



# Mexico Country Outlook 2025

## SPONSORSHIP OPPORTUNITIES & INDIVIDUAL TICKETS

The **Mexico Country Outlook** is an annual conference and report presented by the Baker Institute's [Center for the United States and Mexico \(CUSMX\)](#). The conference is geared toward companies and investors doing or wishing to do business in Mexico and provides analysis of critical challenges and forecasts the economic, regulatory, political, and business landscape. The conference features:

- Keynote remarks by renowned Mexican and U.S. leaders and thinkers
- Expert panels on issues that influence business decisions
- The Mexico Country Outlook Report



**OVERVIEW.** The **Mexico Country Outlook** convenes experts from academia, government and industry to examine, discuss and contribute their own foresight on Mexico's politics, economic prospects, regulatory environment, public safety and security landscape, among other topics. Conference attendees receive the annual MCO report—CUSMX's comprehensive research project.

The Mexico Country Outlook garners an audience that includes university students, public intellectuals, policymakers, business leaders and investors who are interested in public policy issues in Mexico and those affecting the binational relationship. The diversity of the audience also signifies an opportunity to exchange a variety of

perspectives and to network within and outside interested communities.

Please consider sponsoring the **Mexico Country Outlook 2025** research project and conference, which takes place this year on **December 5, 2024**. Sponsorship opportunities appear on page 3.

**MEXICO COUNTRY OUTLOOK REPORT.** Throughout the year, CUSMX experts collaborate on a comprehensive research project addressing aspects of Mexican politics, government, business and society culminating in the **Mexico Country Outlook** for the following year. The corresponding report is initially

made available exclusively to conference attendees. A month later the report is published on the Baker Institute website and made available to the public. Previous Mexico Country Outlook reports and conference information are available at <https://www.bakerinstitute.org/mco>

**MCO 2025 KEYNOTE SPEAKER - ANNOUNCEMENT**



**Luis de la Calle**  
*Director General and Founding Partner, De la Calle Madrazo Mancera  
 Former Undersecretary of International Business Negotiations at the  
 Ministry of Economy in Mexico*

**FORMER KEYNOTE SPEAKERS**

<b>2024 Keynote Speakers</b>			
	<b>Jesús Silva-Herzog Márquez</b> Professor, School of Social Sciences and Government Tec de Monterrey		<b>David Garza</b> President Tecnológico de Monterrey
<b>2023 Keynote Speakers</b>			
	<b>The Honorable Maria-Elena Giner, Ph.D.</b> U.S. Commissioner, International Boundary and Water Commission United States and Mexico		<b>Macario Schettino, Ph.D.</b> Adjunct Researcher, Economies of the Future, School of Social Sciences and Government, Tecnológico de Monterrey
<b>2022 Keynote Speaker</b>		<b>2021 Keynote Speaker</b>	
	<b>His Excellency Arturo Herrera Gutiérrez</b> Former Secretary of Finance and Public Credit, Mexico		<b>His Excellency José Antonio Meade</b> Former Secretary of Finance and Public Credit, Former Secretary of Foreign Affairs, Mexico
<b>2020 Keynote Speakers</b>			
	<b>His Excellency Jaime Serra Puche</b> Chairman, SAI Law & Economics, Former Secretary of Commerce and of Treasury, Mexico		<b>Hugo F. Rodríguez</b> Deputy Assistant Secretary for Central America Bureau of Western Hemisphere Affairs, U.S. Department of State

**MEXICO COUNTRY OUTLOOK 2025.** CUSMX launched the **Mexico Country Outlook 2025** research project in Fall 2024. The annual conference and report presentation are scheduled for **Thursday, December 5, 2024**. Full conference details will be made available on the Baker Institute website.

#### **INDIVIDUAL TICKETS**

- \$250 – Individual ticket to the event for the general public
- \$150 – Individual ticket for members of the Baker Institute Roundtable
- \$150 – Individual tickets for Rice University MGA and MBA students

#### **TABLE SPONSORSHIP**

##### **Table Sponsor \$5,000+**

*Cost of benefit received: \$300. Tax-deductible contribution: \$4,700*

- Complimentary one-year membership to the [U.S.-Mexico Forum](#) (Partner Level)
- Reserved seating at hosted table for up to 6 guests
- Corporate logo recognition on the Mexico Country Outlook 2025 report
- Corporate logo recognition on the Mexico Country Outlook 2025 conference slates
- Recognition from podium at the Mexico Country Outlook 2025 conference

**Last day to sponsor a table is November 5, 2024**

For more information and to become a sponsor, please contact Lisa Guaqueta, Center program manager at 713.348.2649 or [lguaqueta@rice.edu](mailto:lguaqueta@rice.edu).

#### **ABOUT THE BAKER INSTITUTE AND THE CUSMX**

[Rice University's Baker Institute for Public Policy](#) provides fact-based policy analysis and solutions on the most critical challenges facing Texas, the U.S. and the world. It is among the world's most respected, action-oriented public policy institutes, and an integral part of Rice University. Institute experts work with government, business, academia and nongovernmental organizations to address some of the most challenging policy issues of our time. The Baker Institute houses six different centers covering public finance, health and biosciences, energy, entrepreneurship, and U.S. policy in the Middle East and Mexico, as well as individual programs studying science and technology policy, presidential elections, drug policy, foreign policy in China, and others. Whether its work touches global concerns or matters closer to home, the Baker Institute's overarching objective is the same: *to translate practical, data-driven analyses into realistic policies that effect positive change.*

The Baker Institute's [Center for the U.S. and Mexico](#) (CUSMX) focuses on the key issues that influence relations between the two countries, which historically have been culturally, socially and economically interdependent. Issues of study primarily include trade and economic integration, immigration, border management and security, and politics and the rule of law.

## CENTER FOR THE UNITED STATES AND MEXICO LEADERSHIP, FELLOWS AND STAFF



Tony Payan, Ph.D., is the Françoise and Edward Djerejian Fellow for Mexico Studies and director of the Center for the U.S. and Mexico at the Baker Institute. He is also an adjunct associate professor at Rice University and a professor at Universidad Autónoma de Ciudad Juárez.

Payan's research focuses primarily on border studies, particularly the U.S.-Mexico border. His work includes studies of border governance; border flows, including immigration; as well as the border environment, including security and organized crime. Payan has authored two books, co-authored two volumes; and co-edited several volumes, including: "Undecided Nation: Political Gridlock and the Immigration Crisis," "Reforma Energética y Estado de Derecho en México," "Binational Commons: Institutional Development and Governance on the U.S.-Mexico Border," and "The Future of U.S.-Mexico Relations: Strategic Foresight." In addition, he has authored several book chapters and journal publications.

Payan earned a B.A. in philosophy and classical languages from the University of Dallas and an MBA from the University of Dallas Graduate School of Management. He received a doctorate degree in international relations from Georgetown University in 2001.

### Scholars and Experts

- [Ivonne Cruz](#), Research Scholar, Sustainability
- [Rolando Durán Rocha](#), Nonresident Program Advisor
- [Rodrigo Ferreira](#), Rice Faculty Scholar, AI
- [David Gantz](#), Will Clayton Fellow, International Trade
- [Luz Garcini](#), Rice Faculty Scholar, Immigration and Mental Health
- [James Gerber](#), Nonresident Scholar, U.S.-Mexico Border
- [Miriam Grunstein](#), Nonresident Scholar, Energy
- [Gary Hale](#), Nonresident Fellow, Drug Policy and Mexico Studies
- [Nathan Jones](#), Nonresident Scholar, Security and Drug Cartels
- [Richard Kilroy](#), Nonresident Scholar, Politics and the Border
- [Jesús Antonio López](#), Nonresident Scholar, Economics
- [Francisco Monaldi](#), Fellow, Latin American Energy
- [Rodrigo Montes de Oca](#), Research Scholar, Rule of Law and Democracy
- [Isidro Morales](#), Nonresident Scholar, Energy
- [Stephen Mumme](#), Nonresident Scholar, U.S.-Mexico Border
- [Jose I. Rodriguez-Sanchez](#), Research
- [Raul B. Rodriguez](#), Nonresident Fellow, U.S.-Mexico Relations
- Scholar, Economy and Immigration
- [Juan Rosellón](#), Nonresident Fellow, Energy
- [Elizabeth Salamanca](#), Nonresident Scholar, High-skilled Immigration