

## SYMPOSIUM SCHEDULE

February 9, 2011 - February 10, 2011

8:00 A.M. REGISTRATION - IR/PS Robinson Auditorium

8:30 A.M. WELCOME & OVERVIEW

Marye Anne Fox, Chancellor, UC San Diego

Peter Cowhey, Dean, School of International Relations & Pacific Studies

Alberto Díaz-Cayeros, Director, Center for U.S.-Mexican Studies

9:00 A.M. SESSION I: ARTS & CULTURE

Art and culture have a universal impact. This most accomplished and elite group of artists and intellectuals discussed how their craft is a unifying force that inspires and reinforces Mexican identity.

10:45 A.M. SESSION II: MUSEUMS & CULINARY ARTS

As heads of world-class museums and restaurants, panelists discussed the critical importance of fomenting national pride and identity within Mexico and in the international arena.

12:30 P.M. LUNCH: FLAVORS OF MEXICO

Served at the International House Great Hall

2:00 P.M. SESSION III: SCIENCE & THE ENVIRONMENT

Top scientists discussed how science and technology impact society and the environment, and the transformational power of science.

3:45 P.M. SESSION IV: PHILANTHROPY & THE CORPORATE COMMUNITY

These global captains of industry discussed how strategic philanthropic practices can be an instrument of change and development in Mexico.

5:30 P.M. CLOSING REMARKS

Laura Emilia Pacheco, National Council of Culture and the Arts (CONACULTA)

6:00 P.M. RECEPTION: THE BEST OF BAJA RECEPTION AND EXPO

International House Great Hall



## SESSION I



Opening performance by Pablo Gómez Cano,  
UC San Diego Ph.D. Candidate in Performing Arts

### Cristina Rivera Garza

Historian and top selling novelist, winner of the  
prestigious *Sor Juana Inés de la Cruz* Award

Cristina Rivera Garza has lived and taught in Mexico and the United States, and is currently a Professor of Literature at the University of California, San Diego. Dr. Rivera Garza received her Ph.D. in Latin American History from the University of Houston. She has received several awards including the Iberoamerican Sor Juana Inés de la Cruz-FIL. Professor Rivera Garza has authored works in multiple disciplines, many of which have earned awards, and published extensively on the social construction of mental illness and the history of Mexican psychiatry in the twentieth century. She also writes “La Mano Oblicua,” a weekly column for the cultural section of the Mexican newspaper *Milenio*.

### Rafael Tovar y de Teresa

Expert on the history of Mexican art  
and culture, novelist, former Director,  
Mexican National Council for the Arts



Rafael Tovar y de Teresa served as Mexican ambassador to Italy from 2006 to 2007 in addition to serving as president of the Consejo Nacional para la Cultura y las Artes (CONACULTA). He obtained his law degree from the Universidad Autónoma Metropolitana and continued his postgraduate studies in International Relations at the Universidad de la Sorbona in Paris. He pursued the cultural sector as Coordinator of Legal Affairs in CONACULTA before becoming Coordinator of International Affairs for the same institution and then Director of Instituto Nacional de Bellas Artes. He authored *Modernización y Política Cultural*, *El Patrimonio Cultural de México*, *Paraíso es tu Memoria*, and *El Último Brindis de Don Porfirio*.



### Sebastián

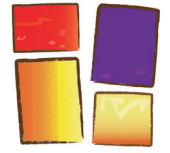
Internationally-awarded monumental sculptor

Sebastián is an artist based in Mexico and is considered the country’s foremost living sculptor. He is most known for his monumental structures constructed in iron or concrete which decorate cities throughout the world. He studied at the Academia de San Carlos in México City and at the Escuela Nacional de Artes Plásticas at the Universidad Nacional Autónoma de México. Sebastián’s works have a deep appreciation for Henry Moore and Pablo Picasso and are distinguished by their geometric shapes and bright colors.



## SESSION II

Museums & Culinary Arts session brought to you  
by El Vitral Restaurant and Tequila Lounge, San Diego



Opening Presentation by Sheldon Brown,  
Faculty Member, UC San Diego Visual Arts



### Diana Magaloni

Director, Mexico's Museum of Anthropology,  
the world's leading museum of anthropology

Diana Magaloni studied at the Instituto Nacional de Antropología e Historia and received a graduate degree in Art History from the Universidad Nacional Autónoma de México in Mexico City and Yale University. Her research focuses on the study of Mesoamerican and indigenous pictorial techniques in the 16th century. She has written extensively about pre-Hispanic mural art.

### Mónica Patiño

Celebrity chef and owner of La Taberna del León,  
MP Café and Bistro, and Náos Restaurant



Mónica Patiño opened her first restaurant, La Taberna del León, in 1978. She started a second restaurant fifteen years later with the same name, and, years later, a third restaurant named Bolívar 12 opened its doors with a menu based on Mexican recipes with Cuban influences. More recently she started MP Café and Bistro and Náos, and has authored several award-winning books, recipes, and chapters, including "Sabores en la Cocina de Mónica Patiño" and "Porque Comer sigue siendo un Placer." Patiño has participated in several gastronomic festivals in Portugal and England as a representative of Mexico.



### Roxana Velásquez Martínez del Campo

Executive Director of the San Diego Museum of Art, and  
former director of Mexico's Museo del Palacio de Bellas Artes

Roxana Velásquez is the first female executive director in the San Diego Museum of Art's 84-year history. She has been director of the Museo del Palacio de Bellas Artes in Mexico City, the Museo Nacional de San Carlos, and the Museo Nacional de Arte. During her tenures at these national museums, Velásquez organized international exhibitions, including shows on Rubens, Goya, and the Frida Kahlo centennial. Velásquez has expressed her interest in reaching out, networking, and co-producing with different countries when it comes to exhibitions, publications, and scholarship.



## SESSION III



Opening presentation by Alexander Gershunov,  
Climatologist, UC San Diego Scripps Institution of Oceanography

### Rodolfo Dirzo

World-renowned ecologist/botanist;  
Director, Dirzo Lab, Stanford University

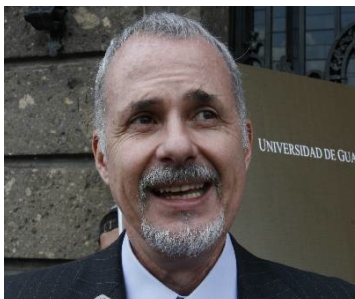
Rodolfo Dirzo is a conservation scientist and a current Professor of Environmental Sciences at Stanford University. He has taught for many years at the Universidad Nacional Autónoma de México, where he continues to collaborate. Dirzo obtained his Ph.D. in Ecology from the University of Wales. Dirzo's scientific interests are focused on the ecology, evolution and conservation of ecological processes in tropical forests.

### Exequiel Ezcurra

Internationally renowned plant ecologist; Director, University  
of California Institute for Mexico and the United States



Dr. Exequiel Ezcurra's 30-year research career achievements range from developing the first environmental impact assessments and triggering the establishment of various protected natural areas in Mexico, to promoting the creation of the California condor release program in Baja California and starting the successful restoration of Guadalupe Island in the Mexican Pacific Ocean. He earned his Ph.D. in Ecology at the University College of North Wales and received the Pew Fellow in Marine Conservation Award in 2005 and the Peacemaker Award in 2007.



### Raúl Padilla López

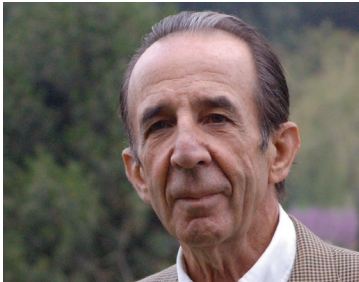
President of the Board, University of Guadalajara and  
the University Cultural Center, Founder of Feria  
Internacional del Libro book fair

Raúl Padilla López served as Chancellor of the Universidad de Guadalajara (UDG) from 1989-1994. During his administration he implemented reforms which ended ideological dogmatism and established plural and democratic decision making for all university activities. He currently serves as the President of the Foundation at the UDG. He was the co-founder of the Museum for Environmental Science and spearheaded the project for the Museum of the History of Medicine. He founded the Feria Internacional del Libro of Guadalajara, now celebrating its 25th anniversary, regarded as the most important book fair in the Spanish speaking world.





## SESSION IV



Opening presentation by Insight Access, a private company offering clean technology to international markets, and established by IR/PS students

Andrea Castillo, Lila Peterson, and Eliot Peper

### Manuel Arango

Celebrated businessman and philanthropist, Founder of Grupo CIFRA, Founder of Mexican Center for Philanthropy

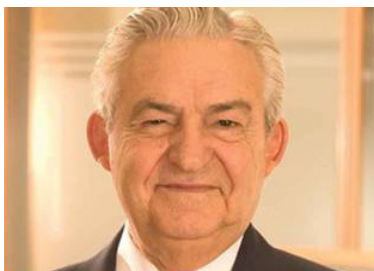
Manuel Arango founded the Mexican Center for Philanthropy (CEMEFI), an organization with over 400 members celebrating its twentieth anniversary. Mr. Arango's pioneering leadership in Mexican philanthropy and corporate social responsibility is demonstrated by his involvement with a large retail business in Mexico that provides necessities to the Mexican public at affordable discount prices. His vision for a more dynamic culture of citizen participation has led him to dedicate a large part of his time to the promotion of the Mexican nonprofit sector, the environment, citizen participation, and corporate social responsibility over profitable business and industry. He encourages people and large institutions to invest their own time, resources, and talent for the common well-being.

### Herminio Blanco

President and CEO, Strategic Solutions,  
and Chairman of IQOM



Herminio Blanco earned master's and doctorate degrees in economics from the University of Chicago. A member of the Advisory Board of SSA Mexico since 2008, he was a senior member of the economic cabinet for President Ernesto Zedillo, and the Secretary of Trade and Industry of Mexico (1994 - 2000). Mr. Blanco was Undersecretary for International Trade and Negotiations of the Ministry of Trade and Industry of Mexico (1993 - 1994 and 1988 - 1990), and was Mexico's Chief Negotiator of NAFTA (1990 - 1993). He was a member of the Council of Economic Advisors to the President of Mexico (1985 - 1988), and was responsible for the negotiation of the Mexico-European Union free trade agreement as well as other agreements with Latin American countries and Israel. He was a key member of the team responsible for Mexico's successful emergence onto the world economic stage.



### Roberto Servitje Sendra

CEO, Bimbo Bakeries, world's largest  
producer of baked goods

Roberto Servitje Senvdra is Chairman of the Board of Bimbo S.A.B, and a member of the boards of Chrysler de México, Grupo Altex, Grupo Aeroportuario Del Sureste, and Mexican Economic Development, Inc. Servitje is also a founding member and active chairman of Bimbo Education and holds a PMD degree from Harvard University. He was honored this past October by The Business for Peace Foundation and the International Chamber of Commerce with the 2010 Oslo Business for Peace Award; an award that ranks as one of the most esteemed acknowledgements to champion business-worthy leadership.



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### SPECIAL THANKS

Sheldon Brown  
Andrea Castillo  
Ricardo Fagoaga  
Alexander Gershunov  
Hannah Gibson

Pablo Gómez Cano  
Christian González  
Eduardo Olivares  
Eliot Peper  
Lila Petersen  
Doug Ramsey