, 2013) where 31 LP firms (managing +US\$1.5 trillion in assets) attended and met with the Mexican Delegation of 24 GP firms and with regulators, government officials and advisory services firms, the upcoming event in San Francisco focusing on the Venture Capital Industry will update participants on the current state of the VC market in Mexico.

The forum will bring together institutional investors from the United States and a delegation from Mexico and will offer the opportunity for organizations involved in the Mexican VC ecosystem to engage with new contacts and cement existing relations.

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## **DRAFT AGENDA**

### **Mexico VC Day – San Francisco 2013: An Update on Mexico's Venture Capital Industry San Francisco, California October 17, 2013**

**08:00 Registration and breakfast**

**08:30 Welcome and Opening Remarks**

Arturo J. Saval, President AMEXCAP & Senior Managing Director, Nexxus Capital

Alex Rossi, President AMEXCAP VC Committee & Managing Partner, Latin Idea Ventures

**08:50 Conference 1: "NAFIN's role in developing Mexico's Venture Capital Industry"**

Raúl Solís, DGA, NAFIN (Mexican Development Bank)

**09:20 Panel 1: VC Funds**

Moderated by Carlos Rangel, W. K. Kellogg Foundation

Alex Rossi, Latin Idea

Alonso Diaz, Gerbera

Everardo Camacho, Capital Indigo

Michael Chu, IGNIA

Rodrigo Pérez, Newgrowth Fund

Rogelio de los Santos, Alta Ventures

**10:30 Networking break**

**10:50 Panel 2: Mexican Entrepreneurs**

Moderated by Phil Wickham, Kaufmann Fellows

Bismarck Lepe, Ooyala

Diego Solórzano, Carrot (Venture Partners)

Francisco Vizcaya, FINAE (Adobe Capital)

Gabe Manjarrez, MiCel (Ignia)

León Rangel, Cursame (Wayra, Spectron)

Serge Elkiner, Yellow Pepper (Latin Idea)

**12:00 Panel 3: Impact Investing**

Moderated by Justina Lai, Sonen Capital

Erik Wallsten, Adobe Capital

Jacob Donnelly, New Island Capital

Lauren Cochran, Imprint Capital

Mario Marmissolle, Promotora Social Mexico

Rafael de la Guía, Omidyar Network

Rahul Chandra Desai, Inter-American Development Bank

**13:00 Lunch – Keynote: Don Dodge, Google Ventures (Presented by EY)**

**14:30 Panel 4: Early Stage Investments**

Moderated by Allen Taylor, Endeavor Investor Network  
Federico Antoni, Venture Partners  
Hernán Fernández, Angel Ventures Mexico  
Tim Guleri, Sierra Ventures  
Marcus Dantus, Wayra  
Lee Rand, Mexico Ventures

**15:30 Panel 5: Institutional Investor views on the Mexican VC Market**

Moderated by Cate Ambrose, LAVCA  
Eric Johnson, Cambridge Associates  
Felipe Vilá, Fondo de Fondos  
Hilton Romanski, Cisco  
Maureen Downey, Pantheon Ventures  
Rogério G. Ramos, Multilateral Investment Fund

**16:30 Networking break**

**17:00 Panel 6: Entrepreneurial Ecosystem in Mexico**

Moderated by Carlos Baradello, Sausalito Ventures  
Adolfo Babatz, Clip  
Adriana Tortajada, INADEM  
José A. Fernández, Instituto de Emprendimiento Eugenio Garza Lagüera - Tec Monterrey\*  
Pilar Aguilar, Endeavor México

**18:00 Conference: "Exit to VC Funds"**

Fernando Fabre, Endeavor

**18:30 Closing remarks**

Alex Rossi, AMEXCAP

**19:00 Cocktail**

Space for networking

*\*TBD: To-be-defined*

*(Schedule subject to change without notice)*