

**Mexican High-Level Innovation Forum for Policymakers**  
Hosted by the **Woodrow Wilson International Center for Scholars and Fundación IDEA**

**Agenda**

**Wednesday November 19**

*Location:* Woodrow Wilson International Center for Scholars

- 19:00 Welcome dinner with Mexican & US legislators, and US Government representatives
- Ambassador Eduardo Medina Mora- Ambassador of Mexico to the USA
  - Andrew Selee- Executive Vice President and Senior Advisor to the Mexico Institute, Wilson Center
  - Alberto Saracho- Executive Director, Fundación IDEA

**Thursday November 20**

*Location:* Woodrow Wilson International Center for Scholars

- 9:00- 10:00 Breakfast & Opening Session: Why Does Innovation Matter?
- Alberto Saracho- Director, Fundación IDEA
  - Duncan Wood- Director, Mexico Institute, Wilson Center
  - Christopher Wilson- Senior Associate, Mexico Institute, Wilson Center
- 10:00- 11:00 Technology, Development and Innovation I
- Dave Rejeski - Director, Science and Technology Innovation Program at the Wilson Center
- 11:00- 11:50 The Innovation Ecosystem
- Lina Ornelas- Director, Public Policy and Government Relations, Mexico, Central America, and the Caribbean , Google
  - Rodrigo Canales- Chief Policy Advisor, Embassy of Mexico to the USA
- 12:00- 13:00 Lunch- Innovation and National Competitiveness
- Key note speaker: Susan Molinari - Vice President for Public Policy, Google
- 13:00- 14:00 Universities as an Engine of Innovation: Building the Framework for the Creation and Application of Ideas
- Mark Crowell -Director of U.Va. Innovation and Associate Vice President for Research at the University of Virginia
  - Jerry Haar- Professor, College of Business, Florida International University, and McDonough School of Business, Georgetown University of Management & International Business, Florida International University
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14:00-15:00 Mexico's Innovation Ecosystem in the Global Context

- José Franco- General Coordinator, Foro Consultivo Científico y Tecnológico AC
- Una Pulizzi- Director, Global Public Affairs at GE
- Stephen Ezell - Senior Analyst, Information Technology and Innovation Foundation (ITIF)

15:00- 16:00 Innovation and Public-Private Cooperation

- Dr. Pramod Khargonekar- Assistant Director for the Engineering Directorate, National Science Foundation
- Luis Torreblanca- Director Adjunto de Desarrollo Tecnológico e Innovación , Conacyt

16:00- 17:00 Making Innovation-Friendly Policy

- Joseph Damond- Senior Vice President, International Affairs, Biotechnology Industry Organization
- Colleen Fisher- Mexico Desk Officer, U.S. Department of Commerce

17:00 Close - Return to hotel

18:30 Dinner

## **Friday November 21**

*Location:* Woodrow Wilson International Center for Scholars

8:45-10:00 Breakfast on Mexican Health System

Key note speaker: Felicia Knaul, Associate Professor of Medicine, Harvard Medical School

10:00-11:20 Innovation in the Health Care Sector

- Elvin Penn- General Manager, Amgen Mexico
- Laura Camacho Carmona- Communications Director, Mexican Association of Fight against Cancer Local Mexican Patient Association
- Hector Valle- General Director for North and Latin America, IMS

11:30-12:30 Technology, Development and Innovation II

- Nicolas Negro Ponte- Founder and Chairman of One Laptop per Child, Co-Founder and Director of the MIT Media Lab
- Rossana Fuentes-Berain- Founder of Mexican Media Lab & Editorial Vice President, Grupo Editorial Expansión

12:30-13:30 Amgen's Virtual Tour

13:30 Lunch

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