



North America Works II

IN KANSAS CITY

Building North American Competitiveness

Nov. 30 – Dec. 2, 2006



Presented by Kansas City, Mo., International Affairs and Trade Office
and Council of the Americas/North American Business Committee

Welcome



Mayor Kay Barnes
City of Kansas City, Mo.

Welcome!

Thank you for joining us for the second annual North America Works Conference. We are excited to continue the important dialogue necessary to formulate a strategy that will enhance North American competitiveness and inspire entrepreneurship.

Kansas City is pleased to join forces with the Council of the Americas and the North American Business Committee for this year's conference. They bring a new level of participation and influence to our discussions.

Based on a strong foundation of partnership, innovation and cultural appreciation, Canada, Mexico and the United States have already created a powerful path toward success.

Let's get to work!
Mayor Kay Barnes

Welcome to Kansas City, the hub of North America Bienvenidos a Kansas City, centro de Norteamérica Bienvenu à Kansas City, le centre de l'Amérique du Nord

On behalf of the Council of the Americas and the North American Business Committee, I welcome you to the second conference in the North America Works series, which will focus on transportation and logistics strategies for the region.

Attaining higher levels of competitiveness in North America is a process that involves concrete actions, participation and more importantly, exchanges between leading public and private stakeholders from Canada, Mexico and the United States.

With a shared commitment to promote initiatives that will foster competitiveness and entrepreneurship in North America, we are proud to co-sponsor this meeting, which promises to be a launching pad for strategic discussions to reach the security and prosperity goals that Canada, Mexico and the United States envision.

Welcome.
Susan Segal



Susan Segal
President and CEO
Council of the Americas

**Kansas City
Marriott
Downtown**

Noon – 5 p.m.

Conference Registration

Third Level

**Kansas City
Marriott
Downtown**

2-4:30 p.m.

Pre-conference Sessions

North American Urban Regions

Lester Young B Room

Virtual Network

Hosts: Councilwoman Bonnie Sue Cooper, Kansas City, Mo., U.S.A.; Greg Dandewich, Director, Economic Development, Destination Winnipeg, Inc., Winnipeg, Canada

Chair: Nancy Phillips, Greater Halifax Partnership, Halifax, Nova Scotia, Canada

Transportation, Logistics and Supply Chain Management Study Group

Jay McShann A Room

Chair: Barry Prentice, Asper School of Management, University of Manitoba, Winnipeg, Canada

Mexico Roundtable

Benny Moten Room

Chairs: Jose Somoza, Kansas City, Mo. General Manager-Mexico & Latin America, Kansas City, Mo., U.S.A.; Mark Wine, International Business Manager Mexico/Latin America/Canada, Missouri Department of Economic Development, Jefferson City, Mo., U.S.A.; Rafael Vázquez, Kansas City, Mo., Managing Director, “Casa Kansas City”-Mexico, Guadalajara, Jalisco, Mexico

**Park
University
Campus**

2-4 p.m.

Second Annual North American Education Seminar

Entrepreneurism and North American Competitiveness

Martin Coiteux, Department of International Business, HEC Montreal, Montreal, Quebec, Canada; Alan Artibise, Divisional Dean and Executive Director, Institute for Social Science Research, Arizona State University, Tempe, Ariz., U.S.A.; Park University, Parkville, Mo., U.S.A. university faculty and Kansas City entrepreneurs

5:30 p.m.

Transportation from Kansas City Marriott Downtown to Union Station

Union Station

Official Conference Opening

Hosted by Kansas City Southern

6 p.m.

Reception

Emcee: Warren Erdman, Kansas City Southern Senior Vice President Corporate Affairs, Kansas City, Mo., U.S.A.

7 p.m.

Opening Dinner

Welcome and comments by Mayor Kay Barnes, Kansas City, Mo., U.S.A.; Deputy Mayor Brenda Leipsic, Winnipeg, Manitoba, Canada; Mayor Salvador Lopez Orduna, Morelia, Michoacán, Mexico (invited); Pamela Wallin, Council of the Americas, Former Consul General of Canada in New York, N.Y., U.S.A.

9 p.m.

Transportation from Union Station to Kansas City Marriott Downtown

Agenda

Kansas City
Marriott
Downtown

Conference Registration

Second Level

7:30 a.m. – noon

Kansas City
Marriott
Downtown

Continental Breakfast

Count Basie Ballroom A

Hosted by the Council of the Americas/North American Business Committee

7:30 a.m.

Kansas City
Marriott
Downtown

The North American Agenda:

Count Basie Ballroom A

Building the Security and Prosperity Partnership

Walter Bastian, Assistant Deputy Secretary, U.S. Department of Commerce, Washington, D.C., U.S.A.; Georges Rioux, Canadian Consul General in Chicago, Chicago, Ill., U.S.A.; Héctor Márquez Solís, Mexican Ministry of the Economy, NAFTA Office in Washington, D.C., U.S.A.

8-9:45 a.m.

Kansas City
Marriott
Downtown

Conference Sessions

Count Basie Ballroom A

Hosted by KC SmartPort

10 a.m. – 4 p.m.

Public-Private Dialogue on Transportation Infrastructure in North American Competitiveness: A North American Transportation Strategy

10 a.m.

Introduction to Session

Chair: Stephen Blank, Kansas City, Mo., Adviser on International Trade and North America Works, and Lubin School of Business, Pace University, New York, N.Y., U.S.A.

10:10-10:30 a.m.

Toward a Continental Transportation Strategy for North America

Mary Brooks, William Black Chair of Commerce, School of Business Administration, Dalhousie University, Halifax, Nova Scotia, Canada

10:30-11:30 a.m.

The Impact of Transportation Infrastructure on Supply Chain Management

Discussion Leader: Barry Prentice, Transportation Institute, Asper School of Management, University of Manitoba, Winnipeg, Manitoba, Canada

11:30 a.m. –
12:15 p.m.

Designing a Continental Transportation Infrastructure Strategy

Discussion Leader: Malcolm Cairns, Director of Business Research, Canadian Pacific Railway, and President, Canadian Transportation Research Forum, Ottawa, Canada

**Kansas City
Marriott
Downtown**

12:30-1:30 p.m.

Lunch

Count Basie Ballroom A

Transportation and Logistics Initiatives for North American Competitiveness

Welcome and comments by Wayne A. Cauthen, City Manager, City of Kansas City, Mo., U.S.A.; Ron Lemieux, Minister of Transportation and Government Services, Manitoba, Canada: "The Western Gateway Initiative"; Chris Gutierrez, President, KC SmartPort, Kansas City, Mo., U.S.A.: "Trade Data Exchange – visibility, accountability, process efficiency and security in the supply chain."

**Kanas City
Marriott
Downtown**

1:45-2:45 p.m.

Conference Sessions - continued

Count Basie Ballroom A

Hosted by KC SmartPort

Public-Private Dialogue on Transportation Infrastructure in North American Competitiveness: A North American Transportation Strategy

2:45-3:45 p.m.

A North American Transportation Strategy Work Plan

Discussion Leader: Randy Garber, Vice President, A.T. Kearney, Santa Clara, Calif., U.S.A.

3:45-4 p.m.

Influencing Policy Makers: Cooperation and Leadership for the Future of North American Competitiveness

Introduction by Councilwoman Bonnie Sue Cooper

U.S. Sen. Christopher "Kit" Bond, Mo., U.S.A. (invited); Pamela Wallin, Council of the Americas, Former Consul General of Canada in New York, N.Y., U.S.A.; Tiffany Melvin, Executive Director, NASCO, Dallas, Texas, U.S.A.

4:30 p.m.

Special Announcements

Transportation from Kansas City Marriott Downtown to North America Night Event

**Hunt Midwest
SubTropolis
5 p.m.**

North America Night Reception

Co-hosted by the City of Kansas City, Mo., and the City of Winnipeg and Destination Winnipeg Inc.

Welcome comments by Lee Derrough, President and CEO, Hunt Midwest Enterprises Inc., Kansas City, Mo., U.S.A.; Mayor Kay Barnes, City of Kansas City, Mo., U.S.A.; Deputy Mayor Brenda Leipsic, Winnipeg, Manitoba, Canada
Emcee: Al Figuly, President, Greater Kansas City Foreign Trade Zone Inc., Kansas City, Mo., U.S.A.

5:30 p.m.

Tour of Hunt Midwest SubTropolis during reception

8:30 p.m.

Transportation from North America Night Event to Kansas City Marriott Downtown

Dinner on your own

Agenda

Kansas City
Marriott
Downtown

8:30-11 a.m.

Breakfast

Harvest Room

Building Constituencies for North American Competitiveness through Public Awareness and Education

Co-chairs: Alan Artibise, Divisional Dean and Executive Director, Institute for Social Science Research, Arizona State University, Tempe, Ariz., U.S.A.; Pamela Wallin, Council of the Americas, Former Consul General of Canada in New York, N.Y., U.S.A.

11 a.m.

Wrap-up

Stephen Blank, Kansas City, Mo., Adviser on International Trade and North America Works; Eric Farnsworth, Vice President, Council of the Americas, Washington, D.C., U.S.A.

11:30 a.m.

Adjournment

Marketing Partners

City of Kansas City, Mo., City Manager's Office
City of Kansas City, Mo., Mexico Business Development Office
Economic Development Corporation, Belton, Mo.
Greater Kansas City Chamber of Commerce – World Trade Center
Hispanic Chamber of Commerce of Greater Kansas City

International Relations Council
International Trade Council of Greater Kansas City
Mexican Consulate – Kansas City, Mo.
Port Authority – Economic Development Corporation of Kansas City, Mo.
State of Missouri – Department of Economic Development
U.S. Department of Commerce – Kansas City Export Assistance Center

Organizing Partners

Dr. Stephen Blank, Kansas City, Mo., Adviser on International Trade and North America Works, and Lubin School of Business, Pace University

Council of the Americas/North American Business Committee

City of Kansas City, Mo., International Affairs and Trade Office (City Manager's Office)

A Special Thank You

The Kansas City, Mo., International Affairs and Trade Office (City Manager's Office) extends a special "Thank You, Gracias and Merci" to conference sponsors, partners, organizers and volunteers. It would not have been possible without you.

A most special thanks to Dr. Stephen Blank for his dedication, vision and leadership with North America Works II.

JoAnna "Jody" Edgerton
Director of City of Kansas City, Mo., International Affairs and Trade Office (City Manager's Office)

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