

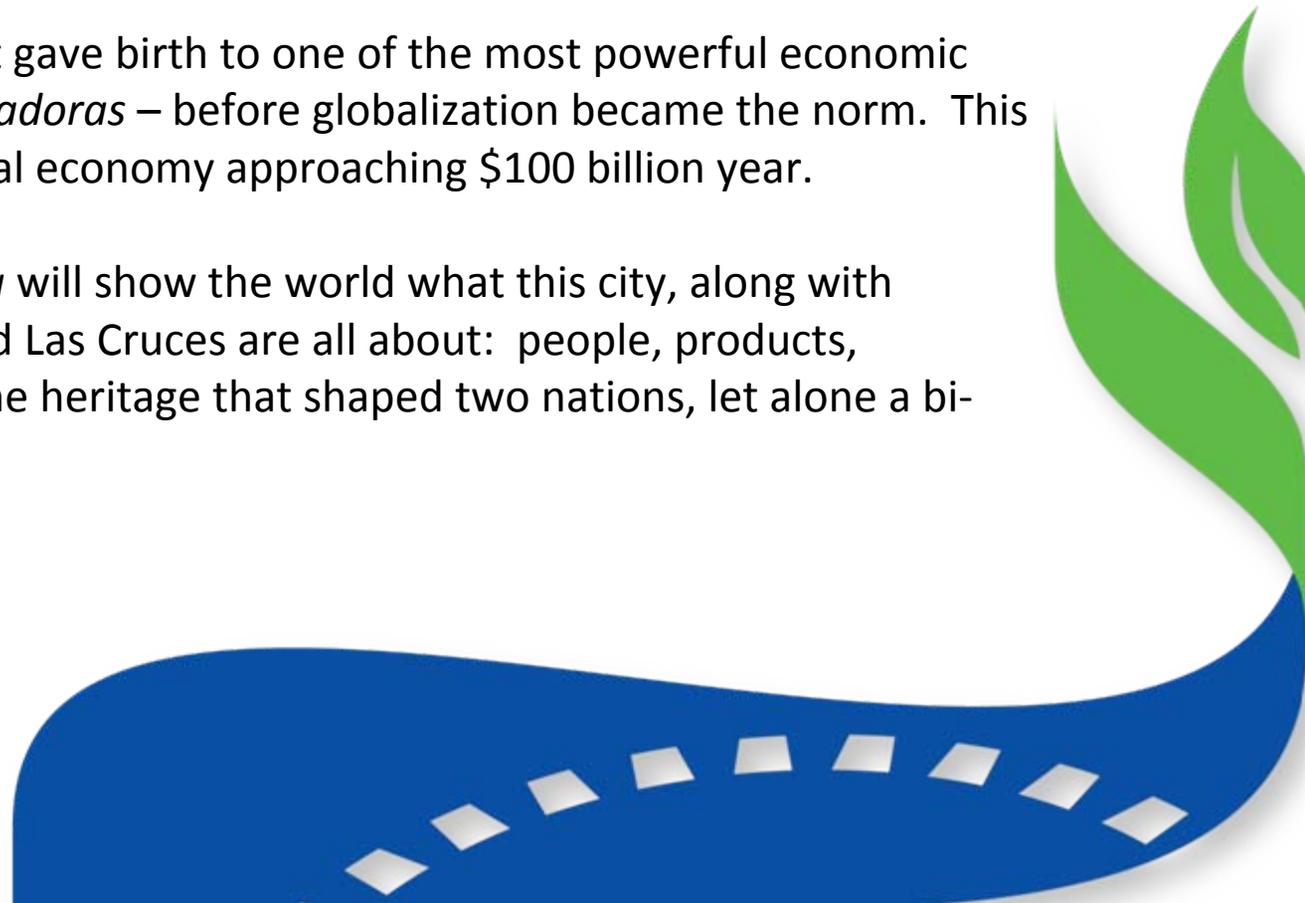
Salud
udad
Juárez



Juárez
competitiva
LA COMUNIDAD QUE QUEREMOS

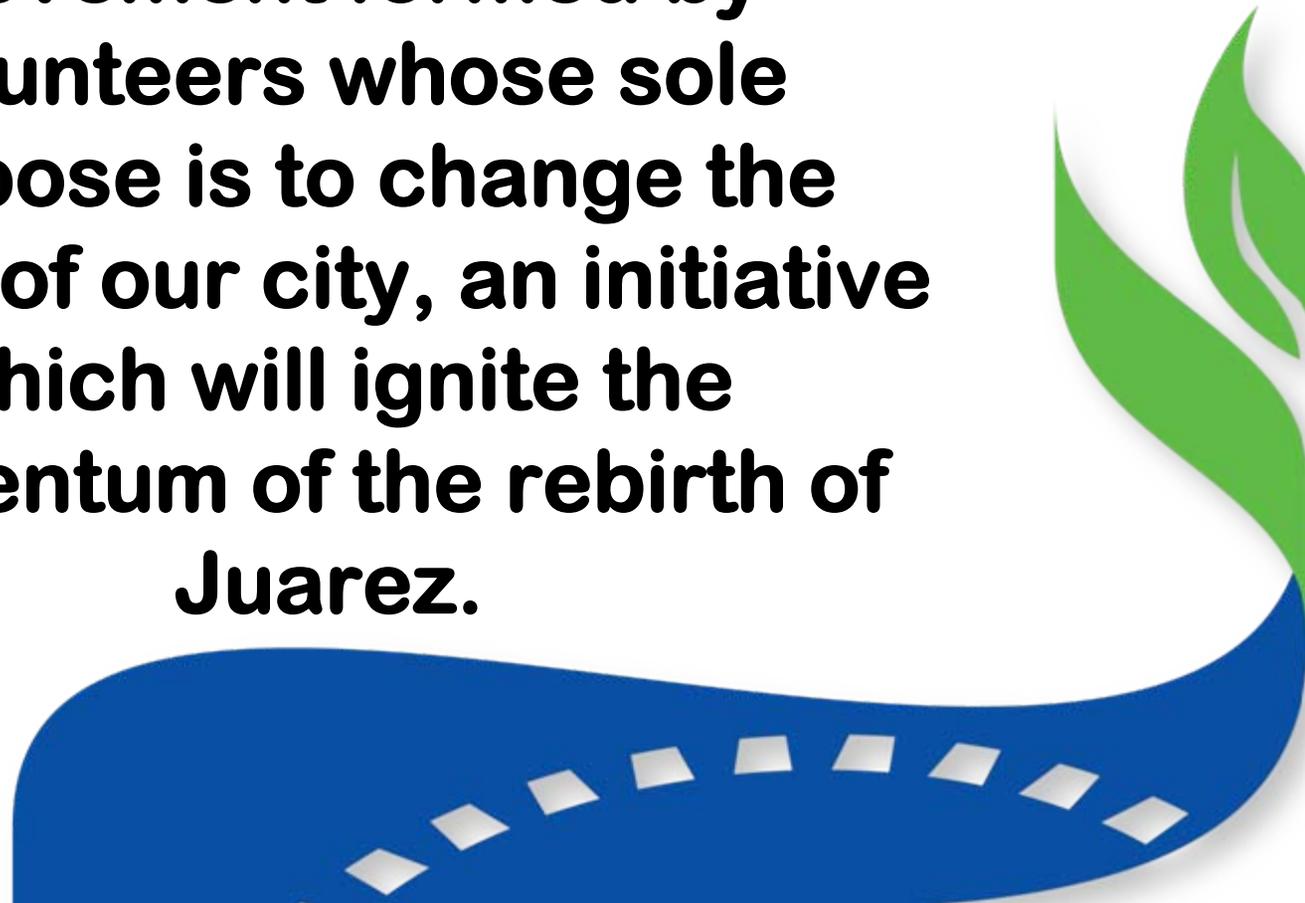
What is Juárez Competitiva 2011?

- What started as a planned two-week event to highlight Juárez, has grown to be a movement to regain the belief, trust and dynamic quality of life once enjoyed by this city of 1.5 million.
- This is the city that gave birth to one of the most powerful economic engines – the *maquiladoras* – before globalization became the norm. This city anchors a regional economy approaching \$100 billion year.
- *Juarez Competitiva* will show the world what this city, along with neighbors El Paso and Las Cruces are all about: people, products, determination and the heritage that shaped two nations, let alone a bi-national region



What is Juárez Competitiva 2011?

***Juarez Competitiva* is a social movement formed by volunteers whose sole purpose is to change the image of our city, an initiative which will ignite the momentum of the rebirth of Juarez.**

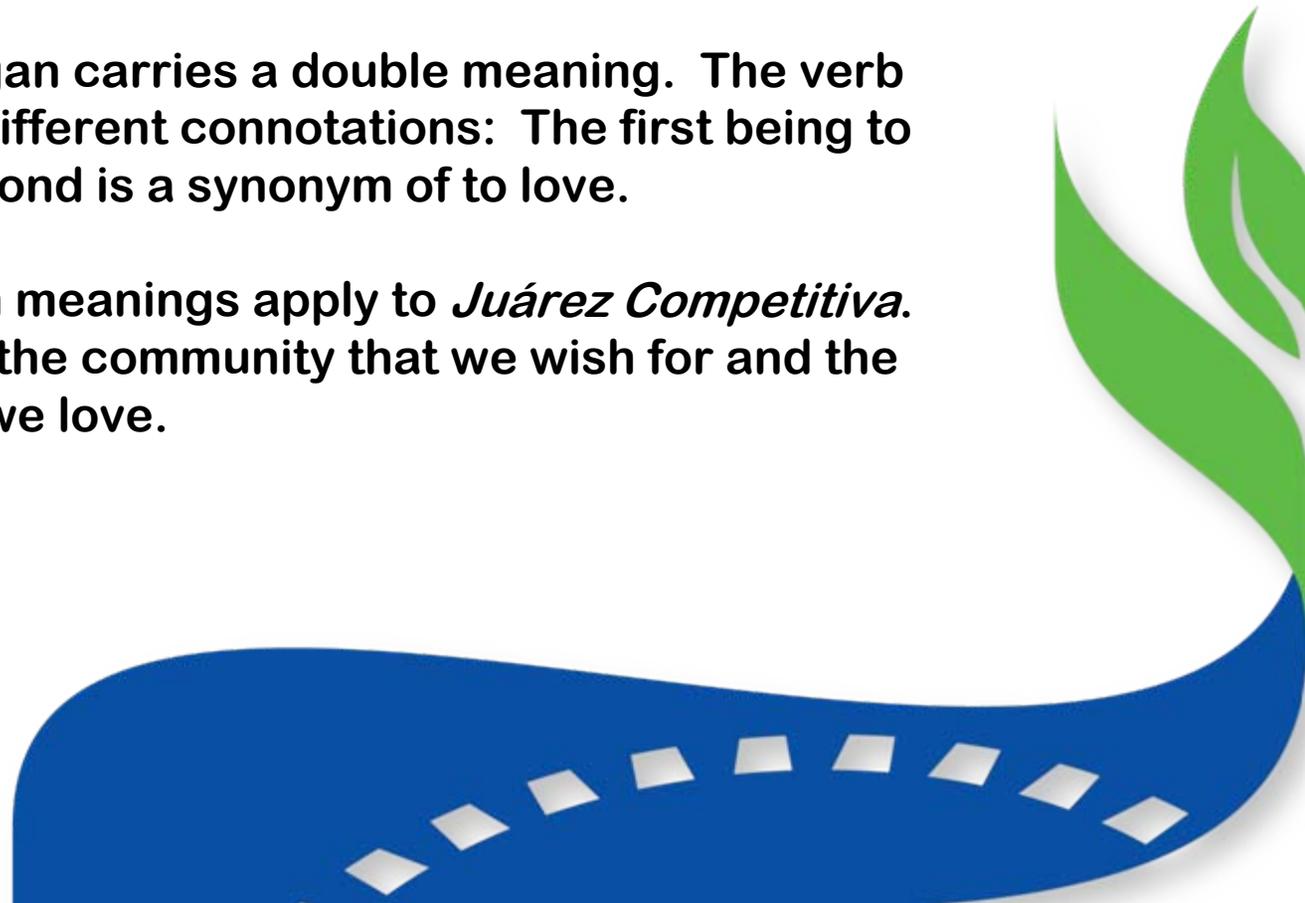


Our Slogan

The community we envision La comunidad que queremos

The Spanish slogan carries a double meaning. The verb *querer* has two different connotations: The first being to envision, the second is a synonym of to love.

In this case, both meanings apply to *Juárez Competitiva*. This is precisely the community that we wish for and the community that we love.



Peace Cry

Juárez Sí

Juárez Sí

Juárez Sí

Ciudad Juárez, Sí, Sí, Sí



Objectives

**This event is not to make money;
It is to gain respect.**

- **We want to put Juarez on the local, national and worldwide agenda in a positive way.**
 - **We want to show everything that Juarez produces. (Not only Materials, Products, Services; but People, Talent) Basis to increase Citizenship Identity and Ownership**
- **To convince Society WE CAN get out of a Crisis on our own.**

Who and When

- This event is organized by Juarez
- Starting October 13 and ending on October 28.

Where?

Children's Museum “La Rodadora”



Where?

Children's Museum "La Rodadora"



International Attention

Simultaneous events in different parts of the world that will support Juárez Competitiva.



Juárez Competitiva Program, October the 13th to the 28th, 2011

Thursday 13	Opening Ceremony	Friday 21	Medical Industry & Services
Friday 14	Technological innovation & I.T.	Saturday 22	Arts & Culture
Saturday 15	Tourism Offering	Sunday 23	Family Day
Sunday 16	Family Day	Monday 24	Entrepreneurship
Monday 17	Media Services	Tuesday 25	Quality, Productivity & Competitiveness
Tuesday 18	Logistics, Customs & Foreign Commerce	Wednesday 26	Environment & Sustainability
Wednesday 19	Automotive Industry	Thursday 27	Organizational Excellence & Human Capital
Thursday 20	Education & Values	Friday 28	Concert for the Peace in Juárez & Closing Ceremony

Confirmed Guests Speakers

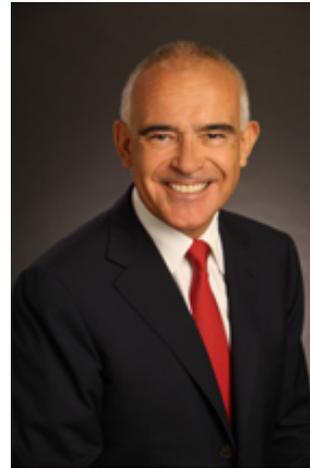
James Rooney Jr.



Fernando Romero



David Arkless



Neri Vela



Confirmed Guest Speakers

Carmen Arastegui



Emma Schwartz



Invited Regional Leaders

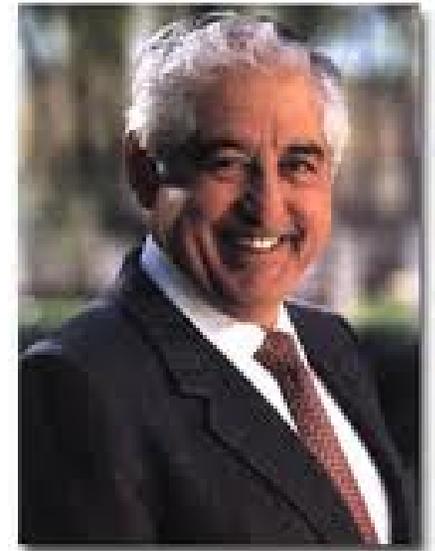
Federico Terrazas



Don Miguel Fernandez



Don Jaime Bermudez



Invited Media Leaders

López Dóriga

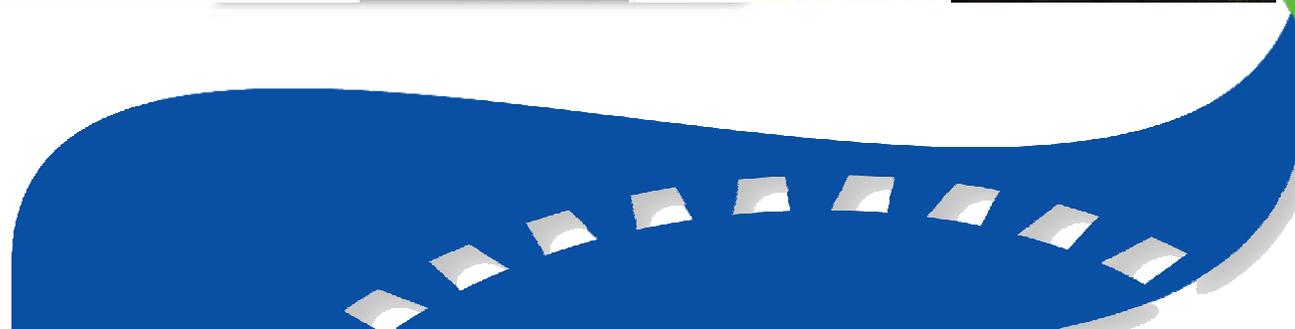
Denise Maerker

Oscar Mario Beteta

Adela Micha

Ciro Gómez

Pedro Ferriz



Invited Business Leaders

Richard Fisher

Carlos Slim

Ricardo Salinas Pliego

Emilio Ascarraga



Invited Guests Speakers

Elizabeth Ames Jones



Alondra de la Parra



Denise Dresser



Invited Guests Speakers

Rudy Giuliani



Mikhail Sergeyevich Gorbachev



President Felipe Calderon



Invited Guests Speakers

Marinela Servitje

Angélica Fuentes

MaAsunción Aramburuzavala

Nicole Reich



Sports events joining Juarez Competitiva

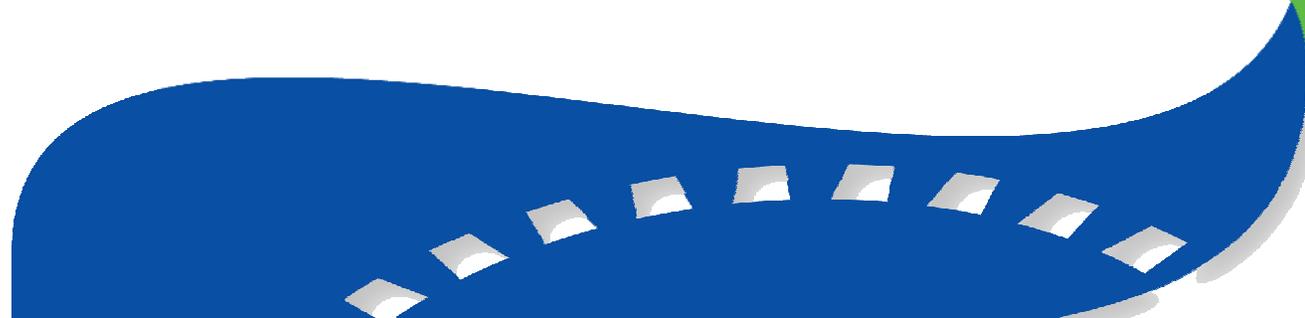
Exhibition and training on both sides of the border



Other Events

The largest Astronomy lesson in history

We will attempt to break the Guinness Record at the Samalayuca sand dunes by having the largest astronomy lesson .



Other Events

Video Game Design Contests



“Temporada de Patos”, a contest in video game design among Mexico’s video gaming generation.



Spectacular Closing

Peace Concert on both sides of the border

This event will take place on both sides of the border with the help of Amor por Juárez.



Organizations participating on the US side

Paso del Norte Group
Southwest Maquiladora
Association
City of El Paso Planning &
Economic Development
El Paso Philharmonic
Orchestra
Amor por Juárez
El Paso Opera
UTEP, EPCC
EPISD

Medical Center of the
Americas Foundation
Trans-National Executive
Communications
El Paso Mayor
CBP
El Paso Times
Sunland Park Mayor
New Mexico Governor
El Paso Juarez NOW
El Paso Chamber of
Commerce
Hispanic Chamber of
Commerce

Which organizations are participating?

Coparmex Juárez

Desarrollo Económico del Norte

AMAC (Asociación de Maquiladoras A.C.)

Universidad Autónoma de Cd. Juárez

Secretaría de Economía – Gobierno Estatal

Desarrollo Económico de Juárez

CANADEVI Cámara Nacional de la Vivienda

Asociación de Hoteles y Moteles de Juárez

Asociación de Transportistas

CANACO Cámara Nacional de Comercio

Centro Coordinador Empresarial

CANIRAC, Cámara Nacional de la Industria Restaurantera

CMIC Cámara Mexicana de la Industria de la Construcción

Oficina de Convenciones y Visitantes

Dirección de Promoción Financiera - Gobierno Municipal

Temporada de Patos

Which organizations are participating?

Secretaría de Economía – Gobierno Federal

Secretaría de Desarrollo Social – Gobierno Federal

CANIETI

ICHICULT, CONACULTA

UACH, UTCJ, ITCJ, ITESM, UANE

Colegio de la Frontera Norte

Centro Cultural Paso del Norte

Colegio de Chihuahua

Corredores Comerciales

Centros Comerciales

Iglesias (Católica, Bautista, Mormona, Cristiana, etc.)

Realizando Sueños

Ojos de Dios

AIASEC, Defendamos Juárez, Leamos Juárez

Pensempos Juárez

TV Azteca, Televisa, El Monetario

Múltiples Empresas