



**Programme of the Belgian Economic Mission to Mexico
presided by HRH Princess Astrid of Belgium, Representative of His Majesty the King**

in the presence of

HE KRIS PEETERS, Federal Deputy Prime Minister and Minister of Employment, Economy and Consumer Affairs in charge of Foreign Trade, Poverty Reduction, Equal Opportunities and Persons with a Disability

HE PIERRE-YVES JEHOLET, Vice-President and Minister of Economy, Industry, Research, Innovation, New technologies, Employment and Training of the Walloon Government

HE PHILIPPE MUYTERS, Flemish Minister for Work, Economy, Innovation and Sport

HE CÉCILE JODOGNE, Secretary of State for Foreign Trade & Investment for the Brussels-Capital Region and Minister of the French Community Commission in charge of Civil Service and Health Policy

Friday 15 February 2019
Brussels – Mexico City

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

21:10

Arrival of HRH Princess Astrid, HE Cécile Jodogne and a small delegation with flight UA 1566 at Mexico City Benito Juárez International Airport (MEX)– Terminal 1

(Mexico City is 7 hours behind Brussels)

Welcome of HRH Princess Astrid and HE Cécile Jodogne by HE Mauricio Escanero, Ambassador of Mexico, Ing. Bernardo Aguilar Calvo, General Director for Europe, Ministry of External Relations and HE Antoine Evrard, Ambassador of Belgium

21:30 – 22:00

Motorcade transfer of HRH Princess Astrid from Mexico City Airport to the St. Regis hotel

22:00

Check-in of HRH Princess Astrid at the St. Regis hotel

Address: Paseo de la Reforma 439, Colonia Cuauhtémoc, 06500 Mexico City

Saturday 16 February 2019
Brussels – Mexico City

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

10:25	Check-in at Brussels National Airport (BRU) at row 6		09:55
11:55 – 14:35	Flight United Airlines UA 951 from Brussels to Washington (flight duration 8:40)		11:55 – 14:35
14:35	Arrival of the delegation at Dulles International Airport (IAD)		14:35
17:10 – 21:10	Flight United Airlines UA 1566 from Washington to Mexico City (flight duration 05:00)		17:10 – 21:10
18:45	Arrival of HE Pierre-Yves Jeholet with flight BA 243 at Mexico City Benito Juárez Airport		
19:10 – 19:40	Transfer of HE Pierre-Yves Jeholet from Mexico City Airport to the St. Regis hotel		
21:10	Arrival of the delegation with flight UA 1566 at Mexico City Benito Juárez International Airport (MEX) – Terminal 1		21:10
21:40 – 22:10	Transfer of HE Philippe Muyters from Mexico City Airport to the St. Regis hotel		
As from 19:40	Check-in of the Ministers at the St. Regis hotel Address: Paseo de la Reforma 439, Colonia Cuauhtémoc, 06500	Transfer of the official and business delegation from Mexico City Airport to the St. Regis hotel and the Marquis Reforma with minibus O1, O2 and bus D1	22:20 – 23:00
		Check-in of the official and business delegation at the St. Regis hotel Address: Paseo de la Reforma 439, Colonia Cuauhtémoc, 06500 Venue: St. Regis hotel, room Diamond, 2 nd floor	23:00

**Sunday 17 February 2019
Mexico City**

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

17:15 – 19:00

Information session for the Belgian delegation followed by a welcome networking drink

16:00 – 19:00

16:00 Distribution of the individual programmes

16:30 Opening of the doors

17:15 Arrival of HRH Princess Astrid, Representative of His Majesty the King

17:20 Introductory speech by HE Antoine Evrard, Ambassador of Belgium

17:30 Information about the business programme and business tips by:

- Florence Vanholsbeeck, Economic & Commercial Counsellor in Mexico City for the Walloon Region
- Wim Van Cauteren, Economic & Commercial Counsellor in Mexico City for the Flemish Region and the Brussels-Capital Region

18:00 Welcome networking drink

Lead: Embassy of Belgium

Venue: St. Regis hotel, room Astor A+B and welcome networking drink in the Astor Foyer and Lounge, 2nd floor

Participants: all delegation members (300 guests)

The secretariat of the mission is located in John Jacob III and IV on the 2nd floor of the St. Regis hotel and will be operational from Friday 15 February 2019 until Wednesday 20 February 2019.

Monday 18 February 2019
Mexico City

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

04:25	Arrival of HE Kris Peeters with flight AF 8098 at Mexico City Benito Juárez Airport at Terminal 2	<p>B2B meetings</p> <p>Lead: AWEX, BI&E by <i>hub.brussels</i>, FIT</p> <p>Venue: St. Regis hotel, room Madeleine A, 1st floor</p>	08:00 – 17:00
08:35 – 08:55	Motorcade transfer of HRH Princess Astrid and Ministers from the St. Regis hotel to the Palacio Nacional		
09:00 – 09:50	<p>Meeting with HE Andrés Manuel López Obrador, President of Mexico</p> <p>08:55 Arrival of HRH Princess Astrid and Ministers at Puerta Central, welcomed by Ambassador Juan Carlos Lara Armienta, General Director of Protocol and transfer to the office of the President</p> <p>08:57 Introduction of both delegations</p> <p>09:00 Official meeting with the President of Mexico</p> <p>09:50 End of the official meeting</p> <p>Venue: Palacio Nacional, Corregidora esq. Pino Suárez, Plaza de la Constitución S/N, Col. Centro, Del. Cuauhtémoc, 06066 Mexico City</p> <p>Participants: very restricted official delegation</p>		
10:00 – 10:20	Motorcade transfer of HRH Princess Astrid and Ministers from the Palacio Nacional to the St. Regis hotel		
10:21 -10:23	Short introduction of HE Graciela Márquez Colín, Minister of Economy of Mexico and Valentin Diez Morodo, President of COMCE to HRH Princess Astrid and Ministers in room Caroline, 2 nd floor		

Monday 18 February 2019
Mexico City

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

10:25 – 11:00

Business Forum: The economic relations between Mexico and Belgium - Perspectives

10:00 – 12:00

10:00 Registrations
 10:25 Arrival of HRH Princess Astrid and Ministers
 10:30 Introductory speech by Valentin Diez Morodo, President of the Mexican Business Council for Foreign Trade, Investment and Technology (COMCE), Commander of the Order of Léopold and member of the board of AB-INBEV
 10:35 Speech by Pieter Timmermans, CEO of the Federation of Enterprises in Belgium (FEB)
 10:40 Speech by HE Kris Peeters, Federal Deputy Prime Minister and Minister of Employment, Economy and Consumer Affairs in charge of Foreign Trade, Poverty Reduction, Equal Opportunities and Persons with a Disability
 10:50 Speech by HE Graciela Márquez Colín, Minister of Economy of Mexico
 11:00 Departure of the official delegation | 11:00 Networking moment with coffee and tea in the Astor Lounge

Lead: Embassy of Belgium

Venue: St. Regis hotel, Astor Ballroom and networking moment in the Astor Lounge, 2nd floor

Participants: all delegation members and Mexican invitees (400 guests)

11:30 -12:00

Transfer of official delegation from the St. Regis hotel to the Ministry of Defence with minibus O1

Transfer of official and business delegation from the St. Regis hotel to the Ministry of Defence with bus D1

11:15 – 12:00

**Meeting with General Luis Crescencio Sandoval González,
Minister of National Defence in charge of the military
healthcare system**

12:00 – 13:00

12:00 Arrival of the delegation and transfer to the meeting room on the 2nd floor
 12.05 Meeting
 12:30 Departure of the official delegation
 12:35 Informal networking between the Belgian companies and representatives of SEDENA
 13:00 Departure of the business delegation

**Monday 18 February 2019
Mexico City**

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

12:30 – 13:00

Transfer of the official delegation from the Ministry of Defence to the St. Regis hotel with minibus O1

Lead: Embassy of Belgium
Venue: SEDENA, Boulevard Manuel Ávila Camacho S/N, esq. Avenida Industria Militar, Colonia Lomas de Sotelo, 11640 Mexico City
Participants: restricted official and business delegation

13:00 -13:20

Best of Belgian' Sport Technology innovative solutions in the context of the 2026 FIFA World Cup organisation

12:30 – 13:20

Part 1 of the Best of Belgian's Sport Technology

- 12:30 Registration
- 13:00 Arrival of HRH Princess Astrid and Ministers
- 13:02 Introduction by Yves De Cocker, President of the Agoria Sports & Entertainment Technology Club
- 13:05 Movie about the Agoria Club and short presentation of the Agoria Club members
- 13:10 Speech by HE Philippe Muyters, Flemish Minister for Work, Economy, Innovation and Sport
- 13:15 Speech by Ana Gabriela Guevara Espinoza, President of the National Commission for Physical Culture and Sport (CONADE)
- 13:20 Transfer to the room Astor A+B

Lead: Agoria Sports Technology Club and FIT
Venue: St. Regis hotel, room Astor C, 2nd floor
Participants: upon registration

Transfer of the business delegation from the Ministry of Defence to the St. Regis hotel with bus D1

13:00 – 13:45

Monday 18 February 2019
Mexico City

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

13:20 - 14:05

Part 2 of the Best of Belgian's Sport Technology

13:20 Speech by Deputy Prime Minister Kris Peeters, Federal Deputy Prime Minister and Minister of Employment, Economy and Consumer Affairs in charge of Foreign Trade, Poverty Reduction, Equal Opportunities and Persons with a Disability

13:30 **Walking lunch**

13:35 Presentation and short interview with Jean-Marie Pfaff

13:40 Movie highlights of the Red Devils football match in Mexico 1986

13:45 Penalty shoot

14:00 Photo opp

Lead: Agoria Sports Technology Club and FPS Foreign Affairs

Venue: St. Regis hotel, room Astor A+B, 2nd floor

Participants: all delegation members and invited Mexican guests (90 guests)

13:20 - 14:05

Part 3 of the Best of Belgian's Sport Technology

B2B Meetings

Lead: Agoria Sports Technology Club and FIT

Venue: St. Regis hotel, room Astor C, 2nd floor

Participants: upon registration

14:15 – 15:00

Monday 18 February 2019
Mexico City

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

15:00 – 15:30	Seminar on Responsible Business Conduct		14:45 – 15:30
	<p>Part 1 of the Seminar of Responsible Business Conduct: Setting the scene</p> <p>14:45 Registrations 15:00 Arrival of HRH Princess Astrid and Ministers 15:00 Welcome and introduction by Antonino de Leo, Representative of the United Nations Office on Drugs and Crime (UNODC) in Mexico 15:05 Opening Speech by Deputy Prime Minister Kris Peeters, Federal Deputy Prime Minister and Minister of Employment, Economy and Consumer Affairs in charge of Foreign Trade, Poverty Reduction, Equal Opportunities and Persons with a Disability 15:15 Speech by HE Irma Sandoval, Minister for Public Administration of Mexico 15:25 Closing speech by HE Cécile Jodogne, Secretary of State for Foreign Trade & Investment for the Brussels-Capital Region and Minister of the French Community Commission in charge of Civil Service and Health Policy 15:30 Departure of the official delegation</p> <p>Lead: Embassy of Belgium Venue: St. Regis hotel, room Astor A, 2nd floor Participants: all delegation members and the Belgian Business Club (170 guests)</p>		
15:30 – 16:00	<p>Meeting with HE Javier Jiménez Espriú, Minister of Communications and Transportation of Mexico</p> <p>Lead: Embassy of Belgium Venue: St. Regis hotel, room Potentia, 1st floor Participants: restricted official and business delegation (30 guests)</p>	<p>Part 2 of the Seminar on Responsible Business Conduct: Best Practices on Responsible Business Conduct in Mexico</p> <p>15:30 Introduction by Roberto Martinez, OECD Representative 15:35 Debate 1 on the Emerging Technologies and due diligence: testimony by Hugo Araujo, 7Vortex , followed by a debate moderated by Ulla Pentinpuro, Founder of Integrity International 15:55 Debate 2 on the Compliance Program: testimony by Angel de León Zamora, Head of Legal and Compliance, Americas Division, ONTEX, followed by a debate moderated by Ulla Pentinpuro, Founder of Integrity International 16:20 Wrap up, operational contextualization of best practices and Conclusions by Roberto Martinez OECD representative</p> <p>Lead: Embassy of Belgium Venue: St. Regis hotel, room Astor A, 2nd floor Participants: all delegation members and the Belgian Business Club</p>	15:30 – 16:30

Monday 18 February 2019
Mexico City

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

16:05 – 16:25	<p>Port Development Seminar: Infrastructure networking event</p> <p>16:05 Official opening speech by HE Philippe Muyters, Flemish Minister for Work, Economy, Innovation and Sport 16:15 Speech by Javier Jiménez Espriú, Minister of Communications and Transportation of Mexico 16:25 Departure of the official delegation</p> <p>Lead: Flanders Technical Agency (FITA) and Flanders Investment & Trade (FIT) Venue: St. Regis hotel, room Diamond A+B, 2nd floor Participants: 80 guests upon registration</p>	<p>Port Development Seminar: Infrastructure networking event</p> <p>15:30 Registration and welcoming 16:05 Official opening speech by HE Philippe Muyters, Flemish Minister for Work, Economy, Innovation and Sport 16:15 Speech by Javier Jiménez Espriú, Minister of Communications and Transportation of Mexico 16:25 Departure of the official delegation 16:25 “Port development in Mexico and incentives to boost foreign trade” by Héctor Lopez, Port Coordinator at the Secretariat of Communications and Transportation (SCT) 16:45 Presentations by Belgian companies: DEME Group, Jan De Nul Group and the Port of Antwerp 17:30 Networking cocktail</p> <p>Lead: Flanders Technical Agency (FITA) and Flanders Investment & Trade (FIT) Venue: St. Regis hotel, room Diamond A+B and cocktail in the Diamond Lounge, 2nd floor Participants: 100 guests upon registration</p> <p style="color: blue;">Transfer of the delegation from the St. Regis hotel to the IADB with bus D1</p> <p style="text-align: center;">Seminar “Presentation of the Inter-American Development Bank Group Activities in Mexico”</p> <p>Opening speech by HE Cécile Jodogne, Secretary of State for Foreign Trade & Investment for the Brussels-Capital Region and Minister of the French Community Commission in charge of Civil Service and Health Policy Presentation of the activities of the Inter-American Development Bank Group in Mexico Networking</p>	<p>15:30 – 18:40</p> <p>15:45 – 16:00</p> <p>16:00 – 19:00</p>
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Monday 18 February 2019
Mexico City

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

Lead: Brussels Invest & Export *by hub.brussels*
Venue: IADB Mexico City, Av. Paseo de la Reforma 222, piso 10 – 11,
Col. Juárez, 06600 Mexico City
Participants: upon registration

Activity organized by Belgapom

Welcome words by HE Antoine Evrard, Ambassador of Belgium
Presentation : Innovation in the Flemish and Belgian potato value chain by HE Philippe Muyters, Minister of Minister for Work, Economy, Innovation and Sport of Flanders
Presentation: “The History and future of the real Belgian fries, also in Mexico” by Mr. Romain Cools, Secretary General of Belgapom, the Belgian Potato Trade & Processing Industry and President / CEO of the World Potato Congress inc.
Tasting of the real ‘Belgian fries’ and opportunity for personal interviews

Lead: Flanders Investment & Trade (FIT)
Venue : St. Regis hotel, Garden Terrace “Bloom”, 3rd floor
Participants: 40 guests upon invitation

Transfer of the business delegation from the St. Regis hotel to the Ministry of Economy with minibus O3

**Meeting with HE Graciela Márquez Colín,
Minister of Economy of Mexico**

17:15 Arrival of the business delegation
17:30 Arrival of the Ministers and transfer to the Mezanine, Sala Oaxaca
17:30 Welcome words by HE Graciela Márquez Colín
17:35 Speech by Vice Prime Minister Kris Peeters

16:30 - 17:45

16:45 – 17:15

17:30 -18:00

17:10 – 17:30

Transfer of the Ministers and officials from the St. Regis hotel to the Ministry of Economy

**Monday 18 February 2019
Mexico City**

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

		<p>17:40 Speech by Lic. Marcelo Ebrard Casaubón 17:45 Speech by HE Graciela Márquez Colín 17:50 Presentation of the Belgian business delegation 17:55 Official photo 18:00 End of the meeting and departure</p> <p>Lead: Embassy of Belgium Venue : Secretaría de Economía, Av. de los Insurgentes Sur 1940, Florida, 01030 Mexico City, la calle de Michoacán (entre Zamora y Pachuca), Torre Ejecutiva, calle Pachuca No. 189 Participants: restricted official and business delegation</p>	
<p>18:00 -18:30</p>	<p>Transfer of the Ministers and officials from the Ministry of Economy to the St. Regis hotel</p>	<p>Transfer of the business delegation from the Ministry of Economy to the St. Regis hotel with minibús O3</p> <p align="center">Meeting between Senasica and FASFC</p> <p>Lead: Embassy of Belgium Venue: St. Regis hotel, Potentia, 1st floor Participants: 30 guests</p> <p>Transfer of the delegation from the IADB to the St. Regis hotel with bus D1</p>	<p>18:00 – 18:30</p> <p>18:30 -19:00</p> <p>19:00 – 19:15</p>
<p>19:10 – 19:25</p>	<p align="center">Promotion Event Belgian Pears in Mexico</p> <p>19:10 Arrival of HRH Princess Astrid and Ministers in room Caroline, 2nd floor and welcomed by Gert Van Causenbroeck, Export Manager, VLAM and Leslie Lambregts, Director International Affairs, FASFC</p> <p>19:15 Introduction of the Belgian fruit exporters and the Mexican National Service for Agri-Food Health, Safety and Quality (Senasica) followed by a photo opp</p> <p>19:25 Transfer of HRH Princess Astrid and Ministers to the Astor Ballroom</p>		

Monday 18 February 2019
Mexico City

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

19:30 – 20:15

Lead: Flanders' Agricultural Marketing Board (VLAM), the Federal Agency for the Safety of the Food Chain (FASFC) and Flanders Investment & Trade (FIT)
Venue: St. Regis hotel, Caroline, 2nd floor
Participants: 30 guests

Gastronomic event “Sabores de Bélgica”

19:30 Arrival of HRH Princess Astrid and Ministers and welcome by HE Pierre-Yves Jeholet and Florence Vanholsbeeck, Economic & Commercial Counsellor in Mexico City for the Walloon Region

19:40 Speech of HE Pierre-Yves Jeholet, Vice-President and Minister of Economy, Industry, Research, Innovation, New technologies, Employment and Training of the Walloon Government

19:45 Presentation of several food stands to HRH Princess Astrid and Ministers

20:15: Departure of HRH Princess Astrid and Ministers

Lead: Wallonia Export-Investment Agency (AWEX) in collaboration with the Federation of the Belgian Food Industry (FEVIA)

Venue: St. Regis hotel, Astor Ballroom, 2nd floor

Participants: 300 guests upon invitation

Tuesday 19 February 2019
Mexico City

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

<p>08:30 – 09:20</p>	<p style="text-align: center;">Success Stories Breakfast organised by the Federation of Enterprises in Belgium</p> <p>08:15 Arrival of the Belgian business delegation and their local partner 08:30 Arrival of HRH Princess Astrid and Ministers 08:35 Words of welcome by Pieter Timmermans, CEO of the Federation of Enterprises in Belgium (FEB) 08:40 Testimonial by each invited Belgian business leader 09:15 Conclusions by Pieter Timmermans</p> <p>Lead: Federation of Enterprises in Belgium (FEB) Venue: St. Regis hotel, room Diamond B Participants: 30 guests upon invitation</p>	<p style="text-align: center;">B2B meetings</p> <p>Lead: AWEX, BI&E by <i>hub.brussels</i>, FIT Venue: St. Regis hotel, room Astor C, 2nd floor</p> <p style="text-align: center;">Antwerp Diamond Power Session</p> <p>Part 1 of the Antwerp Diamond Power Session 09:00 Registration 09:30 Introduction by Jesus Ramon Parra Pedroza, Camara de Joyeria Jalisco 09:35 Introduction of the Antwerp Diamond Industry 10:05 Antwerp-Mexican success stories 10:15 Coffee break in the Foyer 10:25 Lab-Grown Diamond Screening methods: pleasure or pain?</p> <p>Lead: Antwerp World Diamond Centre (AWDC) and Flanders Investment & Trade (FIT) Venue: St. Regis hotel, room Diamond A and cocktail in the Diamond Lounge, 2nd floor Participants: 50 guests upon registration</p>	<p>08:00 – 17:00</p> <p>08:15 – 09:20</p> <p>09:00 – 12:30</p>
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Tuesday 19 February 2019
Mexico City

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

09:20 - 10:05	Transfer of the Ministers and officials from the St. Regis hotel to Ministry of Agriculture	Transfer of the business delegation from the St. Regis hotel to Ministry of Agriculture with minibus O2	09:00 -09:55
09:30 – 10:15	<p>Cinionic Barco activity</p> <p>09:30 Arrival of HRH Princess Astrid and Ministers via Astor B and welcomed by Fernando de Fuentes Sainz, President of the National Chamber of Cinematographic industry (Canacine) and Wim Buyens, CEO of Cinionic</p> <p>09:35 Speech by HE Philippe Muyters, Flemish Minister for Work, Economy, Innovation and Sport</p> <p>09:38 “Orientation in the cinema landscape” by Wim Buyens, CEO of Cinionic</p> <p>09:41 “Barco Cinionic contribution in the Mexican market” by Ivan Cannau, Sr. Executive Vicepresident Americas of Cinionic</p> <p>09:45 Speech on the work done by the Cinemex Fundacion Group Mexico/Cinemex by Rogelio Vélez, CEO of Cinemex</p> <p>09:50 Speech on the work done by the Cinepolis’ Foundation “Vamos todos al Cina” by Miguel Rivera, Global Programming Vice President, Cinepolis Group</p> <p>09:55 Short video on the Social Mission in Cinema</p> <p>09:58 Gift presentation of a Barco Cinema Projector to Canacine</p> <p>10:10 Networking moment with coffee and tea</p> <p>10:15 Departure of the official delegation</p> <p>Lead: Flanders Investment & Trade (FIT)</p> <p>Venue: St. Regis hotel, room Astor A, 2nd floor</p> <p>Participants : official delegation and Mexican invitees (120 guests)</p>	Transfer of the delegation from the St. Regis hotel to the Garden Santa Fé Shopping Center with bus SANTA FÉ and minibus O3	09:30 – 10:25

Tuesday 19 February 2019
Mexico City

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

**Meeting with HE Víctor Manuel Villalobos Arámbula,
Minister of Agriculture and Rural Development of Mexico**

10:10 – 10:40

09:55 Arrival of the business delegation and transfer to the 1st floor
 10:10 Arrival of the Ministers, transfer to the 1st floor and photo opp
 10:12 Start of the meeting with a speech by Dr. Victor Manuel Villalobos Arámbula, Minister of Agriculture and Rural Development
 10:22 Speech by Deputy Prime Minister Kris Peeters, Federal Deputy Prime Minister and Minister of Employment, Economy and Consumer Affairs in charge of Foreign Trade, Poverty Reduction, Equal Opportunities and Persons with a Disability
 10:27 Speech by Minister Pierre-Yves Jeholet, Vice-President and Minister of Economy, Industry, Research, Innovation, New technologies, Employment and Training of the Walloon Government
 10:30 Presentation of the Belgian companies
 10:38 Closing words
 10:40 Departure of the delegation

Lead: Embassy of Belgium
 Venue: SADER, Parking on the corner of Avenida Cuauhtémoc and Municipio Libre 377, Col. Santa Cruz Atoyac, 03310 Mexico City
 Participants: restricted official and business delegation

Visit of the Garden Santa Fé Shopping Center

10:30-11:40

Opening speech by HE Cécile Jodogne, Secretary of State for Foreign Trade & Investment for the Brussels-Capital Region and Minister of the French Community Commission in charge of Civil Service and Health Policy
 Meeting with the Architect and Director of the building
 Guided visit of the building

Lead: Brussels Invest & Export *by hub.brussels*
 Venue: Garden Santa Fé Shopping Center, Guillermo González Camarena 1205, Col. Santa Fe, Zedec Sta Fé, 01219 Mexico City
 Participants: upon registration

Tuesday 19 February 2019
Mexico City

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

<p>10:40 – 11:25</p> <p>11:30 – 12:00</p> <p>12:05 – 12:20</p>	<p>Transfer of the Ministers and officials from the Ministry of Agriculture to the St. Regis hotel</p> <p>Antwerp Diamond Power Session: closing cocktail</p> <p>Part 2 of the Antwerp Diamond Session 11:30 Arrival of HRH Princess Astrid and Ministers and welcome by Beau Declerck, International Business Development Officer and Margaux Donckier, Spokesperson AWDC 11:35 Speech by HE Kris Peeters, Federal Deputy Prime Minister and Minister of Employment, Economy and Consumer Affairs in charge of Foreign Trade, Poverty Reduction, Equal Opportunities and Persons with a Disability 12:00 End of the cocktail</p> <p>Lead: Antwerp World Diamond Centre (AWDC) and Flanders Investment & Trade (FIT) Venue: St. Regis hotel, Diamond Lounge, 2nd floor Participants: 50 guests upon registration</p> <p>Motorcade transfer of HRH Princess Astrid and Ministers from the St. Regis hotel to WeWork</p>	<p>Transfer of the business delegation from the Ministry of Agriculture to the St. Regis hotel with minibus O2</p> <p>Transfer of the delegation from Santa Fé to WeWork for the UCB inauguration with minibus O3</p> <p>Transfer of the business delegation from the St. Regis hotel to WeWork for the UCB inauguration with bus D1</p> <p>Transfer of the delegation from the Garden Santa Fé Shopping Center to the St. Regis hotel with bus SANTA FÉ</p> <p>Transfer of the business delegation from the St. Regis hotel to WeWork for the healthcare seminar with bus D2</p>	<p>10:40 – 11:35</p> <p>11:15 – 11:55</p> <p>11:22 -11:55</p> <p>11:40 – 12:35</p> <p>11:55 -12:25</p>
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Tuesday 19 February 2019
Mexico City

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

12:25 – 12:50	<p>Inauguration of the new offices of UCB in Mexico City</p> <p>12:25 Arrival of HRH Princess Astrid and Ministers, welcomed by Daniel Aurelio Amezcua Zavala, Country Lead Mexico Operations & Didier Malherbe, General Manager, UCB and transfer to the 3rd floor 12:30 Ribbon cutting ceremony 12:32 Word of welcome by Didier Malherbe, General Manager, UCB Belgium 12:37 Speech by HE Jeholet, Vice-President and Minister of Economy, Industry, Research, Innovation, New technologies, Employment and Training of the Walloon Government 12:40 Introduction by Daniel Aurelio Amezcua Zavala and corporate video of UCB 12:45 Unveiling of the commemorative plaque and photo opp 12:47 Closing speech by HE Cécile Jodogne Secretary of State for Foreign Trade & Investment for the Brussels-Capital Region 12:50 Transfer to the ground floor</p> <p>Lead: Wallonia Export-Investment Agency (AWEX) Venue: 3rd floor of the WeWork Building, Calz. Gral. Mariano Escobedo 595, Rincón del Bosque, Bosque de Chapultepec I Sección, 11589 Mexico City Participants: 50 guests upon invitation</p>	<p>Inauguration of the new offices of UCB in Mexico City</p> <p>11:55 Arrival of the business delegation and transfer to the 3rd floor 12:25 Arrival of HRH Princess Astrid and Ministers, welcomed by Daniel Aurelio Amezcua Zavala, Country Lead Mexico Operations & Didier Malherbe, General Manager, UCB and transfer to the 3rd floor 12:30 Ribbon cutting ceremony 12:32 Word of welcome by Didier Malherbe, General Manager, UCB Belgium 12:37 Speech by HE Jeholet, Vice-President and Minister of Economy, Industry, Research, Innovation, New technologies, Employment and Training of the Walloon Government 12:40 Introduction by Daniel Aurelio Amezcua Zavala and corporate video of UCB 12:45 Unveiling of the commemorative plaque and photo opp 12:47 Closing speech by HE Cécile Jodogne Secretary of State for Foreign Trade & Investment for the Brussels-Capital Region 12:50 Transfer to the ground floor</p> <p>Lead: Wallonia Export-Investment Agency (AWEX) Venue: 3rd floor of the WeWork Building, Calz. Gral. Mariano Escobedo 595, Rincón del Bosque, Bosque de Chapultepec I Sección, 11589 Mexico City Participants: 50 guests upon invitation</p>	11:55 – 12:50
12:55 – 13:20	<p>Seminar on the Perspectives of the healthcare sector in Mexico</p> <p>12:55 Arrival of HRH Princess Astrid and Ministers 12:56 Speech by HE Pierre-Yves Jeholet, Vice-President and Minister of Economy, Industry, Research, Innovation, New technologies, Employment and Training of the Walloon Government</p>	<p>Seminar on the Perspectives of the healthcare sector in Mexico</p> <p>12:25 Arrival of the business delegation 12:55 Arrival of HRH Princess Astrid and Ministers 12:56 Speech by HE Pierre-Yves Jeholet, Vice-President and Minister of Economy, Industry, Research, Innovation, New technologies, Employment and Training of the Walloon Government</p>	12:25 – 16:00

Tuesday 19 February 2019
Mexico City

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

	<p>13:00 Introductory speech by Dr. Alejandro Mohar Betancourt, CCINSHAE, Ministry of Health of Mexico 13:15 Departure of the official delegation</p> <p>Lead: Wallonia Export-Investment Agency (AWEX) Venue: Ground floor of the WeWork Building, Calz. Gral. Mariano Escobedo 595, Rincón del Bosque, Bosque de Chapultepec I Sección, 11589 Mexico City Participants: 150 guests upon registration</p> <p>13:20 – 13:30 Motorcade transfer of HRH Princess Astrid and Ministers from WeWork to the Club de Industriales</p> <p>13:25 – 13:55 Transfer of officials from WeWork to the St. Regis Hotel with minibus O2</p> <p>13:30 – 15:00 Invest Power Luncheon</p> <p>13:00 Registration of the guests and transfer to the luncheon room for a cocktail 13:30 Arrival of HRH Princess Astrid and Ministers, transfer to floor C1 and signing of the Golden Book before entering the luncheon room 13:45 Welcome words by José Carral, President of the Club de Industriales 13:50 Welcome words and introduction of all the speakers by Pascale Delcomminette, CEO of AWEX</p>	<p>13:00 Introductory speech by Dr. Alejandro Mohar Betancourt, CCINSHAE, Ministry of Health of Mexico 13:15 Departure of the official delegation 13:15 Presentation of the Belgian companies in the healthcare sector 13:35 Introduction of the panel: Perspectives of the healthcare sector in Mexico 14:35 Q&A 15:00 Networking and walking lunch</p> <p>Lead: Wallonia Export-Investment Agency (AWEX) Venue: Ground Floor of the WeWork Building, Calz. Gral. Mariano Escobedo 595, Rincón del Bosque, Bosque de Chapultepec I Sección, 11589 Mexico City Participants: 150 guests upon registration</p> <p>13:25 – 13:55 Transfer of the business delegation from WeWork to the St. Regis Hotel after the first part of the healthcare seminar with bus D1</p>	<p>13:25 – 13:55</p>
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Tuesday 19 February 2019
Mexico City

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

13:55 Speech by HE Kris Peeters, Federal Deputy Prime Minister and Minister of Employment, Economy and Consumer Affairs in charge of Foreign Trade, Poverty Reduction, Equal Opportunities and Persons with a Disability

14:05 Lunch is served

14:45 Testimonial by Mr Fernando Senderos Mestre, President and CEO of Grupo Kuo

14:55 Closing remarks by HE Pierre-Yves Jeholet, Vice-President and Minister of Economy, Industry, Research, Innovation, New technologies, Employment and Training of the Walloon Government

Lead: Wallonia Export-Investment Agency (AWEX)

Venue: Club de Industriales, Andrés Bello 29, Colonia Polanco, 11560 Mexico City

Participants: 50 guests upon invitation

Smart Solutions for a sustainable future of our cities

14:00 – 18:00

Part 1 of the Smart Solutions for a sustainable future of our cities

14:00 Registration

14:30 Welcome words

14:35 Key note speech by the Mexican Institute of Smart and Sustainable Cities (IMCISS)

14:50 AIR by Solvay and Microwave Energy Applications Management (MEAM)

15:10 WASTE by Luc Courard, President of the Department of Architecture, Geology, Environment and Constructions at the University of Liège and SEOS Group

15:30 WATER by the University of Ghent and Eloy Water

15:50 Belgo-Mexican panel discussion

16:15 Q&A

16:30 Key note speech by Willy Verstraete

16:45 Arrival of HRH Princess Astrid and Ministers

16:47 Speech by HE Marina Robles, Minister of Environment of Mexico City

Tuesday 19 February 2019
Mexico City

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

15:05 – 15:10

Motorcade transfer of HRH Princess Astrid and Ministers
from the Club de Industriales to the St. Regis hotel

16:55 Closing words by HE Philippe Muyters, Flemish Minister for
Work, Economy, Innovation and Sport
17:00 Networking cocktail

Lead: Brussels Invest & Export by *hub.brussels* and Flanders
Investment & Trade (FIT)

Venue: St. Regis hotel, room Astor A and cocktail in Astor B, 2nd
floor

Participants: 200 guests upon registration

Transfer of invited delegation from WeWork to the St. Regis
hotel with bus D2

16:00 – 16:30

15:25 – 16:20

Signing and Decoration Ceremony

15:15 – 16:40

15:15 Registration of guests for the signing and decoration ceremony
15:25 Arrival of HRH Princess Astrid
15:30 Signing ceremony
15:55 Decoration ceremony
16:15 Photo opp
16:20 Short closing drink in the Diamond Lounge

Lead: Embassy of Belgium and Belgian Foreign Trade Agency

Venue: St. Regis hotel, room Diamond A+B and drink in the Diamond Lounge, 2nd floor

Participants: official delegation, the signees, the bestowees and their registered guests upon invitation (150 guests)

Tuesday 19 February 2019
Mexico City

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

16:43 – 17:10

Smart Solutions for a sustainable future of our cities

Part 2 of the Smart Solutions for a sustainable future of our cities

16:43 Short introduction of HE Marina Robles, Minister of Environment of Mexico City to HRH Princess Astrid and Ministers in front of Astor A, 2nd floor

16:45 Arrival of HRH Princess Astrid and Ministers

16:47 Speech by HE Marina Robles, Minister of Environment of Mexico City

16:55 Closing words by HE Philippe Muyters, Flemish Minister for Work, Economy, Innovation and Sport

17:00 Introduction to some key **organisers** at the cocktail in Astor B

Lead: Brussels Invest & Export *by hub.brussels* and Flanders Investment & Trade (FIT)

Venue: St. Regis hotel, room Astor A and cocktail in Astor B, 2nd floor

Participants: 100 guests upon registration

18:00 – 18:45

Informal Press moment

Lead: Belgian Foreign Trade Agency

Venue: St Regis hotel, Glass House, 1st floor

Participants: restricted official delegation and Belgian press (40 guests)

Tuesday 19 February 2019
Mexico City

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

<p>19:15 – 19:40</p>	<p>Motorcade transfer of HRH Princess Astrid and Ministers from the St Regis Hotel to the Colegio de San Ildefonso with minibus O1, O2 and PRESS</p>	<p>Gathering at the lobby of the St. Regis hotel with badge and invitation to get into the busses</p> <p>Transfer of the delegation from the St. Regis Hotel to Colegio de San Ildefonso with bus D1-D6</p>	<p>17:45</p> <p>18:00 – 19:00</p>
<p>19:45 – 21:45</p>	<p style="text-align: center;">Concert “Belgian Jazz Manouche meets Mexican beats” produced by the Centre for Fine Arts Brussels (BOZAR) followed by the Belgian official reception</p> <p>19:00 Arrival of the business delegation and registration 19:45 Arrival of HRH Princess Astrid, Ministers and official delegation. Welcome by Eduardo Vázquez Martín, Director General of Colegio San Ildefonso and transfer to the Anfiteatro Símon Bolívar when all guests are seated 19:50 Speech by Deputy Prime Minister Kris Peeters, Federal Deputy Prime Minister and Minister of Employment, Economy and Consumer Affairs in charge of Foreign Trade, Poverty Reduction, Equal Opportunities and Persons with a Disability 19:55 Start of the concert 20:40 End of the concert followed by a meet and greet of HRH Princess Astrid with the artists 10:45 Start of the Belgian official reception 20:55 Welcome words by HE Ambassador Antoine Evrard 21:00 Speech by HRH Princess Astrid 21:07 Thanking of the sponsors by HE Ambassador Antoine Evrard 21:45 Departure of HRH Princess Astrid, the Ministers and officials</p> <p>Lead: Embassy of Belgium Venue: Antiguo Colegio de San Ildefonso, Justo Sierra 16, Col. Centro Histórico, 06020 Mexico City Participants: all delegation members and their registered guests (600 guests)</p>		<p>19:00 – 22:15</p>
<p>21:45 – 22:15</p>	<p>Motorcade transfer of HRH Princess Astrid, Ministers and officials from the Colegio de San Ildefonso to the St. Regis hotel with minibus O1 and O2</p>	<p>Transfer of the delegation from Colegio de San Ildefonso to the St. Regis Hotel with bus D1-D6 after motorcade has left</p>	<p>22:15 -23:00</p>

Wednesday 20 February 2019
Mexico City

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

HRH Princess Astrid, Representative of His Majesty the King, and Ministers		Business delegation	
		B2B meetings	08:00 – 12:00
		Lead: AWEX, BI&E by <i>hub.brussels</i> , FIT Venue: St. Regis hotel, J&G Grill, 1 st floor	
08:00 - 08:30	Luggage drop off for passengers of flight AM 930 who booked through BCD Meeting & Events at the room Diamond, 2nd floor at the St. Regis hotel		07:50 - 08:30
		Transfer of the official and business delegation from the St. Regis to Televisa with minibus O1, O2 and O3	08:10 -08:40
08:40 – 09:00	Motorcade transfer of HRH Princess Astrid and Ministers from St. Regis hotel to Televisa		
09:00 – 09:45	Visit of Televisa, partner of EVS Broadcast Equipment	Visit of Televisa, partner of EVS Broadcast Equipment	08:40 – 10:30
	09:00 Arrival of HRH Princess Astrid and Ministers, welcome by Emilio Azcarraga Jean, Chairman of Televisa (TBC) and transfer to the Estudio Televisa Deportes 09:05 Welcome speech by Emilio Azcarraga, Chairman of Televisa 09:10 Speech by Pascale Delcomminette, CEO of AWEX 09:15 Presentation of EVS and collaboration with Televisa 09:20 Visit of the Control room and the News Centre 09:45 Departure of the official delegation	08:40 Arrival of the business and official delegation and transfer to the Estudio Televisa Deportes 09:05 Welcome speech by Emilio Azcarraga Jean, Chairman of Televisa 09:10 Speech by Pascale Delcomminette, CEO of AWEX 09:15 Presentation of EVS and collaboration with Televisa 09:20 Visit of the News Centre and the Control room 09:45 Departure of the official delegation 09:55 Networking cocktail	
	Lead: Wallonia Export-Investment Agency (AWEX) Venue: Televisa, 195 Dr Río de la Loza, Puerta 5, 06720 Mexico City Participants: restricted official delegation, invited business delegation and Mexican guests	Lead: Wallonia Export-Investment Agency (AWEX) Venue: Televisa, Av. Chapultepec 28, Doctores, 06720 Mexico City Participants: restricted official delegation, invited business delegation and Mexican guests	

Wednesday 20 February 2019
Mexico City

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

09:40	Departure of HE Pierre-Yves Jeholet with flight UA 1567 from Mexico City Benito Juárez Airport	Transfer of the delegation from the St. Regis hotel to PEMEX with bus D1	09:40 – 10:00
09:50 – 10:15	Motorcade transfer of HRH Princess Astrid and Ministers from Televisa to PEMEX with minibus O1 and O2		
10:20 – 10:40	Pétroleos Mexicanos (PEMEX) visit	Pétroleos Mexicanos (PEMEX) visit	10:00 – 13:00
	<p>10:20 Arrival of HRH Princess Astrid and Ministers 10:25 Private meeting of HRH Princess Astrid and Ministers with Octavio Romero Oropeza, CEO of PEMEX and photo opp 10:30 Welcome words by the CEO of PEMEX in the Boardroom 10:35 Brief presentation of the Belgian economic mission and the companies by HE Kris Peeters, Federal Deputy Prime Minister and Minister of Employment, Economy and Consumer Affairs in charge of Foreign Trade, Poverty Reduction, Equal Opportunities and Persons with a Disability 10:40 Departure of the official delegation</p> <p>Lead: Embassy of Belgium Venue: Bahía del Espíritu Santo, Porta 12, Executive Tower, 44th floor, Col. Verónica Anzures, 11320 Mexico City Participants: restricted official and business delegation</p>	<p>10:00 Arrival of the business delegation and transfer to the Boardroom 10:30 Welcome words by the CEO of PEMEX in the Boardroom 10:35 Brief presentation of the Belgian economic mission and the companies by HE Kris Peeters, Federal Deputy Prime Minister and Minister of Employment, Economy and Consumer Affairs in charge of Foreign Trade, Poverty Reduction, Equal Opportunities and Persons with a Disability 10:40 Departure of the official delegation 10:45 Matchmaking of invited Belgian companies and different departments of PEMEX in two separate groups</p> <p>Lead: Embassy of Belgium Venue: Bahía del Espíritu Santo, Porta 12, Executive Tower, 44th floor, Col. Verónica Anzures, 11320 Mexico City Participants: restricted official and business delegation</p>	
10:45 – 11:15	Motorcade transfer of HRH Princess Astrid and Ministers from PEMEX to the City Hall with minivan O1	Transfer of business delegation from Televisa to the St. Regis hotel with minibus O3	10:30 -11:00
10:55 – 11:05	Transfer of officials from PEMEX to the St. Regis hotel for officials not attending the City Hall with minivan O2		

Wednesday 20 February 2019
Mexico City

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

11:10 – 11:45

Distinguished guest ceremony

11:10 Arrival of HRH Princess Astrid, Ministers and official delegation at the city hall
 11:20 Transfer to the Mayor’s office for HRH Princess Astrid and Ministers while the remaining officials proceed to Sala de Cabildos
 11:25 HRH Princess Astrid and Ministers enter the room Sala de Cabildos and start of the ceremony
 11:26 Presentation of the VVIPs at the honour table
 11:28 Speech by the Dr. Claudia Sheinbaum Pardo, Mayor of Mexico City
 11:33 Handing over of medal and certificate to HRH Princess Astrid
 11:35 Brief words of thanks by HRH Princess Astrid
 11:37 End of the ceremony
 11:39 Signing of the Golden Book by HRH Princess Astrid in Salon Virreyes I
 11:41 Transfer to Escalanita
 11:43 Photo opp for HRH Princess Astrid and Ministers (only)
 11:45 Departure of the Belgian delegation

Lead: Embassy of Belgium
Venue: City Hall of Mexico City, Plaza de la Constitución 2, Centro Histórico, 06000 Mexico City
Participants: restricted official delegation

11:45 – 12:05

Motorcade transfer of HRH Princess Astrid and Ministers from the City Hall to the St. Regis hotel

Transfer of business delegation attending the B2G Lunch from PEMEX to the St. Regis hotel with minibus O3

11:40 – 12:00

Wednesday 20 February 2019
Mexico City - Monterrey

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

12:30 – 14:00	B2G lunch organised by the Federation of Enterprises in Belgium	12:10 – 14:00
	<p>12:10 Arrival of the Belgian business delegation 12:30 Arrival of HRH Princess Astrid and Ministers 12:35 Words of welcome by Pieter Timmermans, CEO of the Federation of Enterprises in Belgium (FEB) 12:40 Lunch is served 13:10 Speech by Luz María de la Mora Sánchez, Undersecretary of Foreign Trade of Mexico 13:30 Q&A session 13:55 Conclusions by HE Kris Peeters, Federal Deputy Prime Minister and Minister of Employment, Economy and Consumer Affairs in charge of Foreign Trade, Poverty Reduction, Equal Opportunities and Persons with a Disability</p> <p>Lead: Federation of Enterprises in Belgium (FEB) Venue: St. Regis, room Diamond A, 2nd floor Participants: 50 guests upon invitation</p>	
	Transfer of the delegation from PEMEX to the St. Regis hotel with bus D1	13:00 – 13:20
	Transfer of the official and business delegation from the St. Regis hotel to Mexico City Benito Juárez International Airport with minibus O1, bus D1 and D2 for all passengers of flight AM 930 who booked through BCD Meeting & Events	14:35 – 15:35
15:30 – 16:05	Motorcade transfer of HRH Princess Astrid and Ministers from the St. Regis hotel to Mexico City Benito Juárez International Airport	
16:05	Check-in at Mexico City Benito Juárez International Airport (MEX) – Terminal 2	15:35
17:10 – 18:50	Flight from Mexico City to Monterrey with Aeromexico flight AM 930	17:10 – 18:50

**Wednesday 20 February 2019
Monterrey**

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

18:50	Arrival of the delegation with flight AM 930 at Monterrey International Airport (MTY) – Terminal B	18:50
19:10 – 19:50	<p><i>Welcome of HRH Princess Astrid and HE Cécile Jodogne by Jaime Calderón, Governor of the State of Nuevo Leon, HE Roberto Russildi Montellano, Minister of Economy and Employment of Nuevo León and Enrique Alanis, Head of cabinet of the Governor of Nuevo León and by José Maria Lopez Roufosse, Honorary Consul of Belgium in Monterrey</i></p> <p style="color: blue;">Motorcade transfer of HRH Princess Astrid and Minister from Monterrey International Airport to the Quinta Real hotel</p>	19:30 – 20:30
19:50	<p style="text-align: center;">Check-in of HRH Princess Astrid and HE Cécile Jodogne at the Quinta Real hotel</p> <p>Address: Av. Diego Rivera No. 500 Col. Fracc. Valle Oriente, 66260 San Pedro Garza García, Monterrey</p>	20:30
23:55	<p style="text-align: center;">Check-in of the delegation at the Quinta Real hotel</p> <p>Address: Av. Diego Rivera No. 500 Col. Fracc. Valle Oriente, 66260 San Pedro Garza García, Monterrey</p> <p style="text-align: center;">Departure of HE Kris Peeters with flight AF 8099 from Mexico City Benito Juárez Airport</p>	

The secretariat of the mission is located in Duque on the ground floor of the Quinta Real hotel and will be operational from Thursday 21 February 2019 until Friday 22 February 2019.

**Thursday 21 February 2019
Monterrey**

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

<p>08:55 – 09:15</p>	<p>Motorcade transfer of HRH Princess Astrid and Minister from the Quinta Real hotel to the Palacio de Gobierno</p>	<p style="text-align: center;">B2B meetings</p> <p>Lead: AWEX, BI&E by <i>hub.brussels</i>, FIT Venue: Quinta Real hotel, room Torre Ejecutiva, 4th floor</p> <p style="text-align: center;">B2B Meetings for the business delegation with the different clusters of the State of Nuevo León</p> <p>08:30 Registrations 09:00 “Doing Business in Nuevo León” by Ing. Lorenzo Aguilar, Undersecretary of Investment 09:15 “The Health Industry in Nuevo León” by Maria Emilia Lopez, Director of Cluster of Health 09:30 “The IT & Software Cluster in Nuevo León” by Angeles Vela, Director of C-Soft 09:45 “The Agroindustry in Nuevo León” by Grace Lingow, Director of Cluster Agroalim C 10:00 “The Energy Industry in Nuevo León” by Fernando Rodriguez, Director of Cluster of Energy 10:15 Q&A 10:25 Networking</p> <p>Lead: Embassy of Belgium Venue: Quinta Real hotel, Gran Salón, ground floor Participants: Business delegation</p>	<p>08:00 – 17:00</p> <p>08:30 – 11:00</p>
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**Thursday 21 February 2019
Monterrey**

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

09:15 – 10:00

Meeting with Jaime Rodríguez Calderón, Governor of the State of Nuevo León

09:15 Arrival of HRH Princess Astrid and Minister and welcome by Jaime Rodríguez Calderón, Governor of the State of Nuevo León
09:16 Pupils of the Ministry of Education welcome the delegation
09:18 Transfer to the Governor’s office on the first floor
09:20 Start of the private meeting between the Governor, the Princess and their respective delegations
09:50 Handing over of gifts to HRH Princess Astrid and her delegation
09:55 Official farewell by authorities
09:57 Transfer to the exit – puerta principal L1
10:00 Photo on the staircase of the Palace outside

Lead: Embassy of Belgium
Venue: Palacio de Gobierno, Puerta principal L1, 5 de Mayo S/N, Centro, 64000 Monterrey
Participants: restricted official delegation

10:05 – 10:20

Motorcade transfer of HRH Princess Astrid and Minister from the Palacio de Gobierno to the Doctor’s hospital

10:30 – 11:10

Inauguration of the Doctors Hospital’s PET RadioPharmacy equipped by IBA

10:30 Arrival of HRH Princess Astrid and Minister and welcome by Dan Levinson, CEO of Doctors Hospital
10:35 Inauguration of the cyclotron with a ribbon cutting ceremony and photo opp, level -3
10:45 Transfer to the Auditorium, ground floor
10:50 Speech by Dan Levinson, CEO of Doctors Hospital and video
10:55 Speech by Pascale Delcomminette, CEO of AWEX
11:00 Speech by Sabine De Voghel, Corporate Advisor, IBA

Transfer of the invited business delegation from the Quinta Real to the Doctors Hospital with minibus O2 and O3

09:45 – 10:05

Inauguration of the Doctors Hospital’s PET RadioPharmacy equipped by IBA

10:05 – 11:30

10:05 Arrival of the business delegation and transfer to the auditorium, ground floor
10:50 Speech by Dan Levinson, CEO of Doctors Hospital and video
10:55 Speech by Pascale Delcomminette, CEO of AWEX
11:00 Speech by Sabine De Voghel, Corporate Advisor, IBA
11:05 Speech by Dr. Manuel Enrique de la O Cavazos, Undersecretary of Health
11:10 Departure of the official delegation

**Thursday 21 February 2019
Monterrey**

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

<p>11:15 – 11:25</p>	<p>11:05 Speech by Dr. Manuel Enrique de la O Cavazos, Undersecretary of Health 11:08 Unveiling of the commemorative plaque and photo opp 11:10 Departure of the official delegation</p> <p>Lead: Wallonia Export-Investment Agency (AWEX) Venue: Doctors Hospital, Calle Ecuador 2331, Col. Balcones de Galerías, 64620 Monterrey Participants: 100 guests upon invitation</p> <p style="text-align: center;">Motorcade transfer of HRH Princess Astrid from the Doctor's hospital to the Parque Fundidora with minibus O1 and O2</p>	<p>11:15 Networking moment for the business delegation</p> <p>Lead: Wallonia Export-Investment Agency (AWEX) Venue: Doctors Hospital, Calle Ecuador 2331, Col. Balcones de Galerías, 64620 Monterrey Participants: 100 guests upon invitation</p> <p style="text-align: center;">Transfer of the business delegation from the Quinta Real to the Parque Fundidora with bus D1</p>	<p>10:30 – 11:00</p>
<p>11:30 – 12:25</p>	<p style="text-align: center;">Presentation of the activities of the CMI Group in Mexico</p> <p>11:30 Arrival of HRH Princess Astrid and delegation 11:35 Opening speech by Pascale Delcomminette, CEO of AWEX 11:40 Speech by Jean-Luc Maurange, CEO of CMI Group and toast 11:55 Lunch buffet 12:25 Departure of the official delegation</p> <p>Lead: Wallonia Export-Investment Agency (AWEX) Venue: Lobby of the Museo del Acero Horno 3, inside the Parque Fundidora, Puerta 7, Avenida Fundidora y Adolfo Prieto S/N, Obrera, 64010 Monterrey Participants: 80 guests upon registration</p>	<p style="text-align: center;">Presentation of the activities of the CMI Group in Mexico</p> <p>11:00 Registrations 11:30 Arrival of the official delegation 11:35 Opening speech by Pascale Delcomminette, CEO of AWEX 11:40 Speech by Jean-Luc Maurange, CEO of CMI Group and toast 11:55 Lunch buffet 12:00 Guided visit of the museum</p> <p>Lead: Wallonia Export-Investment Agency (AWEX) Venue: Lobby of the Museo del Acero Horno 3, inside the Parque Fundidora, Puerta 7, Avenida Fundidora y Adolfo Prieto S/N, Obrera, 64010 Monterrey Participants: 80 guests upon registration</p> <p style="text-align: center;">Transfer of the invited business delegation from the Doctors Hospital to the Quinta Real with minibus O3</p>	<p>11:00 – 14:00</p> <p>11:30 – 12:00</p>

**Thursday 21 February 2019
Monterrey**

HRH Princess Astrid, Representative of His Majesty the King, and Ministers		Business delegation	
12:25 – 12:40	Motorcade transfer of HRH Princess Astrid from the Parque Fundidora to the Quinta Real hotel	Transfer (earlier) from Parque to Quinta Real with minibus O2	13:10 – 13:40
		Transfer of the business delegation from the Quinta Real to the Parque Fundidora with bus D1	14:00 – 14:30
		Transfer of the business delegation from the Quinta Real to the Mexican Chamber of the Construction Industry with bus SMART CONSTRUCTION	14:00 – 14:30
		Seminar on Smart Construction and Smart Building	14:30 – 17:00
		14:30 Registration	
		15:00 Welcome words by Architect José Francisco Guajardo Valdez, President of CMIC Nuevo León	
		15:05 Welcome words and introduction by HE Cécile Jodogne, Secretary of State for Foreign Trade & Investment for the Brussels-Capital Region and Minister of the French Community Commission in charge of Civil Service and Health Policy	
		15:10 Presentation by Hugues Kempeneers, Manager of the Belgian Construction Confederation: objectives and European Strategy EPB	
		15:25 Presentation by Arnaud Deneyer, CSTS on Smart Building for Smart Cities: The challenges of the Ready 2 Service	
		15:40 Presentation by the Mexican Chamber of the Construction Industry (CMIC)	
		15:55 Presentation by Equitone	
		16:05 Presentation by Reynaers Aluminium	
		16:15 Conclusion by architect Jorge Luis Marquez Lara, Director of Strategic Projects of Nuevo Leon	
		16:25 Networking cocktail	

**Thursday 21 February 2019
Monterrey**

HRH Princess Astrid, Representative of His Majesty the King, and Ministers		Business delegation	
		<p>Lead: Brussels Invest & Export by hub.brussels and the Construction Confederation Venue: Mexican Chamber of the Construction Industry (CMIC), Ave. Ignacio Morones Prieto 1101 Ote. Nuevo Repueblo, 64700</p> <p style="text-align: center;">Transfer of the business delegation from the Mexican Chamber of the Construction Industry to the Quinta Real hotel with bus SMART CONSTRUCTION</p> <p style="text-align: center;">Transfer of the business delegation from the Quinta Real hotel to Palacio de Gobierno with minivan 1-9</p>	
18:30 – 19:10	Transfer of officials from the Quinta Real hotel to Palacio de Gobierno with minibús O1 and O2		17:00 – 17:30
18:45 – 19:25	Motorcade transfer of HRH Princess Astrid and Minister from the Quinta Real hotel to Palacio de Gobierno		18:00 – 19:00
19:30 – 21:30	Dinner offered by Jaime Rodríguez Calderón, Governor of Nuevo León		19:00 – 21:30
	<p>19:00 Cocktail and networking in the Patio de Honor and Lobby 19:30 Arrival of HRH Princess Astrid and HE Cécile Jodogne, welcomed by Jaime Rodríguez Calderón, Governor of Nuevo León and they join the networking cocktail 19:55 Transfer to the Patio Central for the dinner 20:00 Presentation of the authorities by the Master of Ceremony 20:03 Welcome words by the Governor 20:13 Toast by the Governor 20:15 Address by HE Antoine Evrard, Ambassador of Belgium 20:25 Toast by HRH Princess Astrid, Representative of His Majesty the King 20:27 Start of the dinner 21:10 Musical performance and folk dance 21:30 Farewell – departure of HRH Princess Astrid and her delegation</p> <p>Lead: Embassy of Belgium Venue: Palacio de Gobierno, Puerta principal L1, 5 de Mayo S/N, Centro, 64000 Monterrey Participants: all delegation members</p>		
21:35 – 21:50	Motorcade transfer of HRH Princess Astrid and Minister from Palacio de Gobierno to the Quinta Real hotel	Transfer of the business delegation from Palacio de Gobierno to the Quinta Real hotel minivan 1-9	21:40 -22:25

**Friday 22 February 2019
Monterrey**

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

HRH Princess Astrid, Representative of His Majesty the King, and Ministers		Business delegation	
07:30 - 07:45	Luggage and passports drop off for the flight UA 5587 in the room Gran Salon, ground floor of the Quinta Real	B2B meetings Lead: AWEX, BI&E by <i>hub.brussels</i> , FIT Venue: Quinta Real hotel, room Marques, ground floor	08:00 – 17:00
08:20 - 08:30	Motorcade transfer of HRH Princess Astrid, Minister and officials from the Quinta Real hotel to Grupo Alfa with minivan O1 and O2	Transfer of the business delegation from the Quinta Real hotel to Grupo Alfa with bus D1 and D2	08:00 – 08:20
08:30 – 09:30	Grupo Alfa (Sigma Alimentos) Breakfast meeting 08:30 Arrival of HRH Princess Astrid, HE Cécile Jodogne and delegation welcomed by representatives of Grupo Alfa 08:30 Pass through the Art Gallery of ALFA and proceed in front of Rufino Tamayo's "The Universe" – a famous Mexican glass mural with a photo opp 08:40 Transfer to the dining room Comedor Magnolias 08:50 Presentation by Rodrigo Fernandez, Chief Operating Officer, Alfa on Grupo Alfa, Sigma and Sigma in Belgium 09:05 Breakfast and exchange of views 09:25 Farewell 09:30 Departure of HRH Princess Astrid and her delegation Lead: Embassy of Belgium Venue: Headquarters of Grupo Alfa, Ave. Gómez Morín 1111 Sur, Col. Carrizalejo, San Pedro Garza García, 66254 Monterrey Participants: upon registration	Grupo Alfa (Sigma Alimentos) Breakfast meeting 08:20 B2B meetings for selected companies in the sector of Food, Energy and Telecom Lead: Embassy of Belgium Venue: Headquarters of Grupo Alfa, Ave. Gómez Morín 1111 Sur, Col. Carrizalejo, San Pedro Garza García, 66254 Monterrey Participants: upon registration	08:20 – 10:30

**Friday 22 February 2019
Monterrey**

HRH Princess Astrid, Representative of His Majesty the King, and Ministers		Business delegation	
09:30 - 09:40	Motorcade transfer of HRH Princess Astrid, Minister and officials from Grupo Alfa to the Quinta Real hotel with minivan O1 and O2		
10:30 – 11:30	Transfer of officials from the Quinta Real hotel to Monterrey International Airport with minivan O2	Transfer of the business delegation from Grupo Alfa to the Quinta Real hotel with bus D1 and D2	10:30 –10:50
11:15 – 12:00	Motorcade transfer of HRH Princess Astrid from the Quinta Real hotel to Monterrey International Airport		
12:35	Departure of HRH Princess Astrid and a restricted delegation with flight UA 5587 from Monterrey International Airport		

**Saturday 23 February 2019
Monterrey – Brussels**

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

		Transfer of the delegation from the Quinta Real hotel to Monterrey International Airport	09:35 – 10:35
		Check-in at Monterrey International Airport	10:35
12:35 – 16:00		Flight from Monterrey to Chicago with United Airlines flight UA 5587 (flight duration 03:25)	12:35 – 16:00
16:00		Arrival of the delegation at Chicago O'Hare International Airport (ORD)	16:00
17:50 – 08:50		Flight from Chicago to Brussels with United Airlines flight UA 972 (flight duration 08:00)	17:50 – 08:50

**Sunday 24 February 2019
Brussels**

HRH Princess Astrid, Representative of His Majesty the King, and Ministers

Business delegation

08:50		Arrival of the delegation with flight UA 972 at Brussels National Airport	08:50
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