**U.S. – Mexico Border Stakeholder Planning Meeting\***

March 11, 2016

9 a.m. to 4:30 p.m.

House of Blues/Mandalay Bay Hotel

Las Vegas, NV

*9:00* Registration and Networking

*9:30* Opening Remarks and Welcome ManattJones, San Diego Chamber,

* *Goals for the day* BorderPlex Alliance
* *Introductions*

*10:00* Common Challenges Facing the Border Facilitator: Rolando Pablos, El Paso, TX

* *Facilitated discussion to establish common ground concerning the principal challenges facing the entire border region, including perceptions, resource constraints, physical infrastructure, etc.*

*11:30 Networking Break*

*11:45* Best Practices Promoting Trade & Investment in the Border Region

Facilitator: Cristina Hermosillo, Tijuana, Mexico

* *Sharing what’s working in different communities, including efforts to build bridges with Mexican counterparts, promote regional investment, and cross-border relations*

*12:30* Working Lunch

* *Mapping and Developing U.S. – Mexico Transborder Industries, Erik Lee, Executive Director of the North American Research Partnership*

*And Christopher Wilson, Deputy Director of the Mexico Institute, Wilson Center*

* *Discussion/Q&A*

*1:30* Identifying a Common Policy Agenda for the Border

Facilitator: Chris Wilson, Washington, DC

*2:30 Networking Break*

*2:45* Building an Effective Advocacy Strategy

Facilitator: Paola Avila, San Diego, California

*4:00* Next Steps and Closing Comments

*4:30 Adjourn*

*5:30 Optional Networking Cocktails and Dinner*