

SEMINAR AND NETWORKING SESSION

THIS IS MEXICO

Wednesday, September 4, 2024

Hilton Amsterdam
(Apollolaan 139, 1077 BG)

PROGRAM*

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| 8:15 – 8:30 | Arrival and registration of participants. |
| 8:30 – 9:00 | Coffee. |
| 9:00 – 9:05 | Promotional video of Mexico. |
| 9:05 – 9:15 | Welcome remarks from Ambassador of Mexico, Carmen Moreno Toscano. |
| 9:15 – 9:35 | Remarks by Secretary of Tourism of Mexico, Miguel Torruco Marqués. |
| 9:35 – 10:35 | Presentations by tourism destinations, Aeromexico, and industry. |
| 10:35 – 10:45 | Q&A |
| 10:45 – 11:30 | Networking session (light lunch and snacks available). |

*Subject to minor changes.