



Mexico Encounter 2010: Prospective- An academic, scientific and social happening, which looks to define what, is possible and what can be made real for the development of Mexico in the global and national context. The objective is to reflect on “futurables”: new and feasible ways to address a task based on best practices applied to a concrete reality: Mexico.

Supported by the National Association of Universities and Institutes for Higher Education (ANUIES), the National Autonomous University of Mexico (UNAM), the Organisation for Economic Cooperation and Development (OECD), the NGO Espacio de Vinculación (EVAC) and the Mexico Chapter of the World Future Society (WFS-CM) Encounter is bringing together a molecule of world intelligence which springs from different areas of knowledge: Science, politics, economy, technology, teaching and the arts, with the objective of analyzing general ideas and deriving actions from these ideas for the country case in point of the host country: Mexico.

To think about and to reconcile the situation of a country is not an exercise that can be isolated from an understanding of the trends of the contemporary world: globalization, ecological and economic crises; the flow of immigration; technological, educational, and industrial gaps; fragmented spirituality; historic resentments; colonialism and lack of understanding; broken and imaginary dialog. More than a complex puzzle, our planet is a mosaic which invites us to decipher it; each one of its fragments has a meaning and a role to play.

Gathering here in Mexico has the purpose of discovering compasses in a dark, enclosed and stagnant world that is ruled by fear. We need to find the light-houses that will be guiding references; to bring together and align views from different perceptions to just one place which is here and now. To listen to a Europe that justifies cessation of wars through peace agreements and lives immersed in the memory of its own conflicts; to understand a hyper-present, new, optimistic, and persistent China. The Encounter will acknowledge the magnitude of borders transgressed despite the walls delineating them; feeling a near but distant Africa; and recognizing religious windows in a sea of liturgies that escape all sense of spirituality.

Gathering to think about Mexico (from all perspectives, internal, external, contributing and aligning) will imply meditating on the crossroads of history: and doing this at a moment which obliges Mexico and many other Latin American countries, which are in the midst of the bicentennial of their independence, to pause along the way, and to evaluate the progress made, and to lay the foundations for the future they desire. This needs to reflect a renovated state of mind, in order to arrive at a shared future, not only through the coincidence of almost common languages and cultures, or through the common challenges facing them of divided national



agendas, but also, paradoxically, through a new global imperative to become a region or to become nothing.

Promoting dialog and the inclusive expression of all voices in the search for shared solutions is the premise that motivates diverse institutions to gather and participate in this encounter. The diversity and talent of Mexico is readily displayed by the Asociación de Universidades e Instituciones de Educación Superior (ANUIES, Association of Higher Educational Universities and Institutions), which includes the Universidad Nacional Autónoma de México (National Autonomous University of Mexico), celebrating its centenary this year, and contributing both leadership and history to the event. The OECD organization of which Mexico has been a member for sixteen years, and which celebrates its 50th anniversary this year provides the international comparison, necessary to understand "where we stand today,". The Mexican Chapter of the World Future Society provides the ability to see beyond the short term, and Espacio de Vinculación, A.C. adds the capacity to create a neutral arena for the dialog and reflection and to involve young people in the creation of their own future.

The time to come is a time of large wagers, of assuming greater challenges, and of creating new and better trends

PROGRAM

NOTE: Program subject to change

TUESDAY 19TH OCTOBER 2010

TIME: 15:00 - 16:30

REGISTRATION

TIME: 16:30 - 17:30

PRESENTATION OF THE MEXICO ENCOUNTER 2010: BUILDING FUTURES

Jose Narro Robles (Mexico) Surgeon specializing in Community Medicine, Academic at the Real Academia Nacional de Medicina (Royal National Academy of Medicine) in Spain, current Rector of the Universidad Nacional Autónoma de México (National Autonomous University of Mexico)

Rafael Lopez Castañares (Mexico) PhD in Chemistry, current Executive Secretary ANUIES

Julio A. Millan (Mexico) Bachelors Degree in Economics, President of the World Future Society, Mexico's Chapter.

Emilio Azcarraga Jean (Mexico) President of Televisa Group and President of the Board Espacio de Vinculacinn, AC (EVAC)

INAUGURAL KEY NOTE SPEAKER

Angel Gurria (Mexico) Masters Degree in Economics, former Secretary of the Ministry of Finance (Secretario de Hacienda y Credito Publico), current Secretary General of the Organization for Economic Co-operation and Development (OECD)

TIME: 17:30 - 19:00

CHALLENGES OF THE IMAGINATION

The ideas that humanity is facing a time that falls somewhere between abominable and promising, of the possible fulfillment of millennial prophecies, or our impotence in the face of imminent and apparent catastrophes - global warming, famine, the triumph of terrorism, or youth locked away watching computer screens - feed the popular imagination and right now keep us from seeing the real and potential futures which face us, whether we find solutions to our problems or are incapable of facing them.

To define these risks, and imagine a better future growing from them, is essential to be able create an agenda which allows us to face the twenty-first century. Consequently, this encounter represents an effort to collectively unearth the valuable knowledge we can use to imagine the future, this Cristobal Nonato as created by Carlos Fuentes

Alan Riding (Brazil- UK) Bachelor's degrees in Economics and Law, international journalist.

Hector Aguilar Camin (Mexico) PhD in History, Journalist & Writer

Sealtiel Alatríste (Mexico) Writer, Cultural Diffusion Coordinator for UNAM, Premio Internacional de Novela Planeta Joaquín Mortiz (Internacional Literary Award), 1994

Anthony Gooch (UK) Director of Public Affaire and Communication for OECD

Moderator

Carlos Loret de Mola (Mexico) Bachelor's Degree in Economics, Journalist, Honorable Mention National Journalism Awards 2001.

WEDNESDAY 20TH OF OCTOBER 2010

TIME: 09:00 - 10:45 am

FIRST ENCOUNTER

THE ROLE OF THE STATE IN LOCAL AND GLOBAL ARENAS

The idea of "State" is that in which the interests of the participants come together, over and above the definition of an identity, it is the expression of the common purpose of a community, generally grouped together as a "Nation." Taking this idea and using it to identify and provide premises to the individuals that are the important actors in the creation of a Nation State is an irrevocable action in the exercise of bringing up to date (aggiornamento) of a notion that that has appeared today, which is both fixed and questioned in the light of multilateralism and sustainability.

What role does the State play in global competition? Is it time for a new alliance and a rebalancing of roles between governments, businesses, syndicates, and civil society in an effort to promote progress? How do you reconcile the desire to improve the quality of life for individuals and their supranational interests? How do you transcend the language of multilateralism blinkered by sense, and at times stagnant? Where is the federalist idea nourished today? Can the atmosphere of nationalism be overcome, and under what conditions? What models search today for justification and fight for prevalence?

Fernando Henrique Cardoso (Brasil) PhD in Sociology, Former President of Brasil

Michelle Bachelet (Chile) Medical Surgeon, Former President of Chile

Andres Oppenheimer (Argentina-USA) Journalist, Latin American correspondent

Moderator

Gabriela Ramos (Mexico) Masters Degree in Public Policy, current Chief of Staff of the OECD Secretary-General

TIME: 11:00 - 12:30

Reflection Panel

EDUCATION, INNOVATION, AND KNOWLEDGE

The distance between education, as we understood it about fifty years ago, and the knowledge needed to develop it today is ever larger. This gap creates individuals who, despite being relatively well-educated, can be considered functional illiterates. We live in a world that we hardly know, and that at the same time we accept because we cannot understand it ("Man fears nothing more than being touched by the the unknown").

Is the challenge of education essentially to teach reading and writing, or is it necessary to reconsider terms such as basic, average, and higher level education? How do we guarantee that education generates innovative talent, which is the fundamental raw material of the "knowledge economy?" How do we confront the routine of a classroom if the students are better informed than the teachers, although they are not educated in the traditional meaning of the word?

Andreas Schleicher (Germany) Physicist, Head of the OECD Directorate for Educational Analysis, Theodor Heuss Medal, 2003

Søren Brier (Denmark) Professor of Semiotics and Expert in Cybernetics, Warren McCulloch Award, 2008

Enrique Cabrero Mendoza (Mexico) PhD in Public Works, Director of the Centro de Investigacion y Docencia Economica (Centre for Economic Investigation and Teaching CIDE)

Moderator

Sergio Alcocer M. (Mexico) PhD in Engineering, Secretary General of the UNAM

WEDNESDAY 20TH OF OCTOBER 2010

TIME: 11:00 -12:30

Reflection Panel

BUILDING CULTURAL POLICY

Today's culture is intertwined with markets in such a way that it is almost impossible to understand it without speaking of the "culture market." Images from film, for example, that we saw previously in the movie theater, we can now have any time we buy pirated goods. Before we needed policies to regulate the book market; today we should have a policy to encourage reading on the Internet without any books at all.

It is necessary to redefine the term "cultural policy," which has a bearing on, for example, the redefinition of the role of museums, of libraries, of the author's rights in various media, the transmission of movies, and includes the regulation of the term "screen," as we have gone from Homo Videns (Seeing Man, defined by Giovanni Sartori, to Homo Multipantalla (Multi-Screen Man), that is to say, someone who has elevated to the nth power their dependence on television, mobile phones, and computers. What new "episteme" comes from the new generation of digital natives?

Aminata Traore (Mali) PhD in Social Psychology and Psychopathology, Former Mali Minister of Culture and Tourism, former Coordinator of the Development Program of the United Nations

Consuelo Saizar (Mexico) Bachelor's Degree in Communication, President of Consejo Nacional para la Cultura y las Artes (CONACULTA, National Board of Arts and Culture)

Paco Ignacio Taibo II (Mexico) Writer, Journalist, winner of three Dashiell Hammet international awards for the the best detective novel written in Spanish.

Xavier d' Arthuys (France) Cultural Engineer

Moderator

Laura Barrera (Mexico) Journalist, Television presenter and Art Critic, National Journalism Award

TIME: 12:45 - 14:30

SECOND ENCOUNTER

THE CHALLENGE OF PRESERVING LIFE

The truths of Perogrullo have disappeared; we need to redefine almost everything so that our old conceptions adjust to the current reality. The Hippocratic Oath is no longer enough: the challenge of health today entails the humanization of the laboratories that make medicines, and includes the necessity of synchronizing economic development with the basic requirements of this field.

Certain types of food, classified under the label "junk-food," are today the source of various illnesses. Humanity stands before the challenge of preserving life in an environment where threats to life grow steadily. Is environmentally sound growth a choice, or a necessity? How can we produce enough food to alleviate famine? How can we provide health care for all?



How can we ensure that the atmosphere does not make us sick? How can we defend Human Rights and define them from the perspective of contemporary man? Bioethics in the era of fear of that which is created by man. What are the internal aesthetics of factor H+ (artificially improved man)?

Simon Upton (New Zealand) Masters Degree in Political Philosophy, President of the OECD Round Table for Sustainable Development, Member of the Board of the International Research Institute for Climate Prediction at the University of Columbia

Graciela Chichilnisky (Argentina) Economist specializing in Sustainable Development

Clement Bezold (EUA) PhD in Philosophy, President of the Institute For Alternative Futures

Moderator

Rosaura Ruiz Gutierrez (Mexico) PhD in Sciences, former President of the Mexican Science Academy.

WEDNESDAY 20TH OF OCTOBER 2010

TIME: 16:00 - 17:30

Reflection Table

THOUGHT: BARBARISM AND MEANING

Thought is the fundamental ingredient of human progress.

In an epoch when everything seems to need a new definition, the term "barbarism" is no exception. If the dictionary defines "barbarism" as "rusticity, lack of culture," or "an act perpetuated by barbarians," we need to ask if the current global condition is attributable to the acts of the new barbarians, those who have turned finances and telecommunications into executioners tools.

Can we attribute the global crisis to the lack of culture in world leaders? What meaning would life have if our behavior was less barbaric? How do we ensure that our enormous scientific and technological advances contribute to this task? Maybe this is the moment to change, to reevaluate, and to redefine what we mean by "thought."

Francisco Martin Moreno (Mexico) PhD in Law, novelist, editorial writer, holder of the award "Laurel de Oro" for literary excellence in Spain and National Journalism prize

Bernard-Henry Levy (France) Philosopher, writer, journalist, winner of the Medicis prize for the French novel 1994

Denise Dresser (Mexico) PhD in Political Science, Writer, Journalist

Moderator

Olga Wornat (Argentina) Writer and Journalist

WEDNESDAY 20TH OF OCTOBER 2010

TIME: 16:00 - 17:30

Reflection Panel

TOOLS, TECHNOLOGIES AND SOCIAL GAPS

The "informatization of society" as the process of evolution of modern societies has been known since the 1970's has incorporated the use of the computer and information technology into daily life, and is little more than a repetition of a process that has accompanied mankind since its origins....the use of new tools is "socialized", at the beginning the new tools

are used only by a few “experts”, and then on becoming socialized allow human beings to live better and be more productive.

Today’s technological revolution has more dimensions. On the one hand it has a much more intense impact on the daily life of individuals: social networks and mobile technology have changed social relations, and biotechnology has literally modified life itself; the impact on productivity, the speed of exchange and the possibilities for innovation generated bear no comparison with previous technological revolutions. However, the exclusive role of the experts has also been socialized, because societies that do not have the adequate human capital and daily experience in the use of the new technologies are being kept on the sidelines of the advantages that these bring, and new gaps are created.

Orlando Ayala (Columbia) Bachelors degree in Administration Information Technology, Senior Vicepresident of the Microsoft Group for Development of Emerging Markets.

William Halal (USA) George Washington University Professor Emeritus Administration, Technology and Innovation, member of WFS

Dimitri Ypsilanti (Greek/Canadian) Economist, Director of the Division of Politics for Information, Computers and Consumption OECD

Jaime Valles (Mexico) Engineer, Vice-president for CISCO Latin America

Moderator

Antonio Rallo (Mexico) Bachelors Degree in Marine Biology, Vice President for Strategic Technology at Televisa

THIRD ENCOUNTER BUILDING THE FUTURE

TIME: 17:45- 19:30

One of the fundamental elements of every utopia is the generation of values, as these constitute the scaffolding that historically and morally supports a society. It is precisely in this area that the current crisis acquires a dimension that overwhelms us. Triumphs do not start from, nor are they based on the revaluation of those diverse and essential behaviors that have forged us as a civilization, but on the contrary, the source of all merit resides in the potential of "materialization," which each individual can develop, achieve, or desire.

Where there is no vision, the people perish". This quote is from the Book of Proverbs, and is one of the most precise descriptions of what is happening in the Western world, including Mexico.

Putting aside history, after the death of ideologies and now also, due to the current financial crisis, after the disappearance of “market ideology” it seems that there is no principal vision, that there are no ideals and amongst others the results of this are: violence, resentment, and disintegrating societies.

Questions that come up are: Why do we no longer have visions that guide us? What is the value of the visions that contemporary elites (political, private sector, media and intellectual) offer us? Are we in such danger that we will again start to believe in utopias, which have only ever brought us crime and bloodshed? Is it feasible to believe in a utopia created from a base of solidarity, inclusiveness, freedom, and a vision of “human culture”, and if this were the case would it be anything more than a program for human development?

Something similar occurs with one of our most representative terrors, the threat George Orwell envisions in his book 1984: that of being constantly watched, which is now both a



challenge and a desire. What is the challenge-benefit that entails abandoning anonymity in a society which attempts to universalize consumption and homogenize ideas?

Rob Riemen (Holland) Philosopher, Founder and Director of the Tilburg Institute

Jorge Volpi (Mexico) PhD in Hispanic Philology, writer, Director of TV Channel 22

Miguel Basañez (Mexico) Bachelors degree in Law UNAM, Masters Degree in Public Administration, Warwick University, United Kingdom, PhD in Political Sciences, School of Economics, London University

Moderator

Enrique Dussel (Argentina/Mexico) PhD in Philosophy & History

THURSDAY 21ST OF OCTOBER 2010

TIME: 09:00 a 10:45 am

FOURTH ECOUNTER

ECONOMY: AXES AND NEW REFERENCES

Never in the history of humanity have so many unknowns surfaced in the effort to create an economic order that responds in a practical manner to the urgent necessities of an unequal and polarized world, not even to make clear whether or not some theory advanced has been an adequate response to the complexity of the matter. The most important financial, economic, and social crisis in seventy years has called into question the economic conventions that have prevailed for decades. Hence the need for new approaches to a globalized world, approaches with a holistic focus, approaches where history becomes but a small part of the challenges of the future.

There is no doubt that the challenge will require a solid diagnosis, political willpower, and action without precedent. In this sense, the creators of economic concepts and theories will play a defining role. Is it possible for this new economy to be stronger, cleaner, and more fair?

Economists continue to construct their theories according to completely logical and restricting suppositions of representative agents. Human behavior has still not been able to completely adapt to modern economic theories. There are relevant variables that have not yet been modeled and that could explain homo oeconomicus.

It is necessary to carry out a multidisciplinary analysis that studies society and its social environment. Adequate incentives must be found, incentives that will act as the driving force giving support to a polarized society. It is imperative to discuss the decisions made with those responsible for them, because their models, theories, and decisions will be of paramount importance for the development of a new world economic order.

Federico Reyes Heróles (Mexico) Bachelors degree in Law, Writer, Professor and Political commentator, President of the Mexican Council for transparency.

David Ibarra (Mexico) PhD in economics, Former Secretary of the Treasury

Eduardo Balbi (Argentina) Expert in prospective Methodology

Moderator:

Agustin Garcia-Lopez (Mexico) Masters degree in Economics, Mexican Ambassador to the OECD

THURSDAY 21ST OF OCTOBER 2010

TIME: 11:00 - 12:30

Reflection Panel

PERSPECTIVES FROM THE BUSINESS SECTOR

The business sector has been fundamental in the governmental decision-making process; it is the foundation of economic development, and has also been definitive in decisions concerning free competition and industrial development. At the same time, the sector, alongside world governments, is questioned as never before, and needs to reestablish confidence in its performance on ethical matters. The credibility of the stances concerning how society functions, entrepreneurial activity, and the generation of knowledge depends on it.

For this reason, it is important that business men consider the well-being of the society to whom they promise greater equality of opportunity when making decisions. Previous studies have found a correlation between high Gini indexes, low economic competency, and



protectionism for the largest businesses. Consequently, the paradigm of maximizing income must be eliminated, and socially useful functions that incorporate equality must be developed.

Charles P. Heeter (USA) President OECD Committee for Business and Industry Assessment

Gabriel Guerra Castellanos (Mexico) Diplomat, President Guerra Castellanos y Asociados

Luis Foncerrada (Mexico) President of the Centro de Estudios Económicos del Sector Privado (CEESP)

Moderator

Leo Zuckermann (Mexico) PhD in Political Science, Political Analyst

TIME: 11:00 a 12:30

REFLECTION PANEL

MEASURING DEVELOPMENT

Given that the evils of the present – those that we are able to perceive– lead man to imagine what a world without tragedies, or unhappiness, meanness, corruption, insecurity, or poverty would be like, the dream of the perfect society has been a constant for humanity, despite the fact that never in our history has it been possible to achieve it nor build it.

Is it possible to measure quality of life or of social progress through the concept of a Gross National Happiness Index in contrast to Gross National Product? Happiness is opening a space in the political agenda, which looks to measure success in creating happiness for a great number of people, in the same way that we measure success in creating wealth through GNP

Happiness is defined as subjective wellbeing in life and can be measured through self assessment. At present surveys are being done on a large scale in different countries with questions on happiness. There is comparative data on happiness in 144 countries, over 25 years or more in 11 developed countries.

Chimi Dorje (Bhutan) Chief Human Officer of the Ministry of Home and Cultural Affairs

Carlos Elizondo Mayer-Serra (Mexico) PhD in Political Sciences, Professor and Researcher CIDE

Raul Suarez de Miguel (Switzerland / Mexico) Senior Advisor, OECD Project on Measuring and Fostering the Progress of Societies

Moderator

Rolando Cordera (Mexico) Masters degree in Economics, Researcher and Political Analyst, 1998 UNAM prize for Research in the area of Economic and Administrative Sciences

THURSDAY 21ST OF OCTOBER 2010

TIME: 12:45- 14:30

FIFTH ENCOUNTER

LATIN AMERICA: MULTILATERALISM, COMPETITION, AND IMAGE

Thinking about strengthening the infrastructure is an essential task, as has been pointed out by multilateral organizations participating not only in Latin America, but also in other parts of the world. Broadband, logistics, the assigning of value to raw materials, and the sustainable expansion of markets through education, are part of a long list of projects steadily better defined.

Today it is not possible to create competitive advantages without concentrating efforts: strengthening from within is to sow seeds for the future.

Luciano Coutinho, President of the Brazilian Development Bank (Banco Nacional de Desenvolvimento, BNDES), signaled recently that Brazil has fifteen billion dollars set aside to contribute to the development of the integration of Latin America on various levels. Just as in other areas, industrial policy today signifies innovative policy, and this can only exist in the framework of undeniably intelligent systems of venture capital, with the help of all the state's resources in all scientific and technological development.

Renato Galvao Flores (Brazil) PhD in the Economics of Knowledge, Professor at the Postgraduate School of Economics, Getulio Vargas Foundation

Alfredo Elías Ayub (Mexico) Civil Engineer with a Masters Degree in Administration, currently Director General of the Federal Commission for Electricity (CFE)

Sergio Ramirez (Nicaragua) Lawyer, Political journalist, Writer

Moderator

Gabriela Warkentin (Mexico) Masters Degree in Communications, Director of the Communication Department at the Iberoamericana University

THURSDAY 21ST OF OCTOBER 2010

TIME: 16:00 - 17:30

Reflection Panel

MIGRATION: NEW PREMISES AND NEW IDENTITIES

Today it is difficult to sustain sovereignty without the support of a symbolic image which is relevant to the group of individuals contained in the nation. To mix or not to mix, Serge Gruzinski points out, is no longer the question:

"To bless the right of blood, to proclaim ethnicity as the origin of the divisions in nationality or allow legal authority based on origin that make some [...] more real than others based on the color of their skin or the poverty in which they live is very dangerous, as the horrors of the past century have proven..."

Due to his condition as a nomad and migrant, man has developed a greater capacity for adaptation than any other species. The *Volkerwanderung* is the human condition always in the process of renovation. Globalization is only the discursive acknowledgement of the movements of humanity since its origins, and sovereignty is an urgent circumstance of human settlements and their unequal distribution of resources.

The traditional terms that allow us to explain both the origins and the characteristics of an identity have become worn out. The basic concepts such as nation, ethnicity, state or community have been overtaken because they are no longer enough to explain new and complex realities.

Is the idea of a united Europe, to be European, the same as the feeling of being and feeling Catalan, Flemish or Welsh? What will be the reach and meaning of different nationalisms in the 21st century? Is there a third nation between Mexico and the United States? Can it be feasible to understand ourselves from different perspectives, as a society and individuals, if we assign a new value and significance to the group of identities that exist, those that survive and those that are born?

Amalia Garcia (Mexico) President of the International Socialist Commission for Migrations, Former governor of the State of Zacatecas



Ranjana Kumari (India) PhD in Political Sciences, Director of the Center for Social Research, President of Women Power Connect

Michel Wieviorka (France) Sociologist, Director of Studies Ecole des Hautes Etudes en Sciences Sociales, President of the International Sociological Association

Moderator

Raul Padilla (Mexico) Bachelors degree in History, Academic, Current President of the International Book Fair Guadalajara.

THURSDAY 21ST OF OCTOBER 2010

TIME: 16:00 - 17:30

Reflection Panel

THE TONGUES OF THE IBERO-AMERICAN LANGUAGE

The riches of the Latin American space are defined, among other things, by the cadence of the shared language: Spanish, with more than a thousand years of history. Where today is the metropolis of our language? Is it in Bogota with its high linguistic reputation? In Mexico with the force of its expressions transmitted through film and television? In Buenos Aires with its insular accent, playfully imitated worldwide? In the Latino people with their enrichment of their language through English words?

The Spanish language embodies force and cultural identity, a structured amalgam of rich and varied vocabulary gathered from the languages spoken before the arrival of the Europeans. Chocolate, aguacate, jitomate... quilombo, gaita, guanajo, and troca are the riches from the extremes of the Americas with which we construct visions and create language. The purpose of this reflection panel is to discuss and promote of them and to seek to enrich the culture with zeugmas and palindromes, metaphors and epithets, expressions which will be expounded upon through enjoying them and the construction of paradigms.

Raul Avila (Mexico) PhD in Linguistics, Researcher Centre for Linguistic and Literary Studies, Colegio de México

Alberto Manguel (Argentina) Writer, Editor, Translator, named an Officer of the Ordre des Arts et des Lettres (Order of Arts and Letters), France, 2004

Laura Restrepo (Colombia) Writer

Moderator

Jose Moreno de Alba (Mexico) PhD in Hispanic Linguistics, Researcher Emeritus of the Institute of Philological Research at UNAM, President of the Academia de la Lengua Mexicana (Mexican Academy of Language)

THURSDAY 21ST OF OCTOBER 2010

TIME: 17:45 - 19:30

SIXTH ENCOUNTER

FUTURABLES FOR THE WORLD

The world is at a crossroads: now is the hour of change. What are the most probable futures? Our way of life, separated from nature, full of waste and contaminants, egotistical and showing little solidarity with those who have least, with surprising technology accessible to only a few, does not seem sustainable. Very soon there will be almost eight billion mouths on this

planet which is until today still blue; and the majority of them will have been born in the least developed countries.

We have before us divergent futures: either with more competition or more cooperation; greater solidarity or greater conflict; economic systems with a more savage concentration on riches for the few and greater marginalization for the majority, or a life of dignity and plenty for as many as possible; cross-cultural fertilization or a clash between cultures; futures that promote dialog and negotiation or those based on imposition; a future that will make our survival impossible as we ignore the great changes we are causing in the natural world or a future that will permit us to restore the equilibrium. What happens next depends on us. Will human intelligence be up to the challenge?

Juan Ramón de la Fuente R. (Mexico), Psychiatric Doctor, Academic, former Rector UNAM, Former Secretary for Health, National Award for Sciences and Arts, 2006

Timothy C. Mack (USA) President of World Future Society

Hugues de Jouvenel (France) Director of the Futurable Group

Francisco Jose Mojica (Colombia) PhD in Management, PhD Director at the Externado University of Colombia

Moderator

Antonio Alonso Engineer, Vice President of World Future Society

Gerardo Gil Valdivia (Mexico) President of the Mexican Seccion of El Club de Roma

Readings Mexico 1

EDUCATION: THE CHALLENGE OF THE MODEL

Now well into the 21st century it has become clear the tendency to generate and develop ideas is an important investment, it brings immediate results, and as proven by the overwhelming development of technology in the last decades, these results are no longer in the medium or long term; the entire public sector that is part of the Mexican State faces the challenge not only of guaranteeing an equal right to education, but also of finding and guiding the talent and new knowledge that is being created in the new generations, which are the most informed and media aware in the history of humanity, with the desire to create the best possible common good.

How can it be possible to create innovative educational policy without ignoring the need to mend the gap between the different regions of the country? How can we rekindle the vocation for teaching and at the same time improve the working conditions of thousands of teachers in an efficient way? How can learning become a real and alternative path of change? In what moment will education be able to provide, on a mass and consistent level, the transforming elements that will in turn allow the consolidation of the industries of thought? Is it possible for a society as profoundly divided as Mexico to come together in a unified way through education?

Esther Orozco Orozco (Mexico) PhD in Cellular Biology, Rector of the Autonomous University of Mexico City

Carlos Mancera Corcuera (Mexico) Former under Secretary of Planning and Coordination in the Ministry of Public Education

Roger Diaz de Cossío (Mexico) Systems Engineering Coordinator, UNAM

Agustín Gasca Pliego (Mexico) Chemical Engineer, Former Rector of the Autonomous University of the Estado de Mexico

Moderator:

Rafael Tovar y de Teresa (Mexico) PhD in the History of 20th century International Relations, diplomat and Mexican Historian

TIME: 10:45 - 12:15

Readings México 2

ECONOMY AND INFRASTRUCTURE

The notion of progress and its respective synonyms have not separated from the national context nor from the collective imagination; nor have they stopped being a necessary reference point for a society such as ours, with profound aspirations to improve living conditions. Today there is a world situation where egalitarian modernization of all the productive sectors of a country is a must for sustainable and inclusive growth, there needs to be a common objective of inserting and supporting an economic policy that will stimulate consumption and the creation of employment, or in other words a solid internal market. In the same way, stimulating the creation of an efficient and profitable infrastructure could make it possible for the Mexican economy to grow according to its potential, and could greatly mitigate both economic and political social polarization.

Where do we start to correct the inequality that has built up over decades? How can we diversify where we find our resources? How can we give new energy and modernization to areas such as tourism and the countryside? Does it make sense to sidestep the prosperity of a local industry in times of total openness? Do we need to confront or to contemplate myths and

demagogy when we conceive of alternative paths for development? How can we abandon the route, that we had made the only route, of an economy based on export, remittances and dependent on a natural and non renewable resource?

Luis Videgaray Caso (Mexico) Bachelors degree in Economics, Federal Deputy, President of the Budget and Public Accounts Commission of the LXI Legislature

Mario Delgado C. (Mexico) Professor in Economics, Secretary for Education in the Government of Mexico City

Bernardo Quintana Isaac (Mexico) Civil Engineer, President of the Board of Directors of Grupo ICA

Jose Antonio Meade K. (Mexico) PhD in Economics, Under Secretary of Treasury (SHCP)

Moderator:

Jose Antonio Ardavin (Mexico) Masters Degree in Public Policies, Director of the OECD Mexico Centre for Latin America

TIME: 12:30 - 14:00

SEVENTH ENCOUNTER VISIONS FOR MEXICO

Mexico cannot continue down the path of "more of the same." While the future depends on what we do or do not do, there is not one, unique, predetermined future to which we will inexorably arrive. There are possibilities, alternative futures in competition, of which one will become real. These possible futures, "futurables," can be imagined or anticipated in the present, along with the actions that will make them more or less likely. However, it is rare that we embark on such an exercise, despite the benefits of doing so.

As Octavio Paz said, "Mexico walks forward looking back; we are a country more of history than of projects." Today it is not the benefit of doing so, but necessity, which is forcing us to change. It is in fact possible to imagine our "future scenarios" in a serious and thorough way, and this should be an obligatory and collective task. How do we begin this reflection on our challenges and opportunities, and at the same time arrive at a common goal? How do we re-found our country? Possibly with the proactive strength of foresight.

Max Trejo (Mexico) PhD Studies in Political Science, Member of Red Vanguardia

Juliana Gonzalez V. (Mexico) Philosopher and Investigator, Honorary PhD of the National Autonomous University of Mexico

José Woldenberg (México) Masters Degree in Latin America Studies, Professor in the Faculty of Political Studies at the National Autonomous University of Mexico

Miguel Angel Granados Chapa (Mexico) PhD in History, Journalist

Julio A. Millan (Mexico) Bachelors Degree in Economics, President of the World Future Society, Mexico's Chapter.

Moderator:

Joaquin Lopez Doriga (Mexico) Bachelors Degree in Law, Journalist and News Anchor Televisa, National Journalism Award Mexico 1977 and 1981



TIME: 14:00 - 14:30

SPEECH AND CLOSING CEREMONY

MC Leonardo Kourchenko (Mexico) Vice- President of International Information Televisa Group

Jose Narro Robles (Mexico) Surgeon specialized in Community Medicine, Academic in the Spanish Royal National Academy of Medicine, Current Rector of the National Autonomous University of Mexico