



CAMARA DE COMERCIO  
SERVICIOS Y TURISMO  
CIUDAD DE MEXICO

**MR. RONA YIRCALLI  
CHAIRMAN OF THE WORLD CHAMBERS FEDERATION**

**YOUR EXCELLENCE  
NORMA BERTA PENSADO  
EMBASSADOR OF MEXICO IN SWEDEN**

**HONORABLE MEMBERS OF THE STEERING COMMITTEE  
OF THE WORLD CHAMBERS FEDERATION**

**GOOD DOG, MINA DAMER OCH JERRAR  
BUENAS TARDES DAMAS Y CABALLEROS  
GOOD AFTERNOON LADIES AND GENTLEMEN**

TODAY IS A VERY SIGNIFICANT AND IMPORTANT DATE IN THE HISTORY OF THE CAMARA DE COMERCIO, SERVICIOS Y TURISMO DE LA CIUDAD DE MEXICO AND FOR MYSELF AS PRESIDENT OF THIS CENTENARY ORGANIZATION.

CANACO AS WE ARE REFERED TO IN THE BUSINESS COMMUNITY IN MEXICO WAS FOUNDED **AUGUST 27, 1874**. WE ARE THE OLDEST CHAMBER IN LATIN AMERICA, THE LARGEST WITH OVER 50,000 MEMBERS AND RECOGNIZED NATIONALLY AND INTERNATIONALLY FOR OUR CONSTANT INVOLVEMENT WITH INTERNATIONAL TRADE AND SPECIALLY THE GLOBAL CHAMBER MOVEMENT.

THAT IS WHY WE ARE THE BEST OPTION FOR HOLDING THE 7<sup>TH</sup> WORLD CHAMBERS CONGRESS IN 2011.

WE HAVE THE TOTAL SUPPORT OF LOCAL AND FEDERAL AUTHORITIES, AS WELL THE BUSINESS COMMUNITY OF MEXICO AND 20 COUNTRIES OF LATIN AMERICA, WHICH WE ARE SURE WILL ALLOW US TO CARRY OUT A MAGNIFICENT EVENT IN ONE OF THE MOST ACTIVE COUNTRIES OF THE ECONOMIC GLOBALIZATION PROCESS, AS MEXICO HOLDS 12 FREE TRADE AGREEMENTS WITH 44 COUNTRIES.

### **WHY MEXICO?**

THE LAST WORLD CHAMBERS CONGRESS IN THE AMERICAS WAS HELD IN CANADA, WHICH IS NORTH AMERICA.

OUR CANDIDACY IS NOT ONLY A CANDIDACY FOR MEXICO, BUT FOR LATIN AMERICA, WHICH IS THE PART OF THE WORLD WCF NEEDS TO INTEGRATE TO IT'S MOVEMENT AND NETWORK.

LATIN AMERICA AND MEXICO REPRESENT BUSINESS AND INVESTMENT OPPORTUNITIES IN IMPORTANT EMERGING ECONOMIES.

MEXICO CITY WAS THE CAPITAL OF MORE THAN HALF OF THE AMERICAS DURING THE VIRREYNATO OF SPAIN.

LAST BUT NOT LEAST THE BACKING OF LOCAL AND FEDERAL AUTHORITIES, MAKING SURE THAT ALL WHO WANT TO ATTEND THE CONGRESS WILL BE ASSURED OF A DILIGENT AND OPPORTUNE VISA AUTHORIZATION AND DELIVERY.

## **WHAT DO WE CONSIDER IMPORTANT ISSUES THAT SHOULD MAKE MEXICO THE 7<sup>TH</sup> WORLD CHAMBERS VENUE ?**

FIRST OF ALL WE POSTED OUR CANDIDACY SINCE 2005 AND HAVE PREPARED INTENSIVELY TO MAKE THE EVENT A SUCCESSFUL ONE.

WE CONSIDER THE WORLD CHAMBERS CONGRESS, SHOULD BE THE ONLY FOCUS OF THE EVENT.

WE FEEL THE EVENT SHOULD BRING MEXICAN AND LATIN AMERICAN CHAMBERS TO THE EVENT, BECAUSE OF THE STRENGTH OF WCF, HAVING AS ONE THAT WE CONSIDER OUR COMPROMISE TO WCF TO INCREASE WCF MEMBERSHIP AND THEREFOR THE WCF BUSINESS NETWORK, WITH LATIN AMERICAN INTEGRATED.

AS OUR PRESIDENT FELIPE CALDERON HAS STATED "IT IS VERY IMPORTANT FOR MORE MEXICO TO BE IN THE WORLD, AS WELL AS MORE OF THE WORLD TO BE IN MEXICO." WE FEEL THIS CONGRESS OFFERS THE PERFECT OPPORTUNITY TO DO SO.

## **DOES MEXICO HAVE THE CAPACITY AND ORGANIZATIONAL ASSETS TO HOLD THE EVENT ?**

AS THE VIDEO MADE IT VERY CLEAR, MEXICO HAS TOTAL AND ABSOLUTE CAPACITY. WE HAVE HELD TWO SOCCER WORLD CUPS 1970 AND 1986, AND OLYMPIC GAMES IN 1968. IT IS JOB MEXICO DOES PROFESSIONALLY, ADDING THE TOUCH OF WARMTH AND HOSPITALITY THAT MEXICANS HAVE IN THE BLOOD.

WE HAVE COMPLETE INFRASTRUCTURE, ROOM CAPACITY AND LOGISTICAL EXPERIENCE.

## **WHAT ADDITIONAL VALUE CAN CANACO BRING TO THE EVENT?**

HAVING MEXICAN AND LATIN AMERICAN CHAMBERS PARTICIPATING, A JOB WE STARTED IN 2006 BY COMPROMISING OURSELVES WITH THE LATIN CHAMBERS. AS YOU KNOW BUENOS AIRES, ARGENTINA AND RIO DE JANEIRO, BRASIL, WANTED TO POST THEIR NOMINATIONS FOR THE CONGRESS, BUT THROUGH AICO (ASOCIACIÓN IBEROAMERICANA DE CÁMARAS DE COMERCIO) WE MANAGED TO UNIFY THIS CANDIDACY TO BE ONE OF 20 COUNTRIES, TO FORTIFY THE POSSIBILITIES OF HAVING THE EVENT IN A LATIN AMERICAN COUNTRY.

ANOTHER IMPORTANT FACTOR IS OVER 30 YEARS OF INTERNATIONAL TRADE EXPERIENCE AND GLOBAL CHAMBERS MOVEMENT.

PLUS A HISTORICAL NOTE, CANACO HAD THE ICC OFFICES IN IT'S PREMISES FROM 1985 TO 1990 AFTER THE 1985 EARTHQUAKE, WHEN ICC LOST IT'S OFFICES, A BOND WE HAVE HAD WITH THIS ORGANIZATION THROUGH MANY YEARS AND WISH TO STRENGTHEN EVEN MORE WITH THE EVENT.

## **WHAT IS THE ADDED VALUE AND STRATEGIC PURPOSE FOR THE WORLD CHAMBERS FEDERATION TO HOLD THE EVENT IN MEXICO?**

INTEGRATING LATIN AMERICA TO THE WCF NETWORK. ADDING MORE KNOWLEDGE ON MEXICO'S AND LATIN AMERICA'S BUSINESS AND INVESTMENT OPPORTUNITIES AND MARKETS.

## **WHAT WILL THE EVENT HAVE ?**

THE FOCUS WILL BE "SUSTAINABLE DEVELOPMENT AND ECONOMIC FUTURE.

CONFERENCES, PANELS, MATCHMAKING AND WORKSHOPS.

TRADE SHOW, MEXICAN, LATIN AMERICAN AND OTHER INTERNATIONAL COMPANIES, SINCE MORE AND MORE THE BUSINESS COMMUNITY WANTS BUSINESS RESULTS FROM CONGRESS ATTENDMENT.

FASCINATING SOCIAL, CULTURAL AND GASTRONOMIC EVENTS.

GREAT COMPANIONS PROGRAM, MEXICO CITY HAS MORE MUSEUMS THAN ANY OTHER CITY IN THE WORLD, ARCHEOLOGY, ARCHITECTURE AND ENTERTAINMENT, PLUS ALL THE GREAT DESTINIES FOR PRE AND POST CONGRESS VISITS.

THE ASSURANCE THAT THE VISA PROCESS WILL NOT BE IN ANY WAY A PROBLEM FOR ANYBODY THAT WISHES TO ATTEND THE CONGRESS.



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IN SHORT IN MEXICO THE 7<sup>TH</sup> WORLD CHAMBERS CONGRESS IS GUARANTEED FOR TOTAL SUCCESS.

WE HOPE TO HAVE THE HONOR OF WINNING THIS CANDIDACY AND MORE IMPORTANT WE HOPE TO HAVE EACH AND EVERYONE OF YOU THERE !!!

VIVA MEXICO!!

VIVA THE WORLD CHAMBERS FEDERATION !!