



Lateinamerikanische Handelskammer in der Schweiz  
Cámara de Comercio Latinoamericana en Suiza  
Câmara de Comércio Latino-Americana na Suíça  
Chambre de Commerce Latino-Américaine en Suisse

## INVITATION

### Luncheon Presentation

#### Guest Speaker

### "The Mexican Economy: An Investment Opportunity"

**DR. LUIS TÉLLEZ KUENZLER**  
**Chairman of the Board and**  
**CEO of the Mexican Stock Exchange**

**Date:** Tuesday, November 16, 2010

**Venue:** Zunfthaus zur Meisen  
Münsterhof 20, 8001 Zurich

**Program:** 11:30 to 12:00 – Aperero and Registration  
12:00 to 13:00 – Presentation  
13:00 to 14:15 – Networking Lunch

#### BIOGRAPHY

Dr. Luis Téllez holds a BA in Economics from the Instituto Tecnológico Autónomo de Mexico (ITAM) and a Ph.D. in Economics from the Massachusetts Institute of Technology (MIT). He is currently Chairman of the Board and CEO of the Mexican Stock Exchange.

In the past 20 years he served as Secretary of Communications and Transportation (2006-2009), Secretary of Energy (1997-2000) and Chief of Staff of President of Mexico (1994-1997). Téllez was also Deputy Secretary of Agriculture (1990-1993). As a public servant, he was a key player in crucial policy decisions to improve the structure and the behavior of the Mexican economy in macroeconomic, agricultural, financial and energy issues; such as putting in place the most ambitious program to expand Mexican transportation infrastructure based on public and private financing; participating in putting together the financial package that allowed Mexico to overcome the financial crisis of 1995; participating in the design of the bailout program of the Mexican financial system in 1995-1997; leading the expansion of infrastructure for power generation participating and transmission during the late nineties; leading the expansion of the oil and natural gas production in Mexico; and participating in the establishment of the fully Funded Pension System in Mexico. Téllez drafted the law which allowed communal land holders to turn their propriety to full property rights, and which also clearly defined full propriety rights to the Mexican rural lands. He was responsible for negotiating the agricultural sector in NAFTA, among others policies initiatives.

In the private sector he led the Carlyle Group in Mexico (2003-2006), and was CEO of Desc (2001-2003) one of Mexico's most important industrials companies. He was member of the board of FEMSA, Grupo México, BBVA Bancomer, Sempra Energy and Global Industries. He is the Mexican associate of McLarty Associates. Téllez is member of several nonprofit organizations such as the Mexican Council of Foreign Affairs.



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## REGISTRATION

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Participant (name): .....

Company: .....

Phone: .....

E-Mail: .....

Fax: .....

Date:.....Signature: .....

#### Admission\*

**Please mark the appropriate box:**

- Latcam Member      CHF 100.-  
 Non-Member      CHF 150.-

Fax your registration form to the Latin American Chamber of Commerce in Switzerland (Latcam) at **fax: +41 44 221 00 85.**

\*You are kindly asked to pay cash when you sign in at the event. Cancellations will be accepted until November 12. Otherwise, you will be charged in full.