



C MINDS



British Embassy
Mexico City

PARTICIPANT'S HANDBOOK

FUTURE PANDEMIC MANAGEMENT

MARCH 10 2021
4:00-4:30 PM GMT

About the event



March 10



4:00- 6:30pm GMT



Spanish and English with simultaneous translation

The World Health Organization (WHO) has warned us that this will not be our last pandemic and, according to Bill Gates, the next one could be 10 times worse. If anything is clear from these two predictions, it is that all sectors urgently need to improve their preparation to deal with these upcoming challenges and for that, it is we have to start abstracting lessons from the current COVID-19 pandemic and its management.

The challenges are not only economic. It is important that the next pandemics are managed in a more strategic and inclusive way. In this panel we bring together a great diversity of people from Mexico, the United Kingdom and other countries who are experts in different topics to co-design recommendations.

CONNECTION DETAILS

Please connect at 3:45 pm GMT sharp, using your personalized link to enter.

Please ensure a good internet connection and turn on your video.

**If you have any problems connecting, contact
Valeria Tafoya**

Whatsapp: (+52) 477882 8282

Correo electrónico: valeria@cminds.co



Organizers



The Eon Resilience Lab is C Minds' area committed to future-proofing individuals in light of the accelerated changes brought about by new technologies. We put this into practice by supporting public and private institutions in the acquisition of new skillsets and in the creation strategies to navigate a constantly changing present, shaped by AI and other digital technologies.



C Minds is a women-led action tank that works at the intersection of new technologies, society, and the environment, with a strong focus on Latin America. It achieves this by designing digital policies and ethical frameworks and deploying initiatives that harness new technologies to advance sustainable development goals.



British Embassy
Mexico City

The British Embassy in Mexico City maintains and develops relations between the UK and Mexico. In particular, the Foreign, Commonwealth & Development pursues the British national interests and projects the UK as a force for good in the world. It seeks to reduce poverty and tackle global challenges with international partners.

Agenda

SCHEDULE	TOPIC	SPEAKER
10:00	Welcome words	Rodrigo Felix, Head of Anti-Corruption Policy, Rule of Law and Digitization at the British Embassy
10:05	Message	British Embassy in Mexico
10:20	Context	Claudia Del Pozo, Director of the Eon Resilience Lab at C Minds
10:30	Presentation	Dr. Helmi Zakariah, AIME Chief Executive Officer
10:40	Presentation	Boleslaw Charles Winiarski, Chief Operating Officer at Genomtec
10:50	Pannel Introductin	Claudia Del Pozo, Director of the Eon Resilience Lab at C Minds
11:00	Roundtable	Open dialogue moderated by Claudia Del Pozo with questions from the public
12:15-12:30	Closing Speech	Rodrigo Felix, British Embassy & Constanza Gómez-Mont, President of C Minds

ORGANIZERS



**Claudia
Del Pozo**

Director of the Eon Resilience Lab
at C Minds



**Rodrigo
Felix Montalvo**

Head of the Anti-Corruption, Rule
of Law, and Digitalisation Policy
Unit at the British Embassy

FACILITADORES



Carlos Amador

Integrity and Digitalisation Policy
Res Officer at the British Embassy
UNICRI



Daniela Rojas

Projects Assistant at the Eon
Resilience Lab in C Minds

DYNAMIC

Given that there have already been countless conversations surrounding the pandemic, we would like to talk about the learnings from the current one to focus on imagining how we might build a more inclusive and effective response plan for Mexico in the event of another pandemic.

The event will begin with 2 minutes for each participant to give a brief overview of their work or research related to the pandemic. Next, Claudia Del Pozo, your moderator, will ask questions to each participant and seek to achieve a flowing conversation in which participants will be able to bounce ideas off each other. In this sense, it will be a round table and not a panel in which there is no interaction among participants.

To conclude, we will have another round in which participants can share their top recommendation for Mexico in terms of preparing for a future pandemic, seeking to be as specific as possible as to how that recommendation might come into place. These recommendations can be directed towards how public, private, civil society and academia can collaborate together, public policy, and the use of technology to make crisis management much more efficient, among others, to give a few examples.

We will not be using any visual material.

Thank you again for your participation! We look forward to the roundtable.

Participants



Amrita Bahri

Assistant Professor at
ITAM & Co-Chair for
Mexico at WTO Chair
Program

**Perspective: women
and trade**



Bernd Rohde

Managing Director of
Hannover Fairs Mexico

**Perspective: upcoming
pandemics**



**Boleslaw
Charles
Winiarski**

Chief Operating
Officer at Genomtec

**Perspective: molecular
diagnostics startup**



Carlos Fernández

Sales Manager at
Salesforce

Perspective: industry



Claudia Quirós

Director and Future
Strategist at Oràkolo
Think Forecasting

Perspective: futurology



**Cristina
Campero**

Co-founder and
Director of Medical
Solutions PROSPERia

Perspective: HealthTec

Participants



Cristóbal Thompson

Executive Director of the Mexican Association of Pharmaceutical Research Industries (AMIIF)

Perspective: pharmacology



Helmi Zakariah

Chief Executive Officer at AIME

Perspective: epidemic prediction



Mariana Rodríguez Mier y Terán

Congresswoman

Perspective: legislation



Matías Montero

Regional Vice President at Salesforce

Perspective: industry



Sofía Ramírez

Executive Director at México, ¿cómo vamos?

Perspective: economy



(TO BE CONFIRMED)

Bertha Alicia Caraveo

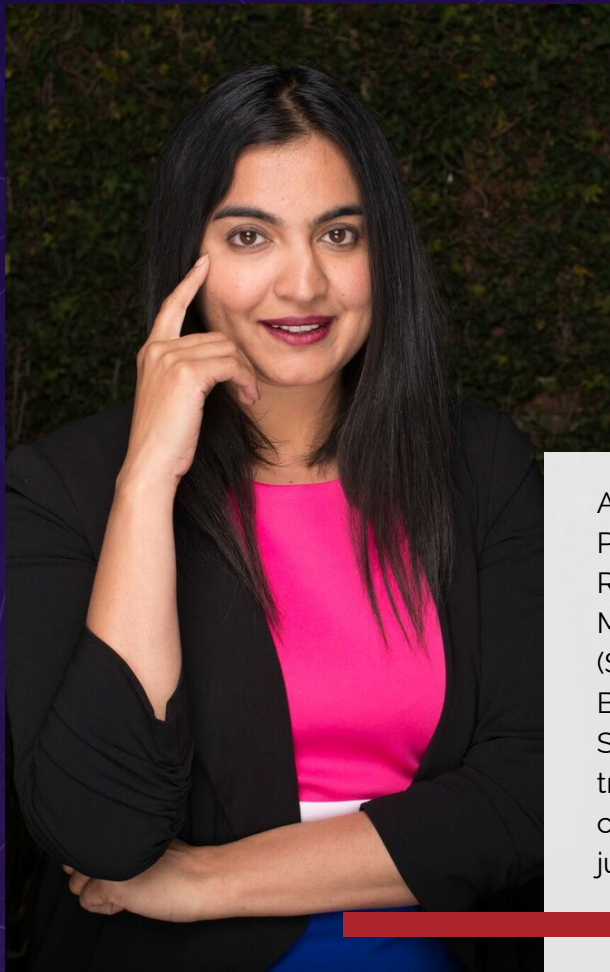
President of the Border and Migratory Affairs Commission of the Mexican Senate

Perspective: migration and legislation



ANNEXES

The following pages contain additional information about the roundtable participants in alphabetical order, as well as the organizers. We ask that all participants get to know the background of the other experts so that we can jump right into the discussion. Thank you.



Amrita Bahri

Assistant Professor at ITAM & CO-Chair FOR MEXICO AT WTO Chair Program. Founding Chair of International Trade & Investment Law Research Group (Law Schools Global League, LSGL) and Founding Member of the South Asian International Economic Law Network (SAIELN). She has a PhD in International Trade Law from University of Birmingham and an LLM in International Business Law from London School of Economics. Has published in the areas of international trade law, WTO dispute settlement, public private partnership for capacity-building in emerging economies, regional trade and gender justice.

Bernd Rohde

Graduated in International Economics by The University of Adelaide, Australia, Bernd Rohde has more than 20 years of expertise on the international exhibition organization field in different continents of the world. Due to his experience and leadership skills he has been Representative and Managing Director of several German event organizers, and since September 2016 to date he serves as Managing Director of Hannover Fairs México, subsidiary of the German Corporate Deutsche Messe AG.





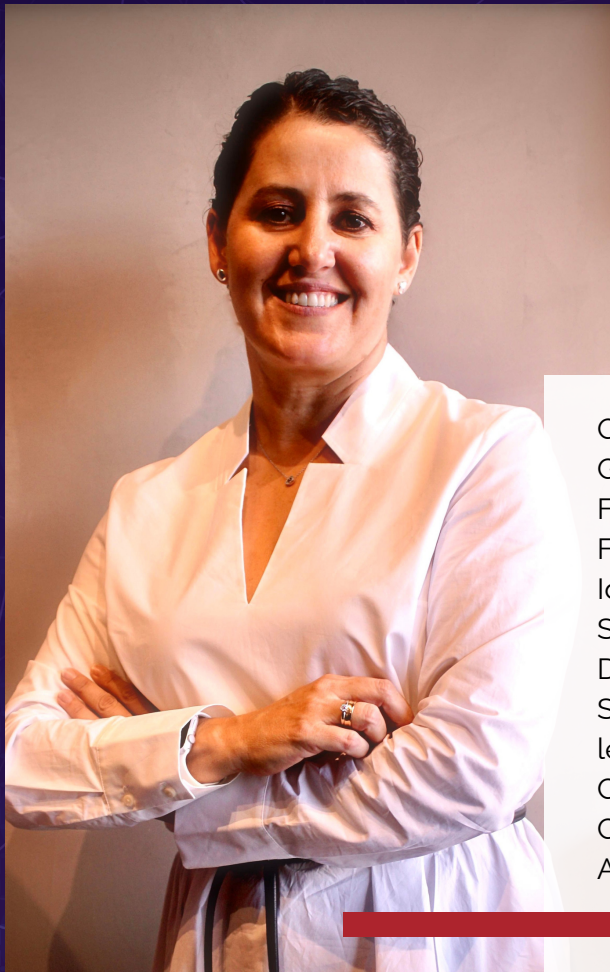
Boleslaw Charles Winiarski

Received his MSc in experimental biology from the University of Silesia, Poland, which was then followed by a PhD course in biomedical & clinical science at the University of Exeter Medical School, UK, and is also certified Project Management Manager, PMP. Has scientific research experience and expertise in the healthcare/life science business development and inward investment conducted on the behalf of the UK Dept. for International Trade for the region of Greater Manchester in England. Currently, serves as the Chief Operating Officer in the innovative medical technology company Genomtec, focus on strategic product development, product(s) commercialisation (inclusively of clinical development) and management of the international BD.

Carlos Fernández



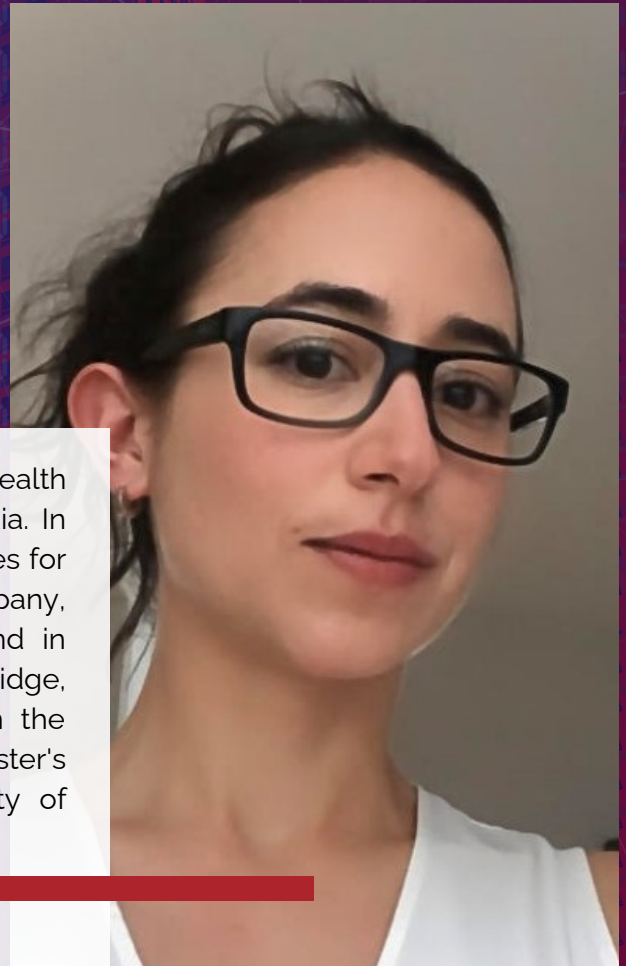
Committed to organizing companies around a stakeholder philosophy. For the last 13 years, Carlos has been with fast growing startups in tech for emerging markets and served key leadership positions in Fortune 500 high - tech and consulting firms. Concretely familiarized with CX, AI, Virtualization and Equal Pay platforms, he now works as Salesforce's Sles Director and is an active promoter in its corporate philanthropy model to make the world a better place for everyone. Nowadays, he participates in senior citizens employment initiatives and other social inclusion programs in Monterrey, Mexico.



Claudia Quirós Fernández

Orâkolo Think Forecasting Founder and Director. Member of the Global Association of Professional Futurists, as well as the World Future Society of the United States and the World Federation of Futures Studies and Foresight of the European Union. Specialist in Ideation + Environmental Scanning Methodologies, Foresight + Strategy Design, Future Proofing Business and Future Scenario Design. In 2019 she was certified as International Certified Future Strategist by the ICFS programme. She has also been awarded with level 8 award in strategic management and leadership by the UK Chapter of the Change Management Institute (CMI). Advisor to the Council of Economy and Development of León, Guanajuato and Advisor for Innovation of Guanajuato State.

Cristina Campero



Expert in transforming ideas into commercial products with health impact. Co-founder and Director of Medical Solutions at PROPERia. In 2019 she co-invented the patent-pending repositioning of Glitazones for Alzheimer's disease. She was also an Associate at McKinsey & Company, specialising in pharmaceuticals, med-tech and public health and in business development and strategy at Wren Therapeutics in Cambridge, UK. She holds a degree in Pharmacobiological Chemistry from the National Autonomous University of Mexico (UNAM) and a Master's degree in Philosophy, Bioscience Enterprise from the University of Cambridge, UK.



Cristóbal Thompson

Since 2013, he has been executive director of the Mexican Association of Research Industries (AMIIF) made up of nearly 60 national and multinational companies focused on the commercialization of innovative drugs. He is a member of the Direct Relief Board Member Mexico and part of the National Speakers Association Mexico Council. In 2019 he was part of the authors compiled in the book "Advances and perspectives of clinical research in Mexico" coordinated by Samuel Ponce de León and Juan Ramón de la Fuente.

Dr. Helmi Zakariah

Chief Executive Officer of AIME and AI4Good, where he led the delivery of data analytics solutions in public health, women & reproductive health, and sustainable agriculture across 3 continents. In 2019 was appointed as a member of the WHO/ITU Working Group. With Covid19 he led the Digital Epidemiology portfolio for the Selangor State Task Force for Covid19- being the most densely populated state in Malaysia. His contribution with the first QR-based e-tracing ecosystem and his IRC (Inherent Risk of Contagion) Modelling for outbreak prediction helped to contain local transmission cases. He also has a career in Public Health as a district program manager for the National Tuberculosis Control Programme and in the Ministry of Health Malaysia. He had his early education in MRSM Jasin, and holds a Medical Degree from the Russian Federation with a Master in International Public Health from the University of Liverpool, United Kingdom.





Mariana Rodríguez Mier y Terán

President of Colectivo 50+1 Chapter Tamaulipas. Congresswoman for PRI Parliamentary Group. Secretary of the Justice Commission and Member of the Marine and Migratory Affairs Commissions. Member of the Friendship Groups, Mexico-Holland and Denmark, the Inter-Parliamentary Commission for the Follow-up for the Pacific Alliance and the Asia Pacific Parliamentary Forum. First woman Magistrate President of the Criminal Collegiate Chamber of the Supreme Court of Justice of Tamaulipas. She holds a Master's Degree in International Law from Georgetown University in Washington, D.C., she holds also a Master's Degree in Human Rights and a Law Degree from Universidad Iberoamericana.

Matías Montero

Salesforce's Sales Vice President for 20 years, he has led advances in transformation and technology in the consumer, manufacturing, service and retail industries, and deeply believes in responsible companies as an engine of growth. Throughout his professional career, he has held various leadership positions in Fortune 500 companies, including CEO, Director of Operations and Counselor, and added to this, a long career in the entrepreneurship sector. Currently actively participates in several voluntary organizations that benefit education, childhood, and equal opportunities in the professional field.





Sofía Ramírez

Master in Economics from ITAM, she was Deputy Director of Applied Research at Mexicans Against Corruption and Impunity, where she specialized in the anti-corruption agenda, in favor of transparency and accountability. She has advised the PREP in local and federal electoral processes and has participated in research projects and public entrepreneurship with various institutions such as Colmex, ITAM and Tec de Monterrey. She was minister representative of CISEN at the Mexican Embassy in Washington D.C., general director of the technical secretariat of the National Security Council and coordinator of advisors of the Undersecretary of Population and Migration at SEGOB. Since October 2020 she is the General Director of Mexico, ¿cómo vamos?

Bertha Caraveo Camarena

(TO BE CONFIRMED)

She holds a degree in Psychology and a master's degree in Urban Planning and Development from the Universidad Autónoma de Ciudad Juárez; institution where she was a professor and researcher from 1990 to 2015, and where she was director of the School of Sociology of the Institute of Social Sciences and Administration (ICSA) and of the campus of the same in Nuevo Casas Grandes from 2003 to 2006. Founder of the Morena party in the state of Chihuahua since 2012, she was also a member of the advisory council of the party in state and national councilor. In 2018 she was elected to the LXIV and LXV Legislatures. In the Senate, she is president of the Border and Migration Affairs Commission and member of the commissions of Science and Technology, for Gender Equality; Foreign Affairs; and Foreign Affairs, North America.





Claudia Del Pozo

Organizer

Director of the Eon Resilience Lab at C Minds, a Mexican think-and-do-tank. Her area prepares individuals with the knowledge and key skills to leverage the impact of new technologies, working with companies and governments. She is currently leading a public policy prototype for more transparent and explainable AI systems carried out in collaboration with Facebook and the Inter-American Development Bank along with support from INAI. She is also coordinating the creation of a practical guide for the ethical adoption of AI systems for entrepreneurs and companies in Latin America.

Rodrigo Félix

Organizer

More than 10 years of experience focused on project management, developing high impact policy strategies, facilitating efficient decision making, networking and stakeholder and partner management. Rodrigo has worked for almost eight years on anti-corruption and antitrust issues; and for the last five years has led the UK's policy and program for Mexico on anti-corruption and digitalization, including artificial intelligence, digital transformation of public services, procurement and the data-driven economy.





Carlos Amador Fraga

Facilitador

Graduated in 2018 with Honors from Florida International University in International Relations and specialized in European and Latin American Studies. He assisted in the organization of projects and diplomatic conferences for the Miami-Florida Jean Monnet European Center of Excellence and, upon completion of his studies, worked for his alma mater at the Department of Politics and International Relations. Currently, he is the Integrity and Digitalization Policy Officer at the British Embassy.

Daniela Rojas Arroyo

Facilitator

Graduated in International Relations at Universidad de las Américas Puebla (UDLAP). She is currently a Project Assistant at the Eon Resilience Lab at C Minds, where she leads the AI Policy Prototyping Program (Open Loop Mexico), to support companies that use AI in their products and services, to move towards a more transparent and explainable use of their systems. Previously he collaborated with Ethos Laboratorio de Políticas Públicas, in the Social Innovation and Sustainable Development area and in ProMéxico in the Business Intelligence area.



The background features a dark blue gradient with a faint, repeating pattern of binary code (0s and 1s). Overlaid on this is a network of thin white lines connecting various circular nodes of different sizes. In the lower half, a stylized, semi-transparent image of a city skyline with several skyscrapers is visible. The text "iSee you next" is in white, and "Wednesday!" is in a bold red font, with a thick red horizontal line positioned directly below it.

iSee you next
Wednesday!
